NOTICE OF MEETING

CITY OF PACIFIC GROVE

ECONOMIC DEVELOPMENT COMMISSION

REGULAR MEETING AGENDA

Thursday, August 8, 2019, 4:00 P.M.

Council Chamber – City Hall – 300 Forest Avenue, Pacific Grove, CA

1. CALL TO ORDER AND ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF JULY 11, 2019 EDC MINUTES (Attachment A)

4. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)

5. REPORTS OF COUNCIL LIAISON

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

7. REGULAR AGENDA
   A. Hdl Proposal for Economic Development Support Services (Attachment B)
      Description: A proposal by Hdl ECONSolutions to provide updated INSIGHT Market Analytics and Community Profile, as well as to provide economic development staffing services for Pacific Grove.
      Reference: Ben Harvey, City Manager
      Recommended Action: Receive proposal and make a recommendation to the City Manager.
      CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

   B. Annual EDC Event
      Reference: Mia Jarick, Chair, and Ben Harvey, City Manager
      Recommended Action: Discuss annual EDC event concept and provide direction to staff.
      CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

   C. Funding Request for $3,000 for 2019 Butterfly Days (Attachment C)
      Reference: Dixie Layne, Butterfly Days Chair
      Recommended Action: Review proposal and make a funding recommendation to the City Manager.
      CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

   D. Funding Request for $2,000 for First Friday Pacific Grove Advertising (Attachment D)
      Reference: Adrienne Jonson, Founder of First Friday Pacific Grove
      Recommended Action: Review proposal and make a funding recommendation to the City Manager.
      CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.
E. **EDC Strategic Work Plan for Fiscal Year 2019-20 (Attachment E)**  
Reference: Ben Harvey, City Manager  
**CEQA:** Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

8. **UNFINISHED AND ONGOING BUSINESS**

A. **Broadcast and Media Marketing Campaign for the City of Pacific Grove**  
Reference: Jeff Mitchell, Sales Manager at NPG Media  
Recommended Action: Review rough cut of the commercial and provide direction.  
**CEQA:** Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

9. **FULL PRESENTATIONS**

A. **Presentation on the Brown Act, and Board and Commission Member Handbook**  
Reference: Heidi Quinn, Assistant City Attorney  
Recommended Action: Receive information.  
**CEQA:** Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

10. **ADJOURNMENT**

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NOTICE OF ADA COMPLIANCE: Pursuant to Title II of the Americans with Disabilities Act (Codified At 42 United States Code Section 12101 and 28 Code of Federal Regulations Part 35), and Section 504 of the Rehabilitation Act of 1973, the City of Pacific Grove does not discriminate on the basis of race, color, religion, national origin, ancestry, sex, disability, age or sexual orientation in the provision of any services, programs, or activities. The City of Pacific Grove does not discriminate against persons with disabilities. City Hall is an accessible facility. A limited number of assisted listening devices will be available at this meeting. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting or provide the requested agenda format.
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1. CALL TO ORDER AND ROLL CALL – 4:00PM
Commissioners Present: Mia Jarick (Chair), Tama Olver (Vice-Chair), Sarah Fontecchio (Secretary), Dianna Addeman, Willy Nelson, Moe Ammar

Commissioners Absent: Marietta Bain, Amber Kerchner

2. APPROVAL OF AGENDA
Chair Jarick opened the floor to the public. No public comments. Chair Jarick closed the floor to public comment.
On a motion by Chair Jarick, seconded by Commissioner Nelson, the Commission voted 5-0-2 (Commissioner Bain, Kerchner Absent) to approve the Agenda. Motion passed.

3. APPROVAL OF JUNE 13, 2019 EDC MINUTES
On a motion by Commissioner Olver, seconded by Commissioner Fontecchio, the Commission voted 5-0-2 (Commissioner Bain, Kerchner Absent) to approve the June 13, 2019 minutes. Motion passed.

4. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)
None.

5. REPORTS OF COUNCIL LIAISON
None.

6. GENERAL PUBLIC COMMENT
None.

7. REGULAR AGENDA

B. Downtown Commercial (C-D) Uses
Description: Limit the total number of real estate businesses in Commercial Downtown and on Lighthouse Ave to protect and enhance the balanced mix of uses including retail and service businesses that supply residents and visitors with essential goods and services.
Reference: Mia Jarick
Recommended Action: Discuss and approve a recommendation to the City Council to amend PGMC Chapter 23.34 by placing a cap limit on the total number of real estate offices in Downtown Commercial as well as on Lighthouse Ave.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.
Chair Jarick provided information to the Commission on the number of Real Estate offices in the Downtown Pacific Grove area in order to discuss and approve a recommendation to the City Council to limited those numbers. Commission discussed this item. Pacific Grove staffer Noori provided information on current real estate offices with business licenses in Pacific Grove. Please reference audio recording found on the EDC website from July 11, 2019 meeting for more information.

Chair Jarick opened the floor to public comment. Comment from Alan Cohen. Comment from Peggy Jones. Chair Jarick closed the floor to public Comment.

On a motion by Chair Jarick, seconded by Commissioner Addeman, the Commission voted 5-0-2 (Commissioner Bain, Kerchner Absent) to recommend to the City Council a two year moratorium for ten Real Estate Offices in the Downtown Pacific Grove area. Motion passed.

B. EDC Strategic Plan for Fiscal Year 2019-20
   
   Reference: Mia Jarick
   
   Recommended Action: Hold a preliminary discussion on how to plan and develop an Economic Development Strategic Plan for Fiscal Year 2019-20.
   
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Chair Jarick provided information to the Commission on plans for the EDC Strategic Plan for the Fiscal Year. Commission discussed this item. Pacific Grove staffer Noori provided information to the Commission that the EDC budget has been reset at $38,000 when planning for initiatives and funding projects. Please reference audio recording found on the EDC website from July 11, 2019 meeting for more information.

8. UNFINISHED AND ONGOING BUSINESS
   
   A. Broadcast and Media Marketing Campaign for the City of Pacific Grove
   
   Reference: Jeff Mitchell, Sales Manager at NPG Media
   
   Recommended Action: Receive a status update.
   
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Mr. Jeff Mitchell provided information to the Commission on the current timeline for the broadcast and media marketing campaign for the City of Pacific Grove in regards to a new commercial to promote the City’s offerings to both locals and tourists. Commission discussed this item. Commission requested the new commercial be presented at the next EDC Meeting on Thursday August 8, 2019. Please reference audio recording found on the EDC website from July 11, 2019 meeting for more information.

B. Subcommittee Report on the Cannabis Industry in Pacific Grove
   
   Description: Results of the Subcommittee’s investigations and recommendations are provided in the form of a narrative report and summary presentation.
   
   Reference: Tama Olver
   
   Recommended Action: The Subcommittee requests that the Commission receive the report and presentation, agree to any modifications, and forward to the City Council for their consideration.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Commissioner Olver provided a summary presentation of the Subcommittee’s investigations and recommendations to be provided to the City Council to bring the Cannabis Industry to the City of Pacific Grove. Report included in Agenda packet. Commission discussed this item. Pacific Grove staffer Noori provided information to the Commission with regards to the errata provided for the revised recommendations to be included in the motion. Please reference audio recording found on the EDC website from July 11, 2019 meeting for more information.

Chair Jarick opened the floor to public comment. Comment from Alan Cohen. Comment from David Eakin. Chair Jarick closed the floor to public Comment.

On a motion by Commissioner Olver, seconded by Chair Jarick, the Commission voted 5-0-2 (Commissioner Bain, Kerchner Absent) to forward the committee report amended to include Chief Madalone’s comments in the consideration section under a new topic called Public Safety and the Amended Draft City Council Agenda Report to the City Council with the request for inclusion in the upcoming City Council Meeting Agenda. Motion passed.

