NOTICE OF MEETING

CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING AGENDA
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

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. APPROVAL OF SEPTEMBER 12, 2019 EDC MINUTES (Attachment A)

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.

      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.

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.

9. PRESENTATIONS
   A. Single-Use Plastics Draft Ordinance Update
      Reference: Milas Smith, Environmental Programs Manager
      Recommended Action: Receive information.
      CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

   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.

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.

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** – 4:00pm
Commissioners Present: Mia Jarick (Chair), Dianna Addeman, Amber Kerchner, Willy Nelson, Moe Ammar

Commissioners Absent: Sarah Fontecchio, Tama Olver (Vice-Chair)

Commissioner Bain was not present during Roll Call and Approval of Agenda and Minutes and arrived at 4:05 p.m.

2. **APPROVAL OF AGENDA**
On a motion by Commissioner Nelson, seconded by Commissioner Kerchner, the Commission voted 4-0-3 (Commissioners Bain, Fontecchio, and Olver Absent) to approve the Agenda. Motion passed.

3. **COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)**
Commissioner Ammar provided an update on the Flavor’s of Pacific Grove event on Saturday, October 19, 2019. Commissioner Ammar invited everyone to the 33rd anniversary celebration of the Mum’s Furniture store in Pacific Grove.

4. **REPORTS OF COUNCIL LIAISON**
None.

5. **GENERAL PUBLIC COMMENT**
None.

6. **APPROVAL OF AUGUST 8, 2019 EDC MINUTES**
On a motion by Commissioner Kerchner, seconded by Commissioner Nelson, the Commission voted 4-0-3 (Commissioners Bain, Fontecchio, and Olver Absent) to approve the August 8, 2019 EDC Minutes. Motion passed.

7. **REGULAR AGENDA**

   **Monterey Bay Certified Farmers Markets**
   Reference: Mia Jarick, Chair
   Recommended Action: Discuss concept of expanding Farmers Market to an additional location and day.
   **CEQA:** Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

   Chair Jarick provided information on the possibility of opening Farmers Market in a separate location on a different day. Chair Jarick clarified that existing location and schedule will remain unchanged. Chair Jarick added that more information on this item will be provided at future EDC meetings.

   No action was taken.
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 and approve final cut of the commercial, and campaign schedule and timeline.
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

   Jeff Mitchell, Sales Manager at NPG Media, provided an update on the Broadcast and Media Marketing Campaign. Mr. Mitchell also provided information on the timeline and schedule of the campaign. The Commission viewed and approved three commercials and timeline.

   Please reference audio recording found on the EDC website from September 12, 2019 meeting for more information.

b. EDC Strategic Work Plan for Fiscal Year 2019-20
   Reference: Haroon Noori, Management Analyst
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

   Haroon Noori, Management Analyst, provided a brief overview of the worksheet to help facilitate the development of a Work Plan for the current Fiscal Year.

   The following ideas were suggested to be added to the Work Plan:
   - To hold $6000 for extension of the approved broadcast and digital media campaign for an additional 3 months – additional fund approval would be contingent upon whether the first three months of the commercial is successful;
   - Year-round lighting on the trees in Commercial Downtown;
   - Explore and implement signs and flower baskets on Forest Ave;
   - Grow First Friday by combining it with another event such as the Bicycle event.
   - Implement Business Walk events;

   Chair Jarick provided an update on the SALUD event and that more information on this event will be forthcoming. Chair Jarick the cannabis and limiting real estate offices in Commercial Downtown are tracking for City Council hearings in October and November.

   Please reference audio recording found on the EDC website from September 12, 2019 meeting for more information.

10. ADJOURNMENT 4:38 p.m.

    APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

    _____________________________    _____________________________
    Sarah Fontecchio, Secretary               Date
The City of Pacific Grove’s Economic Development Commission conducted a “Business Walk” on Thursday, May 17, 2018. Along with the Commissioners, the group included local business owners, residents and city and chamber officials. These volunteers visited businesses in Pacific Grove’s five business districts – Downtown, Foresthill, American Tin Cannery, Sunset Avenue, and Central Avenue to learn more about our local businesses and how we can help them strengthen and promote their business. The volunteers visited over 100 businesses in the city and were successful in interviewing 95 of them, and we received 24 responses via online survey.

