



Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, January 5, 2022 8:30 a.m. – 9:30 a.m.

The meeting was held virtually and compliant with Governors Executive Order N-25-20 and N-20-20. In addition, it was held at the Tourist Information Center located at 100 Central Avenue.

Present: Marietta Bain, Hector Chavez, Liz Jacobs, Matt Bosworth and Sherry Sand
Staff: Moe Ammar-Pacific Grove Chamber of Commerce, Lori Frati-City of Pacific Grove

- Meeting was called to order at 8:32 am
 - Approved minutes of Wednesday, November 3, 2021 meeting.
 - Steve Thomas conducted presentations on two marketing projects:
 - a. Holiday Open House
 - b. Otter on Shelf promotion
- Both events were successful. Requested Steve to survey the participating merchants. Received positive social media engagement.
- Received reports on:
 - a. Pacific Grove Hotel, will be on agenda of City Council January 19, 2022 requesting few amendments of the approved conditions.
 - b. Condo project at 518-520 Lighthouse Avenue was approved by planning commission and was not appealed. Project moving forward and on target. Real Estate Agent Debby Beck of Palatinum One is in charge of selling the condos.
 - Reported on all the businesses moving downtown. The outlook is positive. Spaces are limited to large size only over 6,000 square feet.
 - Discussed parklets extensively. Other than parking and design challenges, all members appreciate parklets. The Advisory board voted to confirm the BID's position in favor of parklets. BID Chairwoman Liz Jacobs is working with two agencies on promoting parklets.
 - Announced the appointment of Jenny MacMurdo as the new President – CEO of the Pacific Grove Chamber. Her first day is Monday, January 17th and will be at the next BID meeting.
 - Discussed several non-action items.
 - Meeting adjourned at 9:27 am

Minutes Respectfully submitted by Moe Ammar