Notice of Regular Meeting

ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, April 11, 2019 4:00 P.M.
Council Chamber – City Hall
300 Forest Avenue, Pacific Grove, CA

1) Call to Order – 4:00 p.m.

2) Roll Call
Commissioners: Mia Jarick (Chair), Tama Olver (Vice-Chair), Sarah Fontecchio (Secretary), Amber Kerchner, Dianna Addeman, Moe Ammar, Marietta Bain, Willy Nelson.

3) Approval of Agenda

4) Approval of Minutes
   a) March 14, 2019 (Attachment A)

5) Commissioner and Council Liaison Announcements

6) Public Comments
   (Comments from the audience cannot receive Commission action. Comments must deal with matters subject to the jurisdiction of the Commission and will be limited to three minutes. Whenever possible, letters are to be submitted to the Commission in advance of the meeting.)

7) Unfinished/Ongoing
   None.

8) New Business
   a) Discuss and approve funding for purchasing flower baskets at light poles downtown in partnership with the Downtown Business Improvement. (Attachment B)

   b) Discuss and approve funding for City’s rack brochure distribution by Certified, Inc. (Attachment C)

   c) Discuss the value of the magic carpet (pink plants) and request the City’s Beautification and Natural Resources Commission to improve the condition of the area known as Perkin Park.

   d) Update on cannabis. Reference: Aram Stoney, CEO of Big Sur Canna Botanicals.

   e) Update on downtown restaurant event. Reference: Steve Thomas

   f) Subcommittee’s report on marketing campaigns for business districts other than Commercial Downtown.

   g) Wine tasting room update.

9) Reports of Staff

10) Adjournment. Next meeting is on May 9, 2019 at 4:00pm
1) **Call to Order** – 4:00 p.m. (Mia Jarrick – Chair)

2) **Roll Call**
   
   **Present:** Commissioners: Mia Jarrick (Chair), Tama Olver (Vice-Chair), Sarah Fontecchio (Secretary), Amber Kerchner, Dianna Addeman, Moe Ammar, Marietta Bain
   
   **Absent:** Willy Nelson

3) **Approval of Agenda**

   On a motion by Commissioner Ammar, seconded by Commissioner Fontecchio, the Board voted 7-0-1 (Commissioner Nelson Absent) to approve the Agenda.

   **Motion passed.**

4) **Approval of Minutes**

   a) **February 14, 2019**

   On a motion by Commissioner Addeman, seconded by Commissioner Olver, the Board voted 7-0-1 (Commissioner Nelson Absent) to approve the Minutes from the February 14, 2019 meeting.

   Clarification requested by Commissioner Olver on minute format. Commission will provide action minutes from each meeting.

   **Motion passed.**

5) **Commissioner and Council Liaison Announcements**

   a) EDC Mission Statement. Provided to all present Commissioners for review. Reference: Mia Jarrick

   b) No official announcements from Council Liaison Jenny McAdams

6) **Public Comments**

   a) **Written Communications**

   Received from Steve Thomas by City Manager’s Office March 14, 2019, filed as Public Information.

   b) **Oral Communications**

   None

7) **Unfinished/Ongoing**

   None.

8) **New Business**

   a) Presentation on CSCDA’s Open PACE program – [www.cscda.org/Open-PACE](http://www.cscda.org/Open-PACE). Presentation provided by David Snow of Counterpoint Sustainable Real Estate and CSCDA. CSCDA’s Open PACE program is a resource for residential and commercial property owners to finance energy efficiency, renewable energy and water conservation. Please reference audio recording found on the EDC website from meeting for more information.

   b) Commission discussion and questions from Commissioners Kerchner, Olver, and Bain. The Chair opened the floor to public comment. No public comments. The Chair closed the floor to public Comment.
c) Presentation on the Pacific Grove Brand Study. Presentation provided by Commissioner Ammar and Peter Mounteer of the Pacific Grove Chamber of Commerce tasked marketing students at the Middlebury Institute of International Studies at Monterey to do a Brand Study for the City of Pacific Grove. Please reference audio recording found on the EDC website and posted power point presentation from meeting for more information.

Commission discussion and questions from Commissioners Ammar, and Jarrick
The Chair opened the floor to public comment. No public comments.
The Chair closed the floor to public Comment.

d) Discuss and approve funding a generic television commercial on CBS in the amount of $5,000. Presentation provided by Commissioner Ammar and Jeff Mitchell Sales Manager of KION of 30 second television commercial. Chamber of Commerce approached KION with commercial campaign with a matching grant of $5,000. Please reference audio recording found on the EDC website from meeting for more information.

e) Commission discussion and questions from Commissioners Addeman, Olver, Kerchner, Bain
The Chair opened the floor to public comment. Question from Sally Moore.
The Chair closed the floor to public Comment.