9. ADJOURNMENT – 5:02PM

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

_____________________________________  _____________________
Sarah Fontecchio, Secretary                     Date
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June 17, 2019

City of Pacific Grove
Ben Harvey, City Manager
300 Forest Ave.
Pacific Grove, CA 93950

Ben,

Based on our previous discussions, I would like to present the attached proposal to renew and expand our working relationship for another year of the INSIGHT Market Analytics package and an update of the Community Profile, as well as the possibility of providing economic development support services for Pacific Grove.

Feel free to contact me with any questions.

Sincerely

Barry Foster,
Principal/Managing Director
Proposal

Scope of Work

Fixed Fee Includes
INSIGHT Market Analytics – 1 Year
- Provide analytics data on targeted areas of interest with up to date trade area data for recruitment of retailers to your community.
- Includes the following reports: 1) Consumer Demographic Profile, 2) Household Segmentation Profile, 3) Employment Profile, 4) Consumer Demand & Market Supply Assessment, and 5) Supporting Trade Area Maps.
- Includes up to 2 trade areas and the City.
- Semi-Annual Update
- Useful tool to be placed on city’s website.

Compensation $2,000

Community Profile
- Preparation of an update of the community profile which will provide insight into Pacific Grove’s market area, community characteristics and economic indicators.
- Useful tool to be placed on city’s website.

Compensation - $4,000

Total Fixed Fee Compensation - $6,000

Optional Services Include
Retainer Services
Economic Development Staffing Services
- Provide up to 15 hrs per month (45 hours per quarter).
- HdL will provide a customized email address and phone number with (831) area code for this service to ensure proper customer service.
- Hourly rate Principal $230, Senior Associate $160 and Analyst $100.
- Customized marketing efforts, negotiation support and outreach for economic development services for the City of Pacific Grove.

Annual Compensation - $24,000 (not-to-exceed based on hourly rates)
Total Compensation – $30,000
Fixed Fee - $6,000
- INSIGHT Marketing Analytics - $2,000
- Community Profile - $4,000

Optional Services
Not-to-Exceed – $24,000
- Economic Development Services

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<th>Staff</th>
<th>Hourly Rate</th>
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<tr>
<td>Principal/Managing Director</td>
<td>$230</td>
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<td>Senior Associate</td>
<td>$160</td>
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<td>Analyst</td>
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Term
The term of services shall be for a 12-month period.

Representative
The consultant representing HdL shall be Barry Foster, Principal/Managing Director for ECONSolutions along with staff support from Elisa Grey, Senior Associate and Keala Mare, Analyst. The staff representative for the City of Pacific Grove will be Ben Harvey, City Manager.

Accepted by HdL:
Barry Foster, Principal/Managing Director
Date

Accepted by City of Pacific Grove:
Ben Harvey, City Manager
Date
To: Mia Jarick, chair and EDC Board  
CC: Jenny McAdams, Councilmember  
From: Dixie Layne, Butterfly Days chair  
Date: July 15, 2019  
Subject: Butterfly Days 2019 Funding Request

I am sending this note to again thank you for supporting Butterfly Days last year. It was our second effort to bring Pacific Grove a fall festival that would complement Pacific Grove’s winter festival of holiday centric events, Good Old Days in the spring, and summer’s Feast of Lanterns. Butterfly Days rounds out the four seasons of festivals and could not have been the success it was without your support. So, again – thank you – and we ask your financial support again this year.

2017 Butterfly Days Recap
The first year we experimented with a combination of partners and events over what had been most recently referred to as Chautauqua Days and informally “Reunion and/or Butterfly Parade weekend.” We chose to rebrand it “Butterfly Days” - a derivation of “Butterfly Pageant”, as it was originally called in 1939, when the Butterfly Parade and Bazaar originated as part of a much larger full weekend festival that was at that time bigger than the Feast of Lanterns. The general consensus from restaurateurs, downtown merchants, alumni returnees, PGUSD, and PG residents was that Butterfly Days 2017 was a success. In the words of Adrianne Jonson, founder of First Friday PG, it was “epic!”

