Notice of Regular Meeting

ECONOMIC DEVELOPMENT COMMISSION

THURSDAY, February 14, 2019 4:00 P.M.
City Manager’s Conference Room
300 Forest Avenue, Pacific Grove, CA

1) Call to Order / Roll Call

2) Election of Officers: Nominate and elect a Chair, Vice-Chair, and Secretary for a one-year term in accordance with Pacific Grove Municipal Code (PGMC) § 3.40.050 and Board and Commission Member Handbook.

3) Approval of Agenda

4) Commissioner and Council Liaison Announcements

5) 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.)

6) Approval of Minutes
   a) January 10, 2019 (Attachment A)

7) Unfinished/Ongoing
   None.

8) New Business
   a) Financing for Commercial Solar Projects: Reference: Bob Schuman
   b) Discuss and approve funding of the downtown restaurant promotion in May/June 2019. (Attachment B)

9) Reports of Staff

10) Adjournment. Next meeting is on March 14, 2019 at 4:00pm
ECONOMIC DEVELOPMENT COMMISSION
Thursday, January 10, 2019 4:00 P.M.
City Manager’s Conference Room
300 Forest Avenue, Pacific Grove, CA

1) Call to Order / Roll Call: Meeting was called to order at 4pm by Chair Atchison:
   Present: Jacquie Atchison, Marietta Bain, Julie Davis, Moe Ammar, Willy Nelson, Richard Stillwell, Alan Cohen, Council Liaison Jenny McAdams, Staff Liaison Mark Brodeur
   Absent: Dianna Addeman, Phill Benson

2) Approval of Agenda: Motion to approve made by Davis, seconded by Stillwell, passed unanimously.

3) Presentation
   David Laredo, Pacific Grove City Attorney, presented an update on the local water project, including reviewing the city council policy governing water distribution, water use and water entitlements.

4) Commissioner and Council Liaison Announcements
   Commissioner Ammar thanked Chair Atchison on her service to the city with her six years on the Economic Development Commission. Chair Atchison thanked other members who have termed out or decided not to continue on the EDC: Alan Cohen, Phill Benson, Julie Davis and Richard Stillwell.

5) Public Comments - None

6) Approval of Minutes
   a) December 13, 2018 Motion made to approve by Ammar, seconded by Cohen, passed unanimously with Bain assenting.

7) Unfinished/Ongoing
   a) Update on Banners. Chair Atchison reported that Public Works cannot install some of the 8’ banners on Hwy 68 as the poles are wood with electrical conduit on them, and brackets cannot be attached. Commission recommended that the Chair contact Public Works and request the remaining banners be installed in other areas entering Pacific Grove (Oceanview Blvd, 17 Mile Dr from Pebble Beach).
   b) Update on City logo/seal. City Council Liaison McAdams reported that there are currently at least four (4) logos being used in the city. She will bring this matter to the Council’s Goal Setting meeting in February. She recommends that research of all the uses and the costs of replacing if one logo/seal is required prior to approval.
8) New Business - None

9) Reports
   a) Economic Development Report. Staff Liaison Mark Brodeur reported that he is presenting the Planning Commission an ordinance update to define and limit antique stores in downtown; he is work with the HRC to define design requirements for new buildings and he will be reviewing the City of Carmel’s new ordinance on street vendors in order to draft an ordinance to limit and restrict street vendors in Pacific Grove.

   b) BID and Chamber Report,. Moe Ammar reported that the MIIS Branding Study will be presented at the Tourist Information Center on January 23, 2019 at 9am; the hanging flower pots purchased by the EDC have finally been placed and the Welcome Sign to PG for Oceanview Blvd is complete.

Meeting Adjourned at 5:12pm

Next meeting: February 14, 2019 4:00pm

Respectfully Submitted,

Jacquie Atchison, Chair
Pacific Grove Downtown Business Improvement District
Restaurant & Downtown Pacific Grove Marketing Promotion

Introduction:

With the ever-increasing fragmentation of the promotional landscape and the changes in traditional dining behaviors and demographics, shopping and dining districts as well as commercial areas are under increased pressure to attract new customers while giving previous ones a different reason to return.

Consequently, the retail businesses in these districts, especially those with no corporate anchor stores, are increasing reliant on the foot traffic created by the restaurants, cafés and bakeries within the district to help with area of purchase marketing.

Many times, however, individual restaurants, with smaller seat counts do not have the marketing and promotional budgets to broadcast across the aforementioned platforms and above their competition.

To mitigate these factors, restaurants in a district will often band together to pool their marketing dollars around a singular promotion to drive traffic onto the district and by proxy, into their individual properties.

Concept:

To drive local and regional visitors to the Downtown Pacific Grove District and help promote the restaurants and eateries, the Downtown Pacific Grove Improvement District is proposing a sponsored and member funded marketing vehicle.

What: Downtown Pacific Grove Restaurant Week

When: May 27-June 2 or June 3-9

Pros and Cons:

Pros: May 27-June 2: Capitalize on a traditionally slower week following the Memorial Day Holiday

Cons: Post Holiday/Pre-Graduation Week = less drive market visitors

Pros: June 3-9: Pre-US Open crowds will be given an incentive to visit PG.

Cons: Smaller businesses may need time to prep for the following week

Recommendation: June 3-9 to capitalize on a captive audience, market to the potential quick return and long return customers

Who: All members of the BID who are a restaurant, bakery, café, sandwich shop or coffee house
Participants Will Receive:

- Dedicated event website with individual participant profiles
  - Profiles will include: logo, address, phone number, website, email, short description, reservation link (provided by restaurant) and highlighted special offer
  - Website will then shift to general promotion of restaurants post event.
  - Website will include map of participating restaurants with google maps links
- Dedicated social media channels including: Facebook, Twitter, Instagram and YouTube
- Promotional Toolkit that includes:
  - Event Creative
  - Event Creative for Social Media
  - Event Messaging
  - Event Poster
  - Event Table Tents
- Full Public Relations Blitz including
  - Outreach to print, radio, television and online platforms
  - Bloggers
  - Social Media
  - Travel Industry Associations & Organizations
- Advertising Blitz including:
  - Print
  - Radio

Investment:

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<tr>
<td>Business Improvement District:</td>
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<td>Economic Development Commission:</td>
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<tr>
<td>Individual Businesses:</td>
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