NOTICE OF MEETING
CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING AGENDA
Thursday, May 9, 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 APRIL 11, 2019 EDC MINUTES

4. GENERAL PUBLIC COMMENT
(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.)

5. REPORTS OF COUNCIL LIAISON

6. REGULAR AGENDA
A. Restaurant and Downtown Marketing Promotion
   Reference: Steve Thomas
   Recommended Action: Receive a status update.
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

B. KION TV Commercial for the City of Pacific Grove
   Description: Generic TV commercial to promote the Pacific Grove business community at large.
   Reference: Jeff Mitchell, KION-CBS & The CW Network
   Recommended Action: Discuss and approve funding for the KION TV commercial as presented or provide alternative direction.
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

C. EDC Budget for Fiscal Year 2019-20
   Description: Request the City Council to allocate and approve $38,000 for the Economic Development Commission for Fiscal Year 2019-20.
   Reference: Moe Ammar
   Recommended Action: Approve request.
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

D. U.S. Open 2019
   Reference: Moe Ammar
   Recommended Action: Receive report.
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.
7. **UNFINISHED AND ONGOING BUSINESS**
   
   **A. Subcommittee Report on Magic Carpet**
   Reference: Dianna Addeman
   Recommended Action: Receive report, and discuss and take action if necessary.
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

   **B. Subcommittee Report on Cannabis**
   Reference: Tama Olver
   Recommended Action: Receive report, and discuss and take action if necessary.
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

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

9. **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) Called to Order – 4:01 p.m.

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

3) Approval of Agenda
   Chair Jarick moved item 8e to item 8a.
   On a motion by Commissioner Addeman, seconded by Commissioner Ammar, the Commission voted 7-0-1 (Commissioner Fontecchio Absent) to approve the Agenda as amended. Motion passed.

4) Approval of Minutes
   a) March 14, 2019
      On a motion by Commissioner Nelson, seconded by Commissioner Addeman, the Commission voted 7-0-1 (Commissioner Fontecchio Absent) to approve the March 14, 2019 minutes with corrections. Motion passed.

5) Commissioner and Council Liaison Announcements
   Commissioner Ammar thanked Mark Brodeur for his service and contributions to the Economic Development Commission.

6) Public Comments
   None.

7) Unfinished/Ongoing
   None.

8) New Business
   a) Update on downtown restaurant event. Reference: Steve Thomas
      Mr. Steve Thomas provided a status update on the downtown restaurant promotion event and provided the Commission with an overview and cost breakdown of the $5000 contribution that the EDC approved at its February 2019 meeting.
      The Commission thanked Mr. Thomas for the report and requested him to provide another status update at the May 2019 meeting.

   b) Discuss and approve funding for purchasing flower baskets at light poles downtown in partnership with the Downtown Business Improvement.
      Mark Brodeur provided an overview of the proposal for purchasing hanging flower baskets for light poles on Lighthouse Ave in Downtown Pacific Grove.
Commissioner Ammar clarified that the hanging flower baskets are proposed for nine light poles. Chair Jarick opened the floor to Public Comment.

Ms. Sally Moore, resident, asked whether light poles have brackets to hold the baskets. Commissioner Ammar responded to Ms. Moore’s question stating that the Public Works department will install the brackets.

On a motion by Commissioner Addeman, seconded by Commissioner Nelson, the Commission voted 7-0-1 (Commissioner Fontecchio Absent) to approve $4,000 for the procurement of hanging flower baskets for light poles on Lighthouse Ave in Downtown Pacific Grove.

Motion passed.

c) **Discuss and approve funding for City's rack brochure distribution by Certified, Inc.**

Vicki Tackett of Certified Folder Display Service, Inc. provided an overview of the Service Agreement for brochure distribution and requested the City’s continuation of its partnership. The Commission deliberated on this item.

Chair Jarick asked Commissioner Ammar to reconsider the colors and return the redesigned brochure to the Commission for information and review.

Chair Jarick opened the floor to Public Comment. Seeing none, Chair Jarick closed the Public Comment.

On a motion by Commissioner Addeman, seconded by Commissioner Bain, the Commission voted 7-0-1 (Commissioner Fontecchio Absent) to approve $4,173.12 for brochure distribution by Certified, Inc through April 14, 2020.

Motion passed.

d) **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.**

Commission Ammar provided a brief overview of the Magic Carpet and its economic value to Pacific Grove.

Jeanie Anton, Chair of the Beautification and Natural Resources, and Sally Moore, resident, spoke regarding this item.

Jenny McAdams, Council Liaison, also spoke regarding this item.

The Commission discussed this item and formed a Subcommittee to evaluate landscape and maintenance options for improving the condition Magic Carpet. Subcommittee members are Chair Jarick, Commissioner Addeman, BNRC Chair Anton, and any other member of BNRC who may be interested.

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

Mr. Aram Stoney provided a brief overview of cannabis and its retail in Monterey County.
Council Liaison McAdams and Pacific Grove resident Inge Lorentzen Daumer spoke regarding this item.

The Commission discussed this item and formed a Subcommittee to identify potential sites and evaluate feasibility of commercial cannabis in Pacific Grove. Subcommittee members are Chair Jarick, Commissioners Olver and Bain. Mr. Aram Stoney of Big Sur Canna Botanicals also volunteered to take part in the Subcommittee meetings when possible.

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

Commissioner Addeman provided an updated on the Subcommittee’s work on marketing campaigns for business districts other than Commercial Downtown. Ms. Addeman stated that the Subcommittee brainstormed ideas including holding annual silent auctions and sending out a residential mailer with a passport to encourage residents to shop locally. Ms. Addeman added the Subcommittee also discussed sponsoring a commercial representing Pacific Grove.

Staff played a YouTube video featuring a Real Estate commercial by Commissioner Kerchner as an example.

Chair Jarick stated that the Subcommittee will regroup to discuss marketing campaign options further.

g) Wine tasting room update.

The Commission discussed reasons and limiting factors of why Pacific Grove has not been able to attract wine tasting room businesses.

9) Reports of Staff

None.

10) Adjourned 5:39 p.m.

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

Sarah Fontecchio, Secretary

Date