



NOTICE OF MEETING

CITY OF PACIFIC GROVE

**ECONOMIC DEVELOPMENT COMMISSION  
REGULAR MEETING AGENDA**

Thursday, August 12, 2021, 4:00 P.M.

Council Chamber – City Hall – 300 Forest Avenue, Pacific Grove, CA

**AGENDA**

**THIS MEETING WILL BE HELD VIRTUALLY AND IS COMPLIANT WITH THE  
GOVERNOR'S EXECUTIVE ORDERS ALLOWING FOR A DEVIATION OF  
TELECONFERENCE RULES REQUIRED BY THE BROWN ACT.  
JOIN THE ZOOM WEBINAR TO PARTICIPATE LIVE AT:**

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Webinar Meeting ID: 845 4128 5546

If prompted to enter a Participant ID, press #.

When the host opens public comment for an agenda item you wish to speak on,  
press \*9.

**CALL TO ORDER**

Commissioners Present: Moe Ammar, Willy Nelson, Debby Beck, Nicholas Mourlam, David Markowitz, Erik Uppman

Staff Associate Planner Present: Laurel O'Halloran

Guest Presenter Present: Barry Foster and Angela Tsui

Additional Guest Present: Mayor Bill Peake

Commissioners Absent: Arielle Zina, Eric Fonferek

Council Liaison Absent: Jenny McAdams

Staff Liaison Absent: City Manager Ben Harvey

**1. APPROVAL OF AGENDA**

Motion for approval passed 5-0.

**2. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)**

Chair Beck gave an update on progress of the new website, and timeline of the expense budget. The subcommittee is expected to present the proposed budget at the September EDC meeting.

### **3. COUNCIL LIAISON ANNOUNCEMENTS**

Mayor Peake discussed how the council discussed goals, the George Washington Park management plan, and the Point Pinos Project.

### **4. GENERAL PUBLIC COMMENT**

*General Public Comment must deal with matters subject to the jurisdiction of the City and the Economic Development Commission that are not on the Regular Agenda. Comments from the public will be limited to three minutes and will not receive Economic Development Commission action. Comments regarding items on the Regular Agenda shall be heard prior to Economic Development Commission's consideration of such items at the time such items are called. Whenever possible, written correspondence should be submitted to the Economic Development Commission in advance of the meeting, to provide adequate time for its consideration.*

No public comment requested. No written correspondence before the meeting was submitted.

### **5. APPROVAL OF THE MINUTES**

A. Economic Development Commission Minutes: July 15, 2021

**Reference:** Nicholas Mourlam, Secretary

**Recommended Action:** Approve minutes

**CEQA:** Does not constitute a "Project" per California Environmental Quality Act Guidelines Section 15378

Motion to approve minutes was passed 5-0.

### **REGULAR AGENDA**

6. Economic Development Commission Goals for Fiscal Year 21-22

**Reference:** Ben Harvey, City Manager

**Recommended Action:** Discuss and determine EDC Goals for Fiscal Year 21-22.

**CEQA:** Does not constitute a "Project" per California Environmental Quality Act Guidelines Section 15378

Laurel O'Halloran shared presentation in place of Ben Harvey on recommendation of how to spend \$38,000 for EDC. It was then communicated to presenter that a subcommittee was already formed on this topic.

Commissioner requested that it remain a priority to reduce downtown regulations, and to keep a staff member accessible to those applying for business permits.

#### 7. The 12 to 15 Hour Downtown for Pacific Grove Presentation

**Reference:** Angela Tsui, Senior Advisor, HdL Companies

**Recommended Action:** Receive presentation

**CEQA:** Does not constitute a “Project” per California Environmental Quality Act Guidelines Section 15378 8.

Presentation was given by Barry Foster and Angela Tsui. Pacific Grove already has an established downtown. We want through baby steps get to the “18 hour downtown” with the characteristics of walkability, retail, downtown, and community special events. Outdoor dining is important now more than ever.

Commissioners’ discussion:

- Outdoor dining is harder here because of weather, space, and traffic
- Events are harder here because we are smaller in population
- Should we only promote businesses that are located on lighthouse?
- What is a comparable city to Pacific Grove? Monrovia was answered as being comparable
- Presentation should include on Pacific Grove photos
- Events could happen in Jewel Park
- What specific types of events increase business income? What is the ROI?
- What types of events have the greatest impact?

Future conversation: How to fill vacant spaces with popup businesses

#### UNFINISHED AND ONGOING BUSINESS

Commissioner asked when is all the road construction is going to be finished. Laurel O’Halloran responded that she will talk to the public works director and report back.

#### ADJOURNMENT

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

DocuSigned by:

Nicholas Mowlam

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Secretary

9/15/2021

Date