The theme was Life in Pacific Grove, and attached is the postcard we sent to all residents, which outlined all our events.

2018 Butterfly Days Recap
The second year, we built the weekend’s activities around the celebration of anniversaries. It was the Museums 135th, the PG Library’s 110th, the PGUSD Butterfly Parade and Bazaar’s 80th year, the Feast of Lanterns Royal Court’s 60th, and First Friday’s 10th. In addition to all the anniversary celebrants who sponsored/hosted special events throughout the weekend, the following joined in the festivities with their own special Butterfly Days centric events: PG Art Center, PGHS Alumni Association, PG Museum of Natural History, and the Heritage Society. Each of the Butterfly Days partners worked together to bring the best possible experience to Pacific Grove residents, merchants, restaurants, and visitors. All Butterfly Days events were reported a great success.

Testimonials
The plans for this year’s Butterfly Days event are based on the overwhelming response to the 2017 and 2018 events, and to all the requests we received from the public, Chamber, merchants, restaurants, nonprofit organizations, and PGUSD to do it again. Everyone was thrilled with the outcome – even before the event closed on Sunday afternoon, I was asked by event goers, participants, and businesses, “you are going to do it again next year, right?” That question has followed me through the year. Although the businesses were not willing to share their numbers with me in writing, I do have testimonials beyond Adrianne Jonson’s original exclamation of, “epic!”:

“We are looking forward to this year’s Butterfly Days event. Dixie did an amazing job with last year’s event. The parade was magical and there was such excitement in the air for the children and adults. We had many visitors throughout the days, which resulted in great sales and many people visiting the shop. Thanks Dixie!” – Roxanne Viray and Lisa Dominguez, Miss Trawick’s Home and Garden Shop
“The event at Chautauqua Hall was amazing! With the speakers and the contributors everyone was overjoyed – and especially with the book itself. I witnessed a lot of community spirit and people coming together to sign each other’s books. You created the platform for everything to happen, in the perfect venue for such a large undertaking – we exceeded expectations and sold over 300 books in just a few hours. That’s more than one per minute – the logistics of doing that was well organized by you” – Patricia Hamilton, Park Place Publishing (Life in Pacific Grove)

“Thank you Dixie for organizing the Butterfly Days. The event celebrates the City's heritage & culture. The publicity was amazing. I attended most of the events & enjoyed them. Hope you will do it again & again.” – Sincerely, Moe Ammar – PG Chamber of Commerce president

“The impact of Butterfly Days on First Friday is significant as it is the kick-off event for Butterfly Days and it is without a doubt the most attended First Friday event of the entire year. Estimates have been that approximately 2,500 people attend. This year we hope to increase this number by adding a few additional offerings to the mix such as a Face Painter, Popular Local Bands, and a Monarch Butterfly "Selfie Station", just to name a few. This year marks the 50th Anniversary of PG Art Center and they have big plans for this event which in turn will increase the attendance numbers. The PGHS Class of 1969 and 1989 will also be in town celebrating their 50th and 30th High School Reunions, so our event should be the best ever!” – Adrianne M. Jonson – Artisana Gallery and Board President PG Art Center

Butterfly Days has been a great boost to the long-standing traditions of the Butterfly Parade and Bazaar. I have been the chair of the Butterfly Bazaar planning committee for the past few years and have found Dixie Layne to be a fantastic help in our planning. There are a number of things happening on the Butterfly weekend and it has been great to have one person to contact who is aware of all of it. She has helped us coordinate with other events to reduce overlap and to create a weekend of events complimenting the kid-focused bazaar. I think the Butterfly Days and Dixie’s work has been a wonderful boost to both the schools and the committee. Thanks for all your work, Dixie! – Steve Roldof – chair, Robert Down Butterfly Bazaar

