MINUTES

ECONOMIC DEVELOPMENT COMMISSION

THURSDAY, April 11, 2019 4:00 P.M.
Council Chamber – City Hall
300 Forest Avenue, Pacific Grove, CA

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