Visits by Industry

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<tr>
<th></th>
<th>2018</th>
<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
<td>Retail</td>
<td>45%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>22%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Industrial</td>
<td>5%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Office</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
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<tr>
<td>Other*</td>
<td>22%</td>
<td>23%</td>
<td>24%</td>
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Visits by Business Districts

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<tr>
<th></th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>48%</td>
<td>58%</td>
<td>53%</td>
</tr>
<tr>
<td>Foresthill</td>
<td>33%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>American Tin Cannery</td>
<td>10%</td>
<td>16%</td>
<td>18%</td>
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<tr>
<td>Sunset Avenue</td>
<td>5%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Central Avenue</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
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(*dry cleaners, salons, pet grooming, etc)

The conversations focused on three basic questions: (1) “How is Business?” (2) “What do you like about doing business in Pacific Grove?” and (3) “What can the City do to help you succeed?”

Question 1: How is Business?
When asked how their business was doing currently, forty-three percent (43%) responded that their business was good/increasing, compared to 47% in 2016 and 54% in 2015. Thirty-seven percent (37%) of the businesses interviewed stated that their business is fair/steady, but could be better, compared to 34% in 2016 and 31% in 2015. Finally, 20% stated that their business was slow/poor, compared to 19% in 2016 and 15% in 2015.

How is Business, by District:

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<tr>
<th></th>
<th>Downtown</th>
<th>Foresthill</th>
<th>ATC</th>
<th>Sunset</th>
<th>Central</th>
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<tbody>
<tr>
<td>G/I</td>
<td>46%</td>
<td>39%</td>
<td>17%</td>
<td>83%</td>
<td>50%</td>
</tr>
<tr>
<td>F/S</td>
<td>43%</td>
<td>63%</td>
<td>29%</td>
<td>62%</td>
<td>57%</td>
</tr>
<tr>
<td>S/P</td>
<td>55%</td>
<td>56%</td>
<td>25%</td>
<td>71%</td>
<td>67%</td>
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<tr>
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<th>2016</th>
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<tr>
<td>G/I</td>
<td>39%</td>
<td>39%</td>
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<tr>
<td>F/S</td>
<td>63%</td>
<td>37%</td>
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<tr>
<td>S/P</td>
<td>56%</td>
<td>31%</td>
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<tbody>
<tr>
<td>G/I</td>
<td>17%</td>
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<tr>
<td>F/S</td>
<td>29%</td>
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<td>S/P</td>
<td>25%</td>
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*G/I = Good/Increasing; F/S = Fair/Steady; S/P = Slow/Poor
Question 2: What do you like about doing business in Pacific Grove?
41% of businesses reported that “Clientele” was the most important factor to having their business in PG, noting loyal customers. The next highest reason (35%) for working or owning a business in Pacific Grove, was the location – “Pacific Grove is beautiful!”

Question 3: What can the city do to improve business in Pacific Grove?
Since our first Business Walk in 2015, this is the first time that we have heard several concerns about the lack of affordable housing in PG, contributing to a difficulty in hiring and/or keeping qualified employees.

Several businesses suggested more events, live music and outdoor dining to draw more people to PG.

Once again, one of the most common request from all business districts was for more advertising and marketing of Pacific Grove to increase foot traffic and visitors. Many businesses noted that many of their customers are non-residents of PG. Signage and parking/traffic are also areas that need improvement in Pacific Grove. And we are still hearing requests for a vibrant night life in Pacific Grove.

Additional comments:
- The lack of affordable housing makes it impossible to retain qualified employees. Business Owners and Managers can not afford to live in Pacific Grove!
- Good Old Days is great/not good for downtown businesses.
- We need a better mix of retail downtown – no more real estate offices!
- Longer parking in downtown; parking for employees.
- Beautify/clean the city, more flowers along sidewalks, wider sidewalks and more lighting all along Lighthouse and side streets/parking lots.
- Empty storefronts need displays, not paper covering the windows.
- Need street lamps on Sunset/crosswalk at Asilomar and Sunset.
- Unfortunately we are becoming known as a town of thrift stores and consignment collectives...offering mostly pre-owned goods. Rents are rising and the rent of cubicles is the only way many shop owners can afford it, so that’s what we’re attracting. This is one of the reasons locals don’t shop downtown.
- The quality of the stores needs to be greatly improved. There are far too many thrift stores. I think Pacific Grove would have a much greater draw with visitors if more interesting business could convinced to open store fronts in PG. Is there anyone at the city working on bringing in new, quality businesses?
- More support for retailers—contrary to popular belief it does not dribble down from support of lodging and restaurants! Great need to find a way to get more locals shopping in town—consistently.
- Our business is down about 20% from last year, I believe due to Holman building construction?? We love it here and will stay at this location as long as possible
- We need more night life to bring in an assortment of clientele, maybe a wine tasting room, a brewery and nice boutiques instead of physical therapy and thrift stores.
- I really appreciate the measures of slowing down traffic in the last few years. I feel like Pacific Grove is developing in a way that is attracting newer families to the area which is a great thing.
- We appreciate the EDC's reaching out and supporting the small business community of Pacific Grove.