Hospitality Improvement District Meeting
Tuesday, February 16th, 2021 at 2:00 p.m.
This meeting was held virtually and was compliant with Governor's Executive Order N-25-20 and N-20-20

MINUTES
HID Board participants present at Tourist Center - 100 Central Avenue: Ed Flatley - Seven Gables, Michael Grech - Monterey Peninsula Inn,
Staff: Moe Ammar - Pacific Grove Chamber of Commerce

HID Board Participants Present Online - Zoom Link via internet: Enos Esquivel - Asilomar Conference Grounds Amrish Patel - Centrella Inn, Robert Boerner - Pacific Gardens Inn,

HID Members Present Online - Zoom Link via internet: Dianne Mahroom - Monarch Resort
Staff: Lori Frati - Analyst City of Pacific Grove

- Meeting was called to order at 2:00 p.m.
- No public comments
- In accordance with the resolution that formed the HID, the Pacific Grove Chamber of Commerce held an election to select the Advisory Board members that will serve from July 1, 2021 to June 30, 2023. Robert Boerner - Pacific Gardens Inn and Amrish Patel - Centrella Bed and Breakfast Inn were elected to continue and serve on the HID Board.
- Received an update on the development of the hotel at the American Tin Cannery. The item was before the Architecture Review Board (ARB) in November and will most likely be on the Planning Commission agenda in March or April.
- Approved funding a value-added dining coupon campaign that will attract visitors to Pacific Grove. Guests at lodging establishments will be offered the $10 coupon at check-in. A budget of $50,000 was allocated by the HID to boost hotel occupancy while supporting the local restaurants.
- Discussed forecast 2021 and beyond. Group business vanished. Most establishments reported a 35 to 40% decline. Asilomar Conference Grounds had been closed since December and opened last weekend. Limited services are offered. No food and beverage options, or conference facilities except Phoebe's Cafe. Outlook is positive. Pacific Grove is well positioned to capture a decent share of leisure market. Typically we compete with snow resorts in the winter, but hope to attract repeat guests as well as new visitors who are eager to travel after a year of pandemic.
- Received several nonaction comments
- Meeting adjourned

Respectfully submitted by:

Moe Ammar
President

HID Advisory Board
Enos Esquivel (Asilomar Conference Grounds), permanent
Robert Boerner (Pacific Gardens Inn), term expires June 30, 2021
Amrish Patel (Centrella Bed & Breakfast Inn), term expires June 30, 2021
Ed Flatley (Seven Gables Inn) term expires June 30, 2022
Michael Grech (Monterey Peninsula Inn), term expires June 30, 2022