NOTICE OF MEETING

CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION

REGULAR MEETING AGENDA

Thursday, December 12, 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. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)

4. REPORTS OF COUNCIL LIAISON

5. 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.)

6. CONSENT AGENDA
   A. Approval of November 14, 2019 EDC Regular Meeting Minutes

7. REGULAR AGENDA AND ONGOING BUSINESS
   A. Salud Pacific Grove 2019
      Reference: Ben Harvey, City Manager
      Recommended Action: Receive report and recommend inclusion of Salud Pacific Grove 2020 as a non-subsidized event on the proposed 2020 City Special Events Calendar.
      CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

8. UNFINISHED AND ONGOING BUSINESS
   A. 2019 Business Walk Report
      Reference: Haroon Noori, Management Analyst
      Recommended Action: Receive information.
      CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

10. ADJOURNMENT

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.
1. **CALL TO ORDER AND ROLL CALL – 4:02PM**

Commissioners Present: Mia Jarick (Chair), Tama Olver (Vice Chair), Willy Nelson, Amber Kerchner, Sarah Fontecchio (Secretary)

Commissioners Absent: Moe Ammar, Dianna Addeman

Commissioner Bain was not present during Roll Call and Approval of Agenda and Minutes and arrived at 4:30 p.m.

2. **APPROVAL OF AGENDA**

On a motion by Commissioner Fontecchio, seconded by Commissioner Olver, the Commission voted 5-0-2-0 (Commissioners Addeman and Bain Absent) to approve agenda. Motion passed.

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

Chair Jarick announced the commission will be looking for three new commissioners next year.

Chair Jarick announced a successful Business Walk with results to be presented at the December meeting.

Commissioner Kerchner announced it was Roman’s birthday on November 11th.

Commissioner Kerchner completed a review of the lights downtown in the trees and will be providing a full report and recommendations at the December meeting.

4. **REPORTS OF COUNCIL LIAISON**

None

5. **GENERAL PUBLIC COMMENT**

None

6. **CONSENT AGENDA**

A. Approval of October 10, 2019 EDC Regular Meeting Minutes (Attachment A)

On a motion by Commissioner Olver, seconded by Commissioner Fontecchio, the Commission voted 5-0-2-0 (Commissioners Addeman and Bain Absent) to approve minutes. Motion passed.

B. Approval of November 5, 2019 EDC Special Meeting Minutes (Attachment B)

On a motion by Commissioner Fontecchio, seconded by Commissioner Kerchner, the Commission voted 5-0-2-0 (Commissioners Addeman and Bain Absent) to approve the minutes with a correction to line item 4 to read Survey questionnaire and approach were discussed and teams of two members each were assigned to various business districts. Motion passed.

7. **REGULAR AGENDA AND ONGOING BUSINESS**

A. Broadcast and Media Marketing Campaign for the City of Pacific Grove

Reference: Jeff Mitchell, Sales Manager at NPG Media
Minutes of the Pacific Grove Economic Development Commission Meeting
November 14, 2019

Recommended Action: Receive status update on the approved and ongoing broadcast and media marketing campaign for the City of Pacific Grove.

CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Jeff Mitchell, Sales Manager at NPG Media, provided an update and current campaign statistics on the current television commercial and media marketing campaign. The Commission viewed the provided statistics and discussed the current results.

No Public Comments.

Please reference audio recording found on the EDC website from November 14, 2019 meeting for more information.

B. Extend Broadcast and Media Marketing Campaign for the City of Pacific Grove

Reference: Jeff Mitchell, Sales Manager at NPG Media

Recommended Action: Approve a recommendation to the City Manager to allocate $6000 for extension of the approved broadcast and digital media campaign for additional 3 months.

CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Chair Jarick provided information and opened a discussion to create a new commercial for Hotels and Recreation from the previously completed media by Jeff Mitchell, Sales Manager at NPG Media to run in January with a request for further funding of $6000 to continue the marketing campaign with KION and some portion would go to KSBW NBC. The Commission discussed the items.

Public comment from Rudy Fischer to encourage the EDC to continue the campaign.

On a motion by Chair Jarick, seconded by Commissioner Nelson to continue the marketing campaign with a focus on Hotels and Recreation and allocate $6000 the Commission voted 5-0-2-0 (Commissioners Addeman and Bain Absent). Motion passed.

Please reference audio recording found on the EDC website from November 14, 2019 meeting for more information.

C. Preliminary Follow-Up: Salud Pacific Grove 2019

Reference: Ben Harvey, City Manager

Recommended Action: Receive status update.

CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

City Manager Ben Harvey provided an informal preliminary follow up to the successful Salud event. More details on the expenditures, donations, and revenue from the event will be provided at a later date. Discussion to be had at a later date to continue hosting the event. The Commission discussed the item.

Public comment from Rudy Fischer attended event, enjoyed the event, the energy and hopes the event or events like it will continue.

Please reference audio recording found on the EDC website from November 14, 2019 meeting for more information.

8. PRESENTATIONS
A. CSUMB Green Business Program
Reference: Natalie Olivas et al, CSUMB
Recommended Action: Receive information.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Natalie Olivas et al, CSUMB of the Sustainable City Year Program provided a presentation of the CSUMB Green Business Program and is working with the City of Pacific Grove to implement Sustainable Projects and help businesses become Green Business Certified. The Commission discussed the item and thanked Natalie Olivas et al, CSUMB for their presentation. City Manager Ben Harvey suggested the EDC support a resolution to be presented to the City Council to have the City become an official partner.

Please reference audio recording found on the EDC website from November 14, 2019 meeting for more information.

10. ADJOURNMENT 4:50 p.m.

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

____________________________________  ____________________
Sarah Fontecchio, Secretary            Date
TO: Chair Jarick and Members of the Economic Development Commission (EDC)

FROM: Ben Harvey, City Manager

MEETING DATE: December 12, 2019

SUBJECT: Salud Pacific Grove 2019

CEQA: Does not constitute a “Project” under California Environmental Quality Act (CEQA) Guidelines

RECOMMENDATION
1) Receive report on expenditures, revenue, and donations for Salud Pacific Grove 2019
2) Recommend inclusion of Salud Pacific Grove 2020 as a non-subsidized event on the proposed 2020 City Special Events Calendar.

DISCUSSION

On August 21, 2019, City Council approved the addition of Salud Pacific Grove 2019 as a non-subsidized Special Event to the 2019-2020 Special Events Calendar. This event was intended to draw interest to Pacific Grove's downtown, promote local restaurants, and pique interest from regional wineries and breweries that may ultimately consider Pacific Grove for a tasting room or brew pub location.

The City recruited a local event coordinator to organize the event and collaborate with local restaurants, regional wineries, and downtown businesses. City staff spearheaded marking efforts and made purchase of tickets available through the City’s online recreation registration platform. Tickets were capped at 100 and offered at $75 per person and were open to those 21 years of age and older. Weeks prior to the event, 98 of the 100 tickets were sold out. Two tickets were included as part of a negotiated advertising package with the event’s media partners.

Salud Pacific Grove 2019 took place on Saturday, November 2, 2019, between 4 and 8pm, on Grand Avenue, between Lighthouse and Laurel Avenue. An outstanding four-course meal prepared by Fandango, Poppy Hall, Mezzaluna Pasteria & Mozzarella Bar, Wild Fish, Pavel’s Bakerie and Crema restaurants was plated and served by Aqua Terra catering. Wine, Beer and other food offerings were provided by Wente Vineyards, Eden Rift Vineyards, Bernardus Winery, Wrath Wines, Pacific Grove Brewing Company, Certified Farmer’s Market and Trio of Carmel.
The City generated $7,350.00 in revenue from ticket sales and incurred $13,333.11 in expenses and staff time. Participating vendors generously donated approximately $18,115.00 in the form of wine and beer, event support, use of building, live music, etc. For a detailed accounting of event expenditures, revenue, and donation amounts, please refer to the attachment.

The Salud Pacific Grove 2019 Special event was a resounding success, and due to the overwhelming positive feedback the City has received regarding this event, it is recommended that the Economic Development Commission recommends to the City Council to include Salud Pacific Grove 2020 as a non-subsidized event to be held at the Pt. Pinos Lighthouse on the proposed 2020 City Special Events Calendar.

ATTACHMENTS
1. SALUD Pacific Grove 2019 – Event Expenditure, Revenue, and Donations Report

RESPECTFULLY SUBMITTED:

Ben Harvey
City Manager
# Salud Pacific Grove 2019
## Donation, Expenditure, and Revenue Report