2019 Funding Request and Event Plans
Last year the EDC’s financial support of $3,000 was central to making Butterfly Days such a success for everyone. It was your contribution that made it possible for us to get the word out to every resident in and visitor to Pacific Grove, which translated into well attended events and considerable numbers visiting businesses and restaurants, with out of town visitors filling our hotels. It is the goal of Butterfly Days to bring people to Pacific Grove Friday evening and keep them engaged and in town through Sunday – enjoying all Pacific Grove has to offer.

In addition to the monies contributed by the EDC, the Heritage Society donated an equal amount as the presenting sponsor, however, this year the Heritage Society is taking a respite from Butterfly Days as they adjust to a new executive committee and several new board members get acclimated to the business of the Society. The PG Art Center will be the presenting sponsor this year. Their contribution will include providing some monetary support, but primarily that of adding some new events to the calendar, and the always needed people power. In addition, Emily Owens of Tessuti Zoo and the
Chamber will again be in charge of getting 500 giant monarchs to hang in the trees, decorate the streetlamps, and downtown businesses.

Of the $3,000 awarded to Butterfly Days by the EDC last year, the entire amount went to underwrite the projects that benefit all the participants and partners, such as all the promotional and marketing materials, cost of renting Chautauqua Hall for the weekend, supplies, and professional help for all the events put on by participants, with the goal of bringing a larger group of people into Pacific Grove and keeping them here from Friday evening through Sunday afternoon.

We are asking the Economic Development Committee for their continued support of Butterfly Days by contributing $3,000 to this beloved community event that makes an economic difference to our community by bringing residents and visitors to Pacific Grove — with visitors staying in its hotels, and everyone enjoying its organizations and frequenting its businesses and restaurants.

Attached to this request are copies of the postcards and posters your contribution underwrote last year. Your contribution also helped pay for signage, advertising, and promotional items that benefitted all our Butterfly Days partners. Your generosity with producing and distributing these items as well as funding the rental and setup of Chautauqua Hall helped make Butterfly Days a success. Please help us keep this Pacific Grove tradition alive. This event has grown in size because participation has grown so we are also looking for other sources of funding, although no one has of yet stepped up to plate.

If you have any questions please do not hesitate to contact me. I would be happy to stop by an EDC meeting to answer any questions or concerns you may have about Butterfly Days.

Thank you,
Dixie Layne, Butterfly Days Chair
831/917.1536 or dixielayne@comcast.net

P.S. I would like to add that the enthusiasm for Butterfly Days was also seen in the crowds that attended the Parade and Bazaar, plus the response to the public call for vintage photos of kids participating in past Butterfly Parades and Pageant activities. I have been overwhelmed with fabulous pictures that represent butterfly kids from 1939 into the 21st century. These photos are used in our publicity, including posters, postcards, newspapers ads, social media, etc.
**Butterfly Days Events**

Here is a draft summary of the 2019 activities we are planning:

**Friday, October 5**

**First Friday Carnival** 6:00pm to 9:00pm – all things butterflies with music, eatables, and libations. This year we are planning special entertainment that may include face painters, palm readers, magicians, etc.

**PG Alumni Association** - class of 1989 will be holding their Friday night meet and greet at Monarch Pub.

The annual all classes’ reunion will be held this “Reunion Weekend.”

**Saturday, October 6**

**Butterfly Parade**, 10:00am – PGHS class of 1969 and 1989 to march; possibly a special event will take place at the end of the parade.

**Butterfly Bazaar**, 11:00am – special games, photo ops etc. Royal Court appearance. This year the Bazaar will be expanded in conjunction with efforts from the Feast of Lanterns and the PG Art Center.