On a motion by Commissioner Ammar, motioned seconded, the Board voted 5-2-1 (Commissioner Nelson Absent) to approve the Agenda.

Motion passed.

f) Discussion on marketing campaigns for business districts other than Commercial Downtown. Please reference audio recording found on the EDC website from meeting for more information.

Commission discussion and questions from Commissioners Addeman, Olver, Kerchner, Bain, Ammar.
Sub Committee formed with Commissioners Jarrick, Addeman, and Kerchner
The Chair opened the floor to public comment. Comment from Jackie Atchison.
The Chair closed the floor to public Comment.

g) Commission’s goal: identify new businesses, define audience, and develop an outreach strategy. Discussion from Commission on bringing wine tasting and cannabis. Task requested by Chair that each Commissioner as well as members of the public provide ideas at the next EDC meeting of businesses they would like to see brought to the City of Pacific Grove. Please reference audio recording found on the EDC website from meeting for more information.

9) Reports of Staff: Report from Mark Brodeur. Monday March 18, 2019 6:00pm – workshop at Pacific Grove Community Center developing architectural design guidelines for downtown Pacific Grove sponsored by subcommittee of the Historic Resource Committee and Architectural Review Board.

10) Adjourned at 5:12pm.

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

____________________________________             ____________________
Sarah Fontecchio, Secretary                   Date
**Quote Number: 32975**

**Quote To:**  
City of Pacific Grove  
300 Forest Avenue  
Pacific Grove CA 93950

**Contact:**  
Phone: 831.648.3189  
mbrodeur@cityofpacificgrove.org

**ShipTo:**  
City of Pacific Grove  
2100 Sunset Drive  
Pacific Grove, CA 93950  
831.648.3189

**SalesRep:** Meghan Petricka  
Phone: 952-934-7666  
Fax: 952-934-3807  
Email: meghan@plantscapeinc.com

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**Line** | **Part Number** | **Description** | **Rev** | **Drawing** | **Quantity** | **Unit Price** | **Disc %** | **Net Price**  
---|---|---|---|---|---|---|---|---  
1 | AZA422C+ CUST | Custom PermaLeaf Azalea Hanging Basket, 24"x28", Mixed Colors of Beauty, Pink & Cream, Exterior w/UV | A | | 18.00 | 427.00 | | 7,686.00

**Line** | **Part Number** | **Description** | **Rev** | **Drawing** | **Quantity** | **Unit Price** | **Disc %** | **Net Price**  
---|---|---|---|---|---|---|---|---  
2 | X1SHIP | Freight and Packing | A | | 1.00 | 1,485.00 | | 1,485.00

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*This quote is valid for 30 days from date of issue.*

*Thank you for your request.*
TERMS OF SALE

Product: Items 8' and under are set into grow pots with high density foam. Items 10' and over have concrete bases or high density foam. Ask your sales representative for additional base options.

Commercial Fullness (CF) or Standard Fullness (SF) are terms used to indicate foliage density. Standard Full has approximately 25 - 50% less foliage than Commercial Full.

Products with IFR in the description denote those products that have been manufactured using our inherently Fire Retardant foliage. Our IFR foliages have a Class A rating as tested by ASTM E84 and comply with the flame propagation requirements of the NFPA 701. For more information see http://www.commercialsilk.com/fire-retardant-foilage.aspx

Sizes given are approximate sizes measured at the widest point. The height is measured from the bottom of the grow pot or base to the top of the foliage.

Products built on single stems may change shape as they naturally cure. Bamboo canes will crack as part of the natural curing process. The cracking will not affect the structural nature of the product. These things are not considered product defects.

Containers: Decorative containers are not included unless specified in the proposal. Decorative containers can be purchased separately. Ask your sales representative for available selections.

Samples: Partial foliage samples are available at no charge including standard delivery on most items. Full foliage samples and/or expedited delivery will be billed at regular prices.

Minimums: Minimum order $200.00. Some exceptions may apply.

Prices: Prices are subject to change without notice. Unless stated in the proposal, prices do not include taxes, duties, VAT or any other government related fees that may apply.

Availability: Availability is subject to change and substitutions of equal value may be required.

Payment: Upon our acceptance of your order, a 50% deposit with a purchase order is required on all orders prior to production, balance subject to credit approval. Customers without credit approval - balance due prior to shipment via certified check, bank money order, wire transfer (cable remit), MasterCard, AMEX or Visa. Customers with approved credit - balance due net 30 days from date of invoice.

