MINUTES
CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
Thursday, October 10, 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), Willy Nelson, Moe Ammar, Dianna Addeman, Amber Kerchner, Sarah Fontecchio (Secretary), Marietta Bain

2. APPROVAL OF AGENDA
Haroon Noori, Management Analyst, requested to move agenda item 9A to announcements.
On a motion by Commissioner Olver, seconded by Commissioner Fontecchio, the Commission voted 7-0-0-0 to approve agenda with requested change. Motion passed.

3. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)
Commissioner Ammar congratulated commission on making the front page of Monterey County Herald. Commissioner Ammar passed out fliers for upcoming play Our Town. Commissioner Ammar stated the next EDC meeting on November 14th, 2019 is the same date as the next Coastal Commission meeting and will be in attendance.
Laurel O’Halloran, Associate Planner, provided update on the Local Coastal Program upcoming hearing.
Commissioner Kerchner provided update on campaign Escape the Ordinary and Roman the French Bull Dog will be available for business promotions. Haroon Noori, Management Analyst, presented all the press and publicity the new Pacific Grove commercial has received.
Milas Smith, Environmental Programs Manager, provided update on reducing single use plastics.

4. REPORTS OF COUNCIL LIAISON
Council Liaison Councilmember McAdams provided an updated on the EDC Cannabis presentation at the last City Council Meeting and the City Council voted 6-1 to bring back the topic of Cannabis for consideration and direction.

5. GENERAL PUBLIC COMMENT
None.

6. APPROVAL OF SEPTEMBER 12, 2019 EDC MINUTES
Request by Commissioner Addeman to make a correction to last paragraph, sentence incomplete to correct to “Chair Jarick stated the cannabis”. On a motion by Commissioner Addeman, seconded by Commissioner Nelson to approve the September 12, 2019 minutes with the correction, the Commission voted 7-0-0-0. Motion passed.

7. REGULAR AGENDA
A. Downtown Holiday Lights and Tree Decorations
   Reference: Mia Jarick, Chair
   Recommended Action: Discuss downtown holiday lights and decorations and approve a recommendation to the City Manager to approve $2000 for holiday decorations.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Caleb Schneider, Management Analyst at Public Works, provided information on current holiday lights and decorations. Commission discussed the item. Commissioner Kerchner volunteered to assist the Publics Works department in surveying current holiday lights and holiday decoration inventory.

Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.

B. EDC Business Walk

Reference: Mia Jarick, Chair

Recommended Action: Develop survey questions and methodology and establish a date for the next EDC Business Walk.

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

Chair Jarick provided information on upcoming EDC Business Walk to survey local businesses and stated the sub-committee will continue to work on the event. Commission discussed item.

Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.

8. UNFINISHED AND ONGOING BUSINESS

A. SALUD Pacific Grove Event

Reference: Mia Jarick, Chair

Recommended Action: Receive status update and anticipated event cost estimate on SALUD Pacific Grove event.

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

Chair Jarick provided update on the upcoming SALUD Pacific Grove Event. Chair Jarick requested the commission to consider funding $5000 for the event. Proceeds of the event go to pay for the event and any excess funds will come back to the EDC. Chair Jarick stated City Manager may have some funds available in the budget to contribute to the event. On a motion by Chair Jarick, seconded by Kerchner, the Commission voted 6-1-0-0 (Commissioner Olver opposed) to approved $5000 to fund the SALUD event. Motion passed.

Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.

9. PRESENTATIONS

A. Single-Use Plastics Draft Ordinance Update - (Agenda Item Moved to Announcements)

Reference: Milas Smith, Environmental Programs Manager

Recommended Action: Receive information.

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

Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.
B. **Entitlement Water Status Update**  
Reference: Laurel O’Halloran, Associate Planner  
Recommended Action: Receive information.  
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Laurel O’Halloran, Associate Planner, provided an update and status to the EDC on Entitlement Water Status and available water for purchase. Chair Jarick stated this Agenda Item was not up for discussion, questions only. Commissioners asked questions on item.

*Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.*

C. **Façade Improvement Program Status Update**  
Reference: Laurel O’Halloran, Associate Planner  
Recommended Action: Receive information.  
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Laurel O’Halloran, Associate Planner, provided an update and status to the EDC on the Façade Improvement Program. Commissioners asked questions on item. Commissioner Kerchner requested the current sign permit fee be reviewed due to the high cost of the permit. Ms. O’Halloran stated the fee for sign permits would be discussed at the next staff meeting.

*Please reference audio recording found on the EDC website from October 10, 2019 meeting for more information.*

10. **ADJOURNMENT – 4:53PM**

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

[Signature]  
Sarah Fontecchio, Secretary

11/15/2019  
Date