CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
Thursday, June 13, 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), Sarah Fontecchio (Secretary), Amber Kerchner, Dianna Addeman, Marietta Bain, Willy Nelson

Commissioners Absent: Moe Ammar

2. APPROVAL OF AGENDA
Chair Jarick moved to Table 8B to next meeting.

On a motion by Commissioner Fontecchio, seconded by Commissioner Addeman, the Commission voted 7-0 to approve the Agenda as amended. Motion passed.

3. APPROVAL OF May 9, 2019 EDC MINUTES
On a motion by Commissioner Nelson, seconded by Commissioner Kerchner, the Commission voted 7-0 to approve the April 11, 2019 minutes. Motion passed.

4. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)
Chair Jarick met with Realtor Peggy Jones who is concerned about how many Realtors are going to be allowed in Pacific Grove. Please reference audio recording found on the EDC website from June 13, 2019 meeting for more information.

Chair Jarick received a memo from Mayor Peake with regards to plans to develop the American Tin Cannery building. Haroon Noori, Management Analyst stated that the City of Pacific Grove has posted the project plans on the website on the home page. Please reference audio recording found on the EDC website from June 13, 2019 meeting for more information.

Chair Jarick provided information with regards to the City of Pacific Grove having water for sale. Discussions in process for an invitation only cocktail function at Fandago for property owners. Please reference audio recording found on the EDC website from June 13, 2019 meeting for more information.

5. REPORTS OF COUNCIL LIAISON
None.

6. GENERAL PUBLIC COMMENT
None.
REGULAR AGENDA

A. Broadcast and Media Marketing Campaign for the City of Pacific Grove
   Reference: Jeff Mitchell, Sales Manager at NPG Media
   Recommended Action: Receive and discuss the proposed marketing campaign
   proposal and make funding recommendation to the City Manager for approval for an
   amount not to exceed $6,000.
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section
   15378.

   Mr. Jeff Mitchell presented to the Commission a broadcast and media marketing
   campaign for the City of Pacific Grove in regard to a new commercial to promote
   the City’s offerings to both locals and tourists. Commission discussed this item.
   Please reference audio recording found on the EDC website from June 13, 2019
   meeting for more information.

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

   On a motion by Commissioner Olver, seconded by Commissioner Nelson, the
   Commission voted 7-0 to recommend to the City Manager that the EDC spend
   $6,000 for the first three months with KION on the EDC’s new marketing
   campaign. Motion passed.

B. Banner for Downtown Pacific Grove
   Reference: Mia Jarick
   Recommended Action: Discuss purchasing a banner for Downtown Pacific Grove
   and recommend to the City Manager to approve $250 for the purchase of the banner.
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section
   15378.

   Commissioner Addeman provided information to the Commission on a missing
   Banner on Forest Avenue. Commission discussed this item and Commissioner
   Addeman to obtain further information on artwork and pricing quote. Please
   reference audio recording found on the EDC website from June 13, 2019 meeting
   for more information.

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

   On a motion by Commissioner Addeman, seconded by Commissioner Fontecchio,
   the Commission voted 7-0 to continue this item to the July meeting once the EDC
   has more information. Motion passed.

C. Pacific Grove Commercial Vacancies
   Reference: Mia Jarick
   Recommended Action: Discuss vacancy promotion strategies and provide direction.
   CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section
   15378.
Chair Jarick provided information that the City Manager, the Mayor, and Chair Jarick are in discussions on obtaining contact information for all commercial property owners to invite them to a function in the month of August to obtain further information on vacancies and provide information on available water. Commission discussed this item. Please reference audio recording found on the EDC website from June 13, 2019 meeting for more information.

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

D. Board and Commission Member Handbook
Reference: Haroon Noori, Staff Liaison
Recommended Action: Receive handbook.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Chair Jarick requested Commissioners read the Member Handbook and to be discussed at the next EDC Meeting. Haroon Noori, Management Analyst stated that there are plans to schedule an attorney training at the next July EDC meeting to cover the Handbook and the City Attorney will provide an overview on the Handbook, Brown Act, and CEQA. Please reference audio recording found on the EDC website from June 13, 2019 meeting for more information.

8. UNFINISHED AND ONGOING BUSINESS
A. Restaurant Week Marketing Promotion
Reference: Steve Thomas
Recommended Action: Receive a status update.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Mr. Steve Thomas provided information and reported on marketing efforts for Pacific Grove Restaurant Week which concluded June 9, 2019. Commission discussed this item and the options for Pacific Grove Restaurant Week 2020. Please reference audio recording found on the EDC website from June 13, 2019 meeting for more information.

B. EDC Budget for Fiscal Year 2019-20
Description: Request the City Council to allocate and approve $58,000 for the Economic Development Commission for Fiscal Year 2019-20.
Reference: Mia Jarick
Recommended Action: Approve recommendation to City Council to approve $58,000.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Item tabled a future EDC meeting. Please reference audio recording found on the EDC website from June 13, 2019 meeting for more information.
C. Subcommittee Report on Cannabis
Reference: Tama Olver
Recommended Action: Receive report.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Commissioner Olver provided information and research gathered on bringing Cannabis Dispensaries to the City of Pacific Grove. Commission discussed this item. Please reference audio recording found on the EDC website from June 13, 2019 meeting for more information.

Chair Jarick opened the floor to public comment. Comment received from Inge Lorentzen Daumer.

Chair Jarick closed the floor to public Comment.

9. ADJOURNMENT 5:19PM – Next Meeting July 11, 2019

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

[Signature]
Sarah Fontecchio, Secretary

[Date] 7/16/19