All international orders will require, within 5 days of our acceptance of order (a) a fifty percent (50%) deposit sent via bank wire transfer (cable remit) and the balance due via bank wire transfer prior to shipping or (b) an Irrevocable Letter of Credit conforming to language supplied by Plantscape, Inc | Commercial Silk Intl or (c) if immediate delivery is required, full payment via wire transfer (cable remit), including the freight cost, due prior to shipping.

Credit: Credit may be established by completing our standard credit application. Orders will not be processed until payment terms have been established.

Shipping: Shipping is F.O.B. Eden Prairie, Minnesota unless specified in the proposal. Please note items are shaped to fit cartons and should be reshaped upon receipt. Packing and handling charges will vary by product and order. All products shipped via dedicated truck (generally those products 10' +/- or large orders) will need to be unloaded by the client and will be given a two hour time period for unloading. If more time is required, there may be additional charges. Products shipped via Customer's carrier will not be accepted without written consent and compliance with our shipping instructions. Additional pack charges may apply.

Customer agrees to pay any and all charges from the carrier in the event additional services are required not specifically stated in this quote. These additional services include but are not limited to: Liftgate, Inside Delivery, Limited Access Delivery, Trade Shows, Reconsignment, Storage after Shipment, Manhattan Arbitrary Fee, Redelivery, Reclassification, Detention, Canadian Customs Fees and any Canadian Shipment without a custom's broker will go in bond and be subject to storage charges. Also the extra charges required for deliveries to Schools, Apartments, Hotels, Military Locations, Churches, Exhibit Sites, Residential and Rural Addresses.

Storage: We allow a two week grace period from the scheduled shipment date at no charge. After the two week grace period, shipments will be assessed storage fees.

Claims: Claims for damaged goods are the responsibility of the carrier, and must be noted before signing the delivery receipt. Inspect cartons before signing the Bill of Lading.

Returns: Returns will not be accepted without written consent and shipping instructions. A minimum 25% restocking fee plus all packing and shipping charges will be assessed on product returned in a saleable condition. All return requests must be made within 10 days of shipment receipt. Custom orders, exterior products and product sized 10' and over are non-returnable.

Cancellations: Cancellations on standard catalog items will have a charge assessed to cover work in progress or completed. All verbal cancellations must be confirmed in writing. Custom order cancellations will not be allowed once work is in progress.

Warranty: Indoor products will carry a limited one (1) year warranty and exterior products will carry a limited thirty (30) day warranty of craftsmanship and material from date of invoice. During this time, the company will repair or replace, at it’s discretion, items found to be defective (excluding installation, removal, freight). Natural wood trunks may change shape over time as they continue to cure and are not considered defective. Products are warranted to our direct customers only and warranty may not be extended to anyone else on our behalf. Plantscape Inc | Commercial Silk Intl gives no other warranty expressed or implied and will in no way be liable for more than the invoice value at time of purchase.

Quote Accepted by: ____________________________  Title: ____________________________  Date: ____________________________
### DISTRIBUTION SERVICE AGREEMENT

**CORPORATE OFFICE:**
1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 fax (760) 727-1583 (800) 799-7373 www.certifiedfolder.com

**NAME OF BROCHURE / PUBLICATION:** Pacific Grove

**RENEWAL**

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

**FEDERAL TAX ID:** 94-6000388

**CONTRACT:** 19-0113654 00001

**DATE:** 03/27/2019

**INVENTORY ID NUMBER:** 014797 014797

**NEW ADDRESS:**

**ADDRESS1:** 300 Forest Ave
**CITY:** Pacific Grove
**ZIP:** 93950

**ADDRESS2:**
**CITY:**
**ZIP:**

**STATE:** CA

**PHONE:** (831) 648-3100
**FAX:**

**ADVERTISER:** City of Pacific Grove

**CONTACT:** Mark Brodeur, EDC

**ADDRESS1:** 300 Forest Ave
**CITY:** Pacific Grove
**PHONE:** (831) 648-3100

**BILL TO:** Mark Brodeur

**ADDRESS1:** 300 Forest Ave
**CITY:** Pacific Grove

**DATE:** 04/15/2019

**END DATE:** 04/14/2020

**ADVERTISER ID:**

**SALESPERSON:** 021100 - Victoria Tackett

**SIGNATURE:**

**CONTACT:**

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**FEES:**

Monthly Billing Schedule includes applicable sales tax.

**COMMENTS/SPECIAL INSTRUCTIONS:**

**APPROVED BY ADVERTISER**

**AGREEMENT TO TERMS:** Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.

**Your Signature:**

**Name (print):**

**Title:**

**Date:**

**APPROVED BY (Certified Folder Display corporate office)**

**Signature:**

**Name (print):**

**Title:**

**Date:**

**Print Date:** March 27, 2019 at 11:31 AM

**PREPAYMENTOPTION**

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**APPLICABLE SALES TAX:**

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