**Chautauqua Hall** – keynote event planned to include exhibits, music, and lecture

**Elamrie Dyke Park** – children’s activities will include painting wooden butterflies, reading circle, monarch photo selfie station.

**Museum** – Annual Gala Ball Saturday evening.

**PG Art Center** – a full slate of activities are planned for the weekend as well as a Butterfly Days mural of photographs on display.

**PGHS Alumni Association** – evening dinner dance

**Merchants** – all things butterflies

**Restaurants** – special offerings, under development

**Sunday, October 7**

**Chautauqua Hall** 2:00pm to 4:00pm – Heritage Society lecture

**Museum** – open

**PG Art Center** – wide range of activities continue

**Merchants** – all things butterflies

**Restaurants** – special offerings

**NOTE:** Not all the details have been worked out for each of these events ... this list is subject to change.

Attachments:

1. Butterfly Days 2017 poster
2. 2018 Butterfly Days sticker
3. 2017 Butterfly Days banner
4. 2017 Butterfly Days postcard – front and back
THE HERITAGE SOCIETY of PACIFIC GROVE

Butterfly Days
PACIFIC GROVE
October 6-7, 2017

FRIDAY
First Friday - 6 to 9 pm
Downtown Pacific Grove
A butterfly themed evening with live music, refreshments, art openings & surprises.

SATURDAY ONLY
Butterfly Parade & Bazaar - 10:30am to 1pm
Robert H. Dowsen School - 445 Pine Street
Silent 10x12cm composted children have marched to welcome the monarchs home
Senator Muñoz & Mayor Kang - 11:30am
Chauncey Hall - 4th Street at Central Avenue
Join us for the official book launch of "Life in Pacific Grove" with the Royal Court & Royal Guard.
Community Pot Luck Picnic - 12 to 2 pm
Jewell Park on Central Avenue at Grand Avenue
Potluck for authors & friends - bring finger foods to share

Pacific Grove Library - 10am to 4:30pm
5th Central Avenue
Enjoy the exhibits Chauncey, curator Beth Peper, & in Haus Gallery, history of the library.
'Life in Pacific Grove' book sales to live music in the library at 2:30pm

SATURDAY & SUNDAY
Chauncey Hall events - 11am to 5 pm
4th Street at Central Avenue
Lots going on all day, lead a tour of heritage exhibits and auctions to view premieres & a cafe
• Bughouse & Little Library display - auction closes Sunday at 5pm
• Special Heritage Exhibits - Butterfly Pageant
Monarchs, Swan Boats, & more!
• Exclusive PG's Lighthouse film premiere
Sat 1:30pm & 3:30pm, Sun 11:00am & 1:30pm
• "Life in Pacific Grove" book signing & sales

Complete details available on the Heritage Society and PG Chamber websites
www.pacificgroveheritage.org and www.pacificgrove.org

Butterfly Days
October 6-7, 2017

In 1939, elementary school teacher Mildred Gehring organized a PTA fundraiser to celebrate the return of the butterflies to Pacific Grove. City officials thought such a brilliant idea, they created a pageant to coincide with the children's Butterfly Parade and Bazaar and to commemorate the city's 50th anniversary. Central to the city's Butterfly Pageant was a spectacular musical, "Legend of the Butterflies," based on an Ohlone Native American legend. While the last Butterfly Pageant was held in 1947, the Butterfly Parade and Bazaar have flourished and become an iconic fall event in our city. After 70 years, we thought it was time to reignite the children and celebrate one of our most cherished natural resources. Please join us at Butterfly Days 2017 to welcome our migrating monarchs.

Support Butterfly Days!
All donations will be used to support this event and can be made online at www.pacificgroveheritage.org or via mail to: Heritage Society of Pacific Grove, P.O. Box 1007, Pacific Grove, CA 93950

Attachment C
THE HERITAGE SOCIETY of PACIFIC GROVE

Butterfly Days PACIFIC GROVE

October 6-7-8, 2017

FRIDAY
First Friday - 6 to 9pm
Downtown Pacific Grove
A butterfly-themed evening with live music, vendors, art, open houses, and surprises...