<table>
<thead>
<tr>
<th>Item No.</th>
<th>Vendor Name/Item Description</th>
<th>Individual Name</th>
<th>Donation Description</th>
<th>Donation Value</th>
<th>City Expenditure</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Eden Rift Winery</td>
<td>Amy Voyte</td>
<td>Wine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Wente Vineyards</td>
<td>Niki Wente</td>
<td>Wine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Wrath Wines</td>
<td>Cesca Dentie</td>
<td>Wine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Bernardus Winery</td>
<td>Rob Baker</td>
<td>Wine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Trio Carmel</td>
<td>Tammie Ward</td>
<td>Product samples and time</td>
<td>$800.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Fandango</td>
<td>Marietta Bain</td>
<td>Paella entrée</td>
<td>$3,500.00</td>
<td>$200.00</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Crema</td>
<td>Karren Scheck</td>
<td>Cookies</td>
<td>$750.00</td>
<td>$200.00</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Poppy Hall</td>
<td>Michaela</td>
<td>Salad</td>
<td>$200.00</td>
<td>$200.00</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Mezzaluna</td>
<td>Amy Stouffer</td>
<td>Appetizer</td>
<td>$500.00</td>
<td>$200.00</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Wild Fish</td>
<td>Liz Jacobs</td>
<td>Appetizer</td>
<td>$500.00</td>
<td>$200.00</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Pavel's Backerei</td>
<td>Paul Wainscoat</td>
<td>Dinner rolls</td>
<td>$100.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Pacific Grove Brewing Company</td>
<td>Kim Tope</td>
<td>Beer</td>
<td>$150.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Aqua Terra</td>
<td>Dory Ford and Alethea Cusimano</td>
<td>Employee Time and Event Supplies</td>
<td>$1,500.00</td>
<td>$4,563.80</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Griggs Nursery</td>
<td>Ken Griggs</td>
<td>Trees</td>
<td>$1,000.00</td>
<td>$100.00</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Everest Liquor Store</td>
<td>Dhan Khadka</td>
<td>Use of cold storage space</td>
<td>$200.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Over The Moon Realty</td>
<td>Amber Russell</td>
<td>Water Donation</td>
<td>$75.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>227 Grand Ave.</td>
<td>Crystal Chang, Property Owner</td>
<td>Use of building</td>
<td>$1,400.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>227 Grand Ave.</td>
<td>Jean Hurd, Property Manager</td>
<td>Use of building</td>
<td></td>
<td>$140.00</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Certified Farmers’ Market</td>
<td>Catherine Barr</td>
<td>Produce</td>
<td>$200.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Fionna Floral</td>
<td>Jerry Zukovsky and Sarah Hackforth</td>
<td>Flowers</td>
<td>$100.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Monterey County Weekly</td>
<td>Erik Cushman</td>
<td>Advertising</td>
<td>$2,100.00</td>
<td>$554.00</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Youth Music Monterey County</td>
<td>Sue Mudge, Executive Director and Dorothy Micheletti, Board Chair</td>
<td>Music</td>
<td>$300.00</td>
<td>$150.00</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Event Coordinator</td>
<td>Julie Rosenau</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Printing Costs</td>
<td></td>
<td></td>
<td>$261.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Contract Janitorial staff costs</td>
<td></td>
<td></td>
<td>$400.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>City Staff Time</td>
<td></td>
<td></td>
<td>$1,304.31</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Ticket sales (98 tickets @ $75 each)</td>
<td></td>
<td></td>
<td></td>
<td>$7,350.00</td>
<td></td>
</tr>
</tbody>
</table>

**TOTALS** $18,115.00 $13,333.11 $7,350.00
Each year, the City of Pacific Grove’s Economic Development Commission along with the help of economic development advocates and citizens conduct a Business Walk to gauge the City’s overall business climate and to learn more about local businesses and how the City may help them strengthen and promote their business. The survey comprises of three basic questions including “rating current state of business”, “what business owners like about doing business in Pacific Grove”, and “how can business conditions be improved”. Business Walk survey is administered in person by volunteers in Pacific Grove’s five business districts – Forest Hill, Sunset Ave, Downtown, Central Avenue and the American Tin Cannery (ATC).

This year, the Commission with the help of several volunteers (surveyors) conducted its annual Business Walk on Tuesday, November 5, 2019, between 2 to 4pm. While surveyors were able to reach over 90 businesses, only 73 business owners responded to the survey. City staff also administered an online survey, however, no responses were received. Survey respondents represented all business districts but the American Tin Cannery (ATC). Due to lack of surveyors, ATC business district was excluded from the survey area.

