1. **CALL TO ORDER AND ROLL CALL – 4:02PM**
   Commissioners Present: Mia Jarick (Chair), Tama Olver (Vice Chair), Willy Nelson, Amber Kerchner, Sarah Fontecchio (Secretary), Marietta Bain

   Commissioners Absent: Moe Ammar, Dianna Addeman

   Commissioner Bain arrived at 4:30 p.m.

2. **APPROVAL OF AGENDA**
   On a motion by Commissioner Fontecchio, seconded by Commissioner Olver, the Commission voted 5-0-2-0 (Commissioners Addeman and Bain Absent) to approve agenda. Motion passed.

3. **COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)**
   Chair Jarick announced the commission will be looking for three new commissioners next year.
   Chair Jarick announced a successful Business Walk with results to be presented at the December meeting.
   Commissioner Kerchner announced it was Roman’s birthday on November 11th.
   Commissioner Kerchner completed a review of the lights downtown in the trees and will be providing a full report and recommendations at the December meeting.

4. **REPORTS OF COUNCIL LIAISON**
   None

5. **GENERAL PUBLIC COMMENT**
   None.

6. **CONSENT AGENDA**
   A. Approval of October 10, 2019 EDC Regular Meeting Minutes (Attachment A)
      On a motion by Commissioner Olver, seconded by Commissioner Fontecchio, the Commission voted 5-0-2-0 (Commissioners Addeman and Bain Absent) to approve minutes. Motion passed.

   B. Approval of November 5, 2019 EDC Special Meeting Minutes (Attachment B)
      On a motion by Commissioner Fontecchio, seconded by Commissioner Kerchner, the Commission voted 5-0-2-0 (Commissioners Addeman and Bain Absent) to approve the minutes with a correction to line item 4 to read Survey questionnaire and approach were discussed and teams of two members each were assigned to various business districts. Motion passed.

7. **REGULAR AGENDA 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 status update on the approved and ongoing broadcast and
media marketing campaign for the City of Pacific Grove.

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

Jeff Mitchell, Sales Manager at NPG Media, provided an update and current campaign statistics on the current television commercial and media marketing campaign. The Commission viewed the provided statistics and discussed the current results.

No Public Comments.

*Please reference audio recording found on the EDC website from November 14, 2019 meeting for more information.*

B. **Extend Broadcast and Media Marketing Campaign for the City of Pacific Grove**

Reference: Jeff Mitchell, Sales Manager at NPG Media

**Recommended Action:** Approve a recommendation to the City Manager to allocate $6000 for extension of the approved broadcast and digital media campaign for additional 3 months.

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

Chair Jarick provided information and opened a discussion to create a new commercial for Hotels and Recreation from the previously completed media by Jeff Mitchell, Sales Manager at NPG Media to run in January with a request for further funding of $6000 to continue the marketing campaign with KION and some portion would go to KSBW NBC. The Commission discussed the items.

Public comment from Rudy Fischer to encourage the EDC to continue the campaign.

On a motion by Chair Jarick, seconded by Commissioner Nelson to continue the marketing campaign with a focus on Hotels and Recreation and allocate $6000 the Commission voted 5-0-2-0 (Commissioners Addeman and Bain Absent). Motion passed.

*Please reference audio recording found on the EDC website from November 14, 2019 meeting for more information.*

C. **Preliminary Follow-Up: Salud Pacific Grove 2019**

Reference: Ben Harvey, City Manager

**Recommended Action:** Receive status update.

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

City Manager Ben Harvey provided an informal preliminary follow up to the successful Salud event. More details on the expenditures, donations, and revenue from the event will be provided at a later date. Discussion to be had at a later date to continue hosting the event. The Commission discussed the item.

Commissioner Bain arrived at 4:30 p.m.

Public comment from Rudy Fischer attended event, enjoyed the event, the energy and hopes the event or events like it will continue.

*Please reference audio recording found on the EDC website from November 14, 2019 meeting for more information.*
8. PRESENTATIONS
   A. CSUMB Green Business Program
      Reference: Natalie Olivas et al, CSUMB
      Recommended Action: Receive information.
      CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

      Natalie Olivas et al, CSUMB of the Sustainable City Year Program provided a presentation
      of the CSUMB Green Business Program and is working with the City of Pacific Grove to
      implement Sustainable Projects and help businesses become Green Business Certified. The
      Commission discussed the item and thanked Natalie Olivas et al, CSUMB for their
      presentation. City Manager Ben Harvey suggested the EDC support a resolution to be
      presented to the City Council to have the City become an official partner.

      Please reference audio recording found on the EDC website from November 14, 2019
      meeting for more information.

10. ADJOURNMENT 4:50 p.m.

     APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

     ________________________________  ________________________________
     Sarah Fontecchio, Secretary        Date

     12/17/2019