SATURDAY ONLY
Butterfly Parade & Bazaar - 10:30am
Robert R. Drew School - 483 Pine Street
Senator Bill Monning
& Mayor Bill Kamper - 11:30am
- Chautauqua Hall - 1st Street at Central Avenue
- Office building - "Life of Pacific Grove"
- Royal Court & Royal Guard introductions
- Community Potluck Picnic & Music - 12 to 2pm
Jewell Park on Central Avenue at Grand Avenue

Pacific Grove Public Library - 10am to 4:30pm
10th Central Avenue
- Chautauqua Hall - canine book signing
- High Libary - literary history exhibit
- "Life of Pacific Grove" book signing
- Music in the Library 2:30pm

SATURDAY & SUNDAY
Heritage Society presents 11am to 5pm
Chautauqua Hall on 1st Street at Central Avenue
- "Life of Pacific Grove" book signing and sales
- Special Heritage Exhibit - butterfly parade, monarchs, and more
- "Life of Pacific Grove" book signing and sales
- "Life of Pacific Grove" display, Sunday at 1pm
- Pt. Pinos Lighthouse film premieres at 1:15pm & 5:15pm

Children's Butterfly Garden
Elmario Dyke Park next to Chautauqua Hall
- "Life of Pacific Grove" book signing and sales
- Photo ops with monarch habitat butterfly king & queen crowns
- Natural History Museum presents 11am to 5pm
- Museum at Central Avenue at Forest Avenue
- Native plants in front of the museum
- "Life of Pacific Grove" book signing and sales
- "Life of Pacific Grove" display, Sunday at 1pm
- "Life of Pacific Grove" book signing and sales
- "Life of Pacific Grove" display, Sunday at 1pm

Special Events Butterfly Days - 10am to 5pm
Special locations downtown Pacific Grove
- Elmario Dyke Park - "Life of Pacific Grove" book signing and sales
- "Life of Pacific Grove" display, Sunday at 1pm
- "Life of Pacific Grove" book signing and sales
- "Life of Pacific Grove" display, Sunday at 1pm

Welcome Home Monarchs

October 6-7-8, 2017
Museum of Natural History
Public Library
Jewell Park
Chautauqua Hall
Elmario Dyke Park
downtown Pacific Grove
Pt Pinos Lighthouse
Monarch Sanctuary
Community Garden
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Funding for First Friday Pacific Grove Advertising (Form submission from: Contact the Economic Development Commission)

Adrianne Jonson via City of Pacific Grove Website <website@cityofpacificgrove.org>
Reply-To: Adrianne Jonson <artisanagallery@gmail.com>
To: hnoori@cityofpacificgrove.org

Name: Adrianne Jonson
Email: artisanagallery@gmail.com

Message:
Hello Commissioners,

My name is Adrianne Jonson, I am the owner of Artisana Gallery, Board Chair of PG Art Center and serve on the Board of PG Chamber of Commerce and founder of First Friday Pacific Grove, which began in March of 2010. At first we launched our event as a grassroots, community event that did not require any fees, memberships or affiliations of any kind and to be open to all businesses in downtown Pacific Grove. We continued in this manner for 5 years before we were approached by the EDC to be funded to assist in advertising First Friday as it had gained great support by locals and visitors that were so positive about the event. Businesses were also responding in a very positive way to the extra sales and business First Friday brings them each month.

My request of the EDC for advertising funding is for $3,000.00. This breaks down to a total of $272.73 per month for the 11 months of First Friday events that are held during the year from February to December. For your perspective, the two ads we run in the Cedar Street Times is $315.00. This does not include the paid advertising we do on Facebook ($100.00) and occasionally in the Monterey Herald ($99.00) or Carmel Pinecone (1 ad $249.00). We are co-sponsored by the Pacific Grove Chamber of Commerce in terms of covering the cost of Liability Insurance for the event and Poster design and copies each month.

