NOTICE OF MEETING
CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING AGENDA
Thursday, November 14, 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 October 10, 2019 EDC Regular Meeting Minutes (Attachment A)
   B. Approval of November 5, 2019 EDC Special Meeting Minutes (Attachment B)

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
      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.
   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.
   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.

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.

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.
MINUTES
CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
Thursday, October 10, 2019, 4:00 P.M.
Council Chamber – City Hall – 300 Forest Avenue, Pacific Grove, CA

1. CALL TO ORDER AND ROLL CALL – 4:00PM
Commissioners Present: Mia Jarick (Chair), Tama Olver (Vice Chair), Willy Nelson, Moe Ammar, Dianna Addeman, Amber Kerchner, Sarah Fontecchio (Secretary), Marietta Bain

2. APPROVAL OF AGENDA
Haroon Noori, Management Analyst, requested to move agenda item 9A to announcements.
On a motion by Commissioner Olver, seconded by Commissioner Fontecchio, the Commission voted 7-0-0-0 to approve agenda with requested change. Motion passed.

3. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)
Commissioner Ammar congratulated commission on making the front page of Monterey County Herald. Commissioner Ammar passed out fliers for upcoming play Our Town. Commissioner Ammar stated the next EDC meeting on November 14th, 2019 is the same date as the next Coastal Commission meeting and will be in attendance.
Laurel O’Halloran, Associate Planner, provided update on the Local Coastal Program upcoming hearing.
Commissioner Kerchner provided update on campaign Escape the Ordinary and Roman the French Bull Dog will be available for business promotions. Haroon Noori, Management Analyst, presented all the press and publicity the new Pacific Grove commercial has received.
Milas Smith, Environmental Programs Manager, provided update on reducing single use plastics.

4. REPORTS OF COUNCIL LIAISON
Council Liaison Councilmember McAdams provided an updated on the EDC Cannabis presentation at the last City Council Meeting and the City Council voted 6-1 to bring back the topic of Cannabis for consideration and direction.

5. GENERAL PUBLIC COMMENT
None.

6. APPROVAL OF SEPTEMBER 12, 2019 EDC MINUTES
Request by Commissioner Addeman to make a correction to last paragraph, sentence incomplete to correct to “Chair Jarick stated the cannabis”. On a motion by Commissioner Addeman, seconded by Commissioner Nelson to approve the September 12, 2019 minutes with the correction, the Commission voted 7-0-0-0. Motion passed.

7. REGULAR AGENDA
A. Downtown Holiday Lights and Tree Decorations
   Reference: Mia Jarick, Chair
   Recommended Action: Discuss downtown holiday lights and decorations and approve a recommendation to the City Manager to approve $2000 for holiday decorations.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Caleb Schneider, Management Analyst at Public Works, provided information on current holiday lights and decorations. Commission discussed the item. Commissioner Kerchner volunteered to assist the Public Works department in surveying current holiday lights and holiday decoration inventory.

Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.

B. EDC Business Walk
Reference: Mia Jarick, Chair
Recommended Action: Develop survey questions and methodology and establish a date for the next EDC Business Walk.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Chair Jarick provided information on upcoming EDC Business Walk to survey local businesses and stated the sub-committee will continue to work on the event. Commission discussed item.

Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.

8. UNFINISHED AND ONGOING BUSINESS

A. SALUD Pacific Grove Event
Reference: Mia Jarick, Chair
Recommended Action: Receive status update and anticipated event cost estimate on SALUD Pacific Grove event.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Chair Jarick provided update on the upcoming SALUD Pacific Grove Event. Chair Jarick requested the commission to consider funding $5000 for the event. Proceeds of the event go to pay for the event and any excess funds will come back to the EDC. Chair Jarick stated City Manager may have some funds available in the budget to contribute to the event. On a motion by Chair Jarick, seconded by Kerchner, the Commission voted 6-1-0-0 (Commissioner Olver opposed) to approved $5000 to fund the SALUD event. Motion passed.

Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.

9. PRESENTATIONS

A. Single-Use Plastics Draft Ordinance Update - (Agenda Item Moved to Announcements)
Reference: Milas Smith, Environmental Programs Manager
Recommended Action: Receive information.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.
B. **Entitlement Water Status Update**  
*Reference:* Laurel O’Halloran, Associate Planner  
*Recommended Action:* Receive information.  
*CEQA:* Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Laurel O’Halloran, Associate Planner, provided an update and status to the EDC on Entitlement Water Status and available water for purchase. Chair Jarick stated this Agenda Item was not up for discussion, questions only. Commissioners asked questions on item.

*Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.*

C. **Façade Improvement Program Status Update**  
*Reference:* Laurel O’Halloran, Associate Planner  
*Recommended Action:* Receive information.  
*CEQA:* Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Laurel O’Halloran, Associate Planner, provided an update and status to the EDC on the Façade Improvement Program. Commissioners asked questions on item. Commissioner Kerchner requested the current sign permit fee be reviewed due to the high cost of the permit. Ms. O’Halloran stated the fee for sign permits would be discussed at the next staff meeting.

*Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.*

10. **ADJOURNMENT – 4:53PM**

**APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION**

____________________________________  
Sarah Fontecchio, Secretary

_________________________  
Date
1. CALL TO ORDER AND ROLL CALL
Chair Jarick called the meeting to order at 1:35 pm.

Commissioners Present: Mia Jarick (Chair), Tama Olver (Vice Chair), Willy Nelson, Moe Ammar, Dianna Addeman, Amber Kerchner

Commissioners absent: Sarah Fontecchio (Secretary), Marietta Bain

Chair Jarick welcomed and thanked all Business Walk participants and volunteers in attendance.

2. APPROVAL OF AGENDA

On a motion by Commissioner Addeman, seconded by Commissioner Kerchner, the Commission voted 5-0-2 (Commissioners Fontecchio and Bain absent) to approve the Agenda.

3. GENERAL PUBLIC COMMENT
No public comment received.

4. REGULAR AGENDA
B. EDC Business Walk
- Review survey questions and approach
- Determine teams and assigned areas

Survey questionnaire and approved were discussed and teams of members each were assigned to various business districts.

5. ADJOURNMENT – 1:35 p.m.

6. RECONVENE MEETING
- Tuesday, November 5, 2019, 4:00 P.M.
- City Manager’s Conference Room – City Hall
- 300 Forest Avenue, Pacific Grove, CA

Chair Jarick reconvened meeting at 4:10pm at the City Manager’s Conference Room and invited Business Walk volunteers to share their thoughts and takeaways.

7. UNFINISHED AND ONGOING BUSINESS
B. EDC Business Walk
   • Discuss and synthesis survey responses

Chair Jarick reconvened meeting at 4:10pm at the City Manager’s Conference Room and invited Business Walk volunteers to share their thoughts and takeaways.

Business Walk volunteers shared their takeaways from survey and meeting business owners.

Commissioner Addeman volunteered to summarize survey responses.

8. ADJOURNMENT – 4:35p.m.

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

_________________________ _______________________
Sarah Fontecchio, Secretary   Date