MINUTES
CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
Thursday, August 8, 2019, 4:00 P.M.
Council Chamber – City Hall – 300 Forest Avenue, Pacific Grove, CA

1. CALL TO ORDER AND ROLL CALL – 4:02PM
Commissioners Present: Mia Jarick (Chair), Tama Olver (Vice-Chair), Sarah Fontecchio (Secretary), Dianna Addeman, Amber Kerchner, Willy Nelson, Moe Ammar

Commissioners Absent: Marietta Bain

2. APPROVAL OF AGENDA
Chair Jarick opened the floor to the public. No public comments. Chair Jarick closed the floor to public comment.
On a motion by Commissioner Nelson, seconded by Commissioner Olver, the Commission voted 6-0-1 (Commissioner Bain Absent) to approve the Agenda. Motion passed.

3. APPROVAL OF JULY 11, 2019 EDC MINUTES (Attachment A)
On a motion by Commissioner Fontecchio, seconded by Commissioner Fontecchio, the Commission voted 5-0-1-1 (Commissioner Bain Absent, Commissioner Kerchner Abstain) to approve the July 11, 2019 minutes. Motion passed.

4. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)
Commissioner Amar reported on his experience purchasing water the city currently has for sale.

City Manager announced the beginning of the 2019 Store Front Facelift Pilot Program aka Façade Improvement Program. $50,000 of the city’s budget has been allocated to the program with each recipient receiving up to $5,000 for qualified improvements to a storefront. Commissioner Kerchner comment on her personal experience using the program.

5. REPORTS OF COUNCIL LIAISON
None.

6. 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.)
None.

7. REGULAR AGENDA
A. HdL Proposal for Economic Development Support Services (Attachment B)
Description: A proposal by HdL ECONSolutions to provide updated INSIGHT Market Analytics and Community Profile, as well as to provide economic development staffing services for Pacific Grove.
Reference: Ben Harvey, City Manager

Recommended Action: Receive proposal and make a recommendation to the City Manager.

CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

City Manager Ben Harvey provided information to the Commission on the services Hdl ECON Solutions provides and how their services could be used by the city and the EDC. Looking to refresh the analytics to the city’s website. City Manager requesting the EDCs recommendation to move forward with proposal. Barry Foster Principal and Managing Director of Hdl spoke to the Commission and provided further information on the company’s services. Commission discussed this item. Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.

Chair Jarick opened the floor to public comment. No comments. Chair Jarick closed the floor to public Comment.

On a motion by Vice Chair Olver, seconded by Chair Jarick, the Commission voted 6-0-1 (Commissioner Bain Absent) to allocate $6,000 of the city’s budget to refresh the analytics on the website. Motion Passed.

B. Annual EDC Event

Reference: Mia Jarick, Chair, and Ben Harvey, City Manager

Recommended Action: Discuss annual EDC event concept and provide direction to staff.

CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

City Manager Ben Harvey and Chair Jarick provided information to host an annual EDC event to be held Saturday November 2, 2019 on Grand Ave. Request from Chair Jarick to have the Marketing Sub Committee to assist on the event. Commission discussed this item. Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.

C. Funding Request for $3,000 for 2019 Butterfly Days (Attachment C)

Reference: Dixie Layne, Butterfly Days Chair

Recommended Action: Review proposal and make a funding recommendation to the City Manager.

CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Commissioner Amar provided information on $2000 the EDC has spent in the past to purchase Butterflies from Tessuti Zoo and requesting the funds be added to the $3000 funding request. Dixie Lane provided information to the Commission on Butterfly Days. Commission discussed this item. Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.

Chair Jarick opened the floor to public comment. No comments. Chair Jarick closed the floor to public Comment.

On a motion by Commission Nelson, seconded by Chair Jarick, the Commission voted 6-0-1 (Commissioner Bain Absent) to add $2000 to the Butterfly Days to change the funding amount to $5000 and fund the project. Motion passed.
D. **Funding Request for $2,000 for First Friday Pacific Grove Advertising** *(Attachment D)*  
Reference: Adrianne Jonson, Founder of First Friday Pacific Grove  
Recommended Action: Review proposal and make a funding recommendation to the City Manager.  
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Adrianne Jonson provided information to the Commission on the First Friday events and it’s history. The funds are to be spent on marketing. Adrianne Jonson stated she had originally requested $3,000 and the agenda reflects $2,000. Commission discussed this item. *Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.*

Chair Jarick opened the floor to public comment. No comments. Chair Jarick closed the floor to public Comment.

On a motion by Commissioner Addeman, seconded by Commissioner Kerchner, the Commission voted 6-0-1 (Commissioner Bain Absent) to approve $3,000 for First Friday marketing and advertising. Motion passed

E. **EDC Strategic Work Plan for Fiscal Year 2019-20** *(Attachment E)*  
Reference: Ben Harvey, City Manager  
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

City Manager Ben Harvey provided the Commission with the Strategic Plan Worksheet to begin the discussions on EDC budget spending. Commission discussed this item. Chair Jarick requested that Council Liaison Councilmember Jenny McAdams be the facilitator. *Please reference audio recording found on the EDC website from July 11, 2019 meeting for more information.*

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 rough cut of the commercial and provide direction.  
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Jeff Mitchell provided information on the rough cut of the new commercial for the City of Pacific Grove as well as the video of the rough cut commercial. Commission watched the video and discussed this item. *Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.*

Chair Jarick opened the floor to public comment. No comments. Chair Jarick closed the floor to public Comment.

9. **FULL PRESENTATIONS**

A. **Presentation on the Brown Act, and Board and Commission Member Handbook**
Reference: Heidi Quinn, Assistant City Attorney
Recommended Action: Receive information.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Heidi Quinn provided the Commission with a presentation on the Brown Act. Commission discussed this item. Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.

10. ADJOURNMENT – 5:35PM

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

Sarah Fontecchio, Secretary

Date