We have instituted a very small fee for businesses to participate in advertising of First Friday Pacific Grove in the amount of $25.00. We have between 8-12 businesses that actually pay to be included in advertising, but this still does not cover the cost of advertising. Those businesses that feel they cannot afford to pay for advertising are still able to participate. No business is excluded because they cannot pay. With funding from the EDC we are able to gain more ground and participants in First Friday Pacific Grove.

Thank you for your consideration.

Sincerely,
Adrianne Jonson

Attached File:

Submitted on Wednesday, July 24, 2019 - 10:58 am
Look for the green flags... green for GO!

FIRST FRIDAY P.G.

AUG. 2ND, 2019
6:00 PM - 10:00 PM

Sponsored in part by the P.G. Chamber of Commerce & P.G. Economic Development Commission

COMMUNITY • ART • ENTERTAINMENT
831.655.9775 www.firstfridaypacificgrove.org

LIGHTHOUSE AVE:
Pacific Grove Art Center 568
Gallery Night 7-9pm*
Poppy Hall Restaurant 589
Variety 608
Phill's Barber Shop 610 *Blues Music*
Artisana Gallery 612 *Music w/ Joseph Lucido*
Monarch Pub 617
Red House Cafe 662

CENTRAL AVE:
Center For Spiritual Awakening 522

GRAND AVE:
Grand Chance Boutique 217
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Powers and Duties of the Economic Development Commission:

a) Devise and recommend economic development and enhancement strategies and programs to the city manager and council; and
b) Assist the city’s businesses and job seekers in their efforts; and
c) Help meet the shopping and service needs of local residents by promoting retail business interests; and
d) Ensure coordination of efforts by the Pacific Grove chamber of commerce, the Pacific Grove business improvement district, the hospitality improvement district, the Monterey County convention and visitors bureau and the city; and
e) Perform other duties and functions as set out in this chapter or as may be required from time to time by specific direction of the council. [Ord. 14-020 § 2, 2014; Ord. 10-005 § 5, 2010].

Pacific Grove City Council Goals and Strategies

GOAL 7. Help Local Businesses Thrive: Description: Review, and revise existing policies and programs, and develop a strategic plan to better serve existing businesses while attracting new commerce to better stimulate the economy and revitalize commercial corridors, especially the downtown.

a) Develop process to better expedite building permits
b) Remove planning permit requirements for small-scale facade changes for nonhistoric commercial buildings
c) Launch Facade Improvement Program City-wide
d) Provide CPTED (Crime Prevention through Environmental Design) input during permitting process
e) Increase resources and programs at Library for starting businesses (partner with Chamber, SBA, SCORE, Rotary, etc.)
f) Support re-occurring downtown evening activities through special events and promotions featuring music and other attractions
g) Assess implementation of LEAP report strategies
h) Consider proposed formation of property-based improvement district for the downtown

Reference Documents to draw upon:

Local Economic Advisory Program (LEAP) Report – 2016
EDC’s Annual Strategic Work Plan 2016-17
EDC’s Annual Strategic Work Plan 2015-16
Pacific Grove Business Walk 2018
Pacific Grove Business Walk 2016
Pacific Grove Business Walk 2015
## Draft Strategic Work Plan Worksheet

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Target Area (CD, F-H, Central Ave)</th>
<th>Initiatives/Projects</th>
<th>Status</th>
<th>Timeline</th>
<th>Lead Staff/Commissioner /Subcommittee</th>
<th>Implementing partner (Person/Agency)</th>
<th>Beneficiaries</th>
<th>Key Performance Indicators</th>
<th>Past EDC Contribution (Annual Average)</th>
<th>Proposed EDC Contribution (FY 19-20)</th>
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