1. **CALL TO ORDER AND ROLL CALL – 4:00pm**
Commissioners Present: Mia Jarick (Chair), Dianna Addeman, Amber Kerchner, Willy Nelson, Moe Ammar

Commissioners Absent: Sarah Fontecchio, Tama Olver (Vice-Chair)

Commissioner Bain was not present during Roll Call and Approval of Agenda and Minutes and arrived at 4:05 p.m.

2. **APPROVAL OF AGENDA**
On a motion by Commissioner Nelson, seconded by Commissioner Kerchner, the Commission voted 4-0-3 (Commissioners Bain, Fontecchio, and Olver Absent) to approve the Agenda. Motion passed.

3. **COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)**
Commissioner Ammar provided an update on the Flavor’s of Pacific Grove event on Saturday, October 19, 2019. Commissioner Ammar invited everyone to the 33rd anniversary celebration of the Mum’s Furniture store in Pacific Grove.

4. **REPORTS OF COUNCIL LIAISON**
None.

5. **GENERAL PUBLIC COMMENT**
None.

6. **APPROVAL OF AUGUST 8, 2019 EDC MINUTES**
On a motion by Commissioner Kerchner, seconded by Commissioner Nelson, the Commission voted 4-0-3 (Commissioners Bain, Fontecchio, and Olver Absent) to approve the August 8, 2019 EDC Minutes. Motion passed.

7. **REGULAR AGENDA**
   A. **Monterey Bay Certified Farmers Markets**
      Reference: Mia Jarick, Chair
      Recommended Action: Discuss concept of expanding Farmers Market to an additional location and day.
      CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Chair Jarick provided information on the possibility of opening Farmers Market in a separate location on a different day. Chair Jarick clarified that existing location and schedule will remain unchanged. Chair Jarick added that more information on this item will be provided at future EDC meetings.

No action was taken.
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 and approve final cut of the commercial, and campaign schedule and timeline.

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

Jeff Mitchell, Sales Manager at NPG Media, provided an update on the Broadcast and Media Marketing Campaign. Mr. Mitchell also provided information on the timeline and schedule of the campaign. The Commission viewed and approved three commercials and timeline.

b. EDC Strategic Work Plan for Fiscal Year 2019-20

Reference: Haroon Noori, Management Analyst


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

Haroon Noori, Management Analyst, provided a brief overview of the worksheet to help facilitate the development of a Work Plan for the current Fiscal Year.

The following ideas were suggested to be added to the Work Plan:
- To hold $6000 for extension of the approved broadcast and digital media campaign for an additional 3 months – additional fund approval would be contingent upon whether the first three months of the commercial is successful;
- Year-round lighting on the trees in Commercial Downtown;
- Explore and implement signs and flower baskets on Forest Ave;
- Grow First Friday by combining it with another event such as the Bicycle event.
- Implement Business Walk events;

Chair Jarick provided an update on the SALUD event and that more information on this event will be forthcoming. Chair Jarick stated the cannabis and limiting real estate offices in Commercial Downtown are tracking for City Council hearings in October and November.

Please reference audio recording found on the EDC website from September 12, 2019 meeting for more information.

10. ADJOURNMENT 4:38 p.m.

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

[Signature]
Sarah Fontecchio, Secretary

[Date] 10/10/19