Table 1 below illustrates respondent participation per industry and per business district compared to respondent participation in 2018 and 2016:

<table>
<thead>
<tr>
<th>Industry</th>
<th>2019</th>
<th>2018</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>40%</td>
<td>45%</td>
<td>44%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>18%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Industrial</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Office</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Other*</td>
<td>29%</td>
<td>22%</td>
<td>23%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>55%</td>
<td>48%</td>
<td>58%</td>
</tr>
<tr>
<td>Foresthill</td>
<td>28%</td>
<td>33%</td>
<td>12%</td>
</tr>
<tr>
<td>American Tin Cannery</td>
<td>0%</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>Sunset Avenue</td>
<td>12%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Central Avenue</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

(*dry cleaners, salons, pet grooming, etc)

Responses to the three survey questions are summarized below:
Question 1: Please rate the current state of your business:
Fifty-five percent (55%) respondents reported that their business was good/increasing, compared to 43% in 2018 and 47% in 2016. Thirty-seven percent (37%) of the businesses interviewed stated that their business is fair/steady, compared to 37% in 2018 and 34% in 2016. Lastly, only eight percent (8%) respondents reported that their business has been slow/poor, compared to 20% in 2018, compared to 19% in 2016.

Table 2 below provides a comparative breakdown of the current state of business by business district and year:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Good/Increasing</td>
<td>53%</td>
<td>46%</td>
<td>43%</td>
<td>60%</td>
<td>39%</td>
<td>63%</td>
<td>67%</td>
<td>17%</td>
<td>29%</td>
<td>25%</td>
<td>83%</td>
<td>62%</td>
</tr>
<tr>
<td>Fair/Steady</td>
<td>43%</td>
<td>34%</td>
<td>39%</td>
<td>30%</td>
<td>45%</td>
<td>37%</td>
<td>22%</td>
<td>42%</td>
<td>24%</td>
<td>50%</td>
<td>0%</td>
<td>30%</td>
</tr>
<tr>
<td>Slow/Poor</td>
<td>5%</td>
<td>20%</td>
<td>18%</td>
<td>10%</td>
<td>16%</td>
<td>0%</td>
<td>11%</td>
<td>42%</td>
<td>47%</td>
<td>25%</td>
<td>17%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Question 2: What do you like about doing business in Pacific Grove?
Over 90% of respondents reported “Clientele” and “Location” were the most important factors to having their business in Pacific Grove. Majority of business owners noted loyal customer base and natural beauty and mild climate.

Question 3: How can business conditions be improved?
Table 3 below shows the types of conditions and issues that respondents reported as business impediments and that need addressing. Some of these concerns are reflected in the Additional Comments section below.

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miscellaneous</td>
<td>29%</td>
</tr>
<tr>
<td>No answers/complaints</td>
<td>25%</td>
</tr>
<tr>
<td>Parking Issues</td>
<td>16%</td>
</tr>
<tr>
<td>Marketing/Promotions/Events</td>
<td>12%</td>
</tr>
<tr>
<td>Permits/Process</td>
<td>8%</td>
</tr>
<tr>
<td>Landscape/Repair/Clean</td>
<td>7%</td>
</tr>
<tr>
<td>Traffic</td>
<td>3%</td>
</tr>
</tbody>
</table>
**Additional comments:**

- State of California regulations make it hard on business. Costs of utilities too high.
- City could do more to promote off-center businesses, a sign to promote Russel service center would be good. Help with advertising.
- Cleaning up sidewalks and trash after Farmer's Market
- Cost of living and attracting staff
- Costs of business is very high. Lower taxes and fees.
- EDC needs to do marketing, Roman Campaign is great, need more block parties like Salud PG
- Encourage friendly driving- slow people down on Forest. Customers complaining about neighboring business surveillance cameras.
- Expedite the licensing process
- Fix sidewalks
- Last month was best ever in 18 years!
- Lots of people come in on First Fridays
- Lots of new clients, military clientele. Parking, hometown feel, relocated from Santa Cruz
- Lower rents, more city marketing
- Make PG a destination - it's improving and can improve more. A program to get young folks with creative ideas come in. Create a business forum/incubator. Draw customers to PG and Grand Ave.
- More attention paid to Central Ave, people don't realize Central is in PG, more directional signage
- Need more foot traffic.
- Parking issue and more advertising
- Parking overflow from Trader Joe's and Safeway is a problem
- Parking oversized cars on street and customers can't see when pulling out. Red spot at parking lot curb. No U-Turn sign at flower beds and more holiday decorations
- Permit fees too high, especially for small projects, too long for permits
- Provide restrooms (paid/free) parking for owners. Too many secondhand stores. Need a sandwich shop open in afternoon
- Safety - law enforcement is efficient and effective
- Scarce events/holiday decorations at this end of town. Irritable at regulations, policies heavy handed on signage,
- Dealing with the City usually positive.
- Speeding/Stopping. Crosswalks need better demarcation
- Too expensive, short supply of talented labor
- Work with corridor to prepare for hotel at ATC look at potential downtown.