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

Commissioners Absent: Marietta Bain, Amber Kerchner

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 Chair Jarick, seconded by Commissioner Nelson, the Commission voted 5-0-2 (Commissioner Bain, Kerchner Absent) to approve the Agenda. Motion passed.

3. APPROVAL OF JUNE 13, 2019 EDC MINUTES
On a motion by Commissioner Olver, seconded by Commissioner Fontecchio, the Commission voted 5-0-2 (Commissioner Bain, Kerchner Absent) to approve the June 13, 2019 minutes. Motion passed.

4. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)
None.

5. REPORTS OF COUNCIL LIAISON
None.

6. GENERAL PUBLIC COMMENT
None.

7. REGULAR AGENDA

B. Downtown Commercial (C-D) Uses
   Description: Limit the total number of real estate businesses in Commercial Downtown and on Lighthouse Ave to protect and enhance the balanced mix of uses including retail and service businesses that supply residents and visitors with essential goods and services.
   Reference: Mia Jarick
   Recommended Action: Discuss and approve a recommendation to the City Council to amend PGMC Chapter 23.34 by placing a cap limit on the total number of real estate offices in Downtown Commercial as well as on Lighthouse Ave.
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.
Chair Jarick provided information to the Commission on the number of Real Estate offices in the Downtown Pacific Grove area in order to discuss and approve a recommendation to the City Council to limited those numbers. Commission discussed this item. Pacific Grove staffer Noori provided information on current real estate offices with business licenses in Pacific Grove. Please reference audio recording found on the EDC website from July 11, 2019 meeting for more information.

Chair Jarick opened the floor to public comment. Comment from Alan Cohen. Comment from Peggy Jones. Chair Jarick closed the floor to public Comment.

On a motion by Chair Jarick, seconded by Commissioner Addeman, the Commission voted 5-0-2 (Commissioner Bain, Kerchner Absent) to recommend to the City Council a two year moratorium for ten Real Estate Offices in the Downtown Pacific Grove area. Motion passed.

B. EDC Strategic Plan for Fiscal Year 2019-20
Reference: Mia Jarick
Recommended Action: Hold a preliminary discussion on how to plan and develop an Economic Development Strategic Plan for Fiscal Year 2019-20.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Chair Jarick provided information to the Commission on plans for the EDC Strategic Plan for the Fiscal Year. Commission discussed this item. Pacific Grove staffer Noori provided information to the Commission that the EDC budget has been reset at $38,000 when planning for initiatives and funding projects. 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: Receive a status update.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Mr. Jeff Mitchell provided information to the Commission on the current timeline for the broadcast and media marketing campaign for the City of Pacific Grove in regards to a new commercial to promote the City’s offerings to both locals and tourists. Commission discussed this item. Commission requested the new commercial be presented at the next EDC Meeting on Thursday August 8, 2019. Please reference audio recording found on the EDC website from July 11, 2019 meeting for more information.

B. Subcommittee Report on the Cannabis Industry in Pacific Grove
Description: Results of the Subcommittee’s investigations and recommendations are provided in the form of a narrative report and summary presentation.
Reference: Tama Olver
Recommended Action: The Subcommittee requests that the Commission receive the report and presentation, agree to any modifications, and forward to the City Council for their consideration.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Commissioner Olver provided a summary presentation of the Subcommittee’s investigations and recommendations to be provided to the City Council to bring the Cannabis Industry to the City of Pacific Grove. Report included in Agenda packet. Commission discussed this item. Pacific Grove staffer Noori provided information to the Commission with regards to the errata provided for the revised recommendations to be included in the motion. Please reference audio recording found on the EDC website from July 11, 2019 meeting for more information.

Chair Jarick opened the floor to public comment. Comment from Alan Cohen. Comment from David Eakin. Chair Jarick closed the floor to public Comment.

On a motion by Commissioner Olver, seconded by Chair Jarick, the Commission voted 5-0-2 (Commissioner Bain, Kerchner Absent) to forward the committee report amended to include Chief Madalone’s comments in the consideration section under a new topic called Public Safety and the Amended Draft City Council Agenda Report to the City Council with the request for inclusion in the upcoming City Council Meeting Agenda. Motion passed.

9. ADJOURNMENT – 5:02PM

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

8/12/2019

Sarah Fontecchio, Secretary  Date