Hospitality Improvement District Meeting Minutes
Tuesday, August 31, 2021 from 11:00 a.m. – 12:00 p.m.
Meeting was held at the Pacific Grove Tourist Information Center as well as virtually in compliance with Governor’s Executive Order N-25-20 And N-20-20, allowing for deviation of teleconference rules required by The Brown Act

Advisory Board Members present: Amrish Patel, Robert Boerner, Michael Grech and Enos Esquivel

Members present: Sejal Patel, Fady Hanna, Sid Noonari, and Kenan Jones

Staff present: Lori Frati, Moe Ammar and Peter Mounteer

- Meeting called to order at 11:03 a.m.
- General introduction.
- No public comments.
- Approved appointing Fady Hanna, General Manager of the Lighthouse Lodge & Cottages to the HID Advisory Board, replacing the seat formally held by Ed Flatley, term expiring June 30, 2022.
- Mr. Hanna shared his bio and company profile with the HID members.
- Received a presentation by Deputy Director of Finance, Mary Lagasca on the City’s audit of lodging establishments. Several questions were asked and answered related to this item. HID members hope that STR’s in the city will be audited as well.
- Received a presentation by Caleb Schneider, Director of Environmental Services, on single use plastic disposal products. The ordinance is effective immediately and owners/operators need to comply as soon as possible.
- Voted to cancel the 2021 Christmas at the Inns due to Covid.
- Received an update on the developments of Pacific Grove Downtown Hotel project, as well as the American Tin Cannery Hotel. HID revenue will increase by a major amount if both projects are built.
- Discussed occupancy and forecast for 2021 and beyond. Groups are returning to Asilomar Conference Grounds.
- Approved offering the dining coupon again in late December 2021, early January 2022. Campaign was very successful in 2020 and 2021.
- Meeting adjourned.

HID Advisory Board
Enos Esquivel (Asilomar Conference Grounds), permanent
Moe Ammar (Pacific Grove Chamber of Commerce) staff
Robert Boerner (Pacific Gardens Inn), term expires June 30, 2023
Amrish Patel (Centrella Bed & Breakfast Inn), term expires June 30, 2023
Michael Grech (Monterey Peninsula Inn), term expires June 30, 2022
Vacant, term expires June 30, 2022