



Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting

Wednesday, May 4, 2022 at 8:30am

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.

Advisory Board Present: Hector Chavez, Liz Jacobs, Stephanie Loftus, Matt Bosworth, and Sherry Sands

Advisory Board Absent: Marietta Bain, Kim Poulin

Staff Present: Jenny MacMurdo (Pacific Grove Chamber of Commerce), and Lori Frati (City of Pacific Grove)

1. Meeting was called to order *at 8:30am by MacMurdo*
2. Welcome and introductions
3. Public Comments on Items not on the Agenda
 - a. *Chavez asked for clarification on Walk of Remembrance events highlighted on KSBW's community calendar*
4. Approved minutes of Wednesday, April 6, 2022 meeting.
 - a. *Chavez (M), Sands (S) Motion passed unanimously.*
5. Received an update on Dad's & Grad's Spring Shopping Event
 - a. *Steve Thomas gave details on May 21st Dad's & Grads passport event from 10:00am-3:00pm*
 - b. *Currently have 11 sign-ups, hoping for 20-25.*
 - c. *There will be a registration table in front of Mechanics Bank, but passports will also be distributed to participating businesses.*
 - d. *Steve will be sharing the poster and social media kits for businesses this afternoon.*
 - e. *If businesses have specials or promos to share, please send to Steve.*
 - f. *Businesses can stamp, handwrite or place a sticker on the passport.*
 - g. *MacMurdo will send Steve new business contacts.*
6. Received an update on First Friday & Good Old Days (all up on Chamber website):
 - a. *Friday evening – First Friday events, set up of carnival rides in front of the Post Office (just that block will be closed), live remote broadcast from Monarch Pub.*
 - b. *Saturday – Event begins*
 - i. *8:00am-11:00am Kiwanis Pancake Breakfast in Jewel Park*

- ii. 10:00am Rotary Parade on Pine Avenue
 - iii. 11:00am-1:30pm Kids Firefighter Challenge
 - iv. Free t-shirts at the Chamber's Info booth, first come-first serve.
 - v. Event ends at 6:00pm
 - c. Sunday – Event continues
 - i. Festival runs from 9am-5pm
 - ii. Mother's Day specials at Fiona Floral and next to Red House Café (Juni's Flower Truck)
7. Discussed replacement of Hector Chavez's seat on the board
- a. *MacMurdo reported that she's reached out to Jennifer at Fiona Floral and she will consider the idea once Mother's Day is over.*
8. Discussed New Business non-action items:
- a. *Loftus asked whether Mando's has found a new location yet. MacMurdo reported not yet, but still looking.*
 - b. *Jacob's asked about the City's plans for extending the parklets. MacMurdo reported that the Chamber wrote a letter in favor of extending. The Council will be discussing the item at one of their May meetings, MacMurdo will let the members know when that date is set.*
 - c. *Thomas reported on the Vacancy Tax Proposal item that is on tonight's agenda. MacMurdo reported that the Chamber sent an opposition letter to the council and will be speaking in person at the meeting.*
 - d. *Thomas reported that the DEI taskforce is working on a proposal to augment downtown crosswalks. Thomas recommended that the BID work proactively with the Arts community on a potential inclusive public art program.*
9. Meeting adjourned at 9:06am by MacMurdo

Minutes Respectfully submitted by Jenny MacMurdo

Next BID Advisory Board Meeting – Wednesday, June 1, 2022