



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: City Manager Ross G. Hubbard
MEETING DATE: June 15, 2005
SUBJECT: Minutes of the May 24, 2005 Economic Advisory Committee

RECOMMENDATION:

Receive

DISCUSSION:

Attached are the minutes of the May 24, 2005 Economic Advisory Committee.

Decisions rendered by the Economic Advisory Committee may be called up by the City Council at this time.

FISCAL IMPACT:

None

ATTACHMENTS:

Minutes of the May 24, 2005 Economic Advisory Committee

RESPECTFULLY SUBMITTED:

A handwritten signature in cursive script that reads "Ross G. Hubbard".

Ross G. Hubbard
CITY MANAGER

**ECONOMIC ADVISORY COMMITTEE
MINUTES OF
REGULAR MEETING
May 24, 2004
City Hall - 300 Forest Avenue**

1. Call to Order

The meeting was called to order by Vice Chair Don Kremer at 3:05 p.m. Members present included Kremer, Alan Cohen, Glynis Greening, Fritz Gaudette, Julie V. Davis, Julie Blue, Robert Huitt, and Amrish Patel.

Others present included Moe Ammar, President of the Pacific Grove Chamber of Commerce; Carlos Olvera, Administrative Services Director, and City Manager Ross G. Hubbard.

2. Public Comment

There were no public comments.

3. 2005-2006 Economic Forecast

Members discussed the current economic outlook for the City. It was stated that real estate was still going strong. Transient Occupancy Tax was down for the first quarter compared to last year.

4. Update on the Holman Hotel Project

Ammar gave a report on the activity concerning the Holman building and attempts to build a hotel on that block. The committee determined that the Economic Advisory Committee should not be involved in further discussions with the developer on this project unless directed by Council.

5. Discussion on Opening of Home Depot in Seaside

Ammar reported that Home Depot, due to open June 20th is projected to realize 40 million in revenue in the first year. It was felt by members of the committee that Home Depot should not have a significant effect on our hardware businesses. The Home Improvement Campaign scheduled in the Economic Enhancement Program would be carried out in order to show that Pacific Grove businesses are more service oriented and people should continue to shop in town.

6. Forest Hill Improvement District Proposal

Ammar gave a report that the business owners in the Forest Hill area are discussing the formation of a Business Improvement District (BID). The District would collect revenue through a surcharge on the business license which would be used to promote business activity in the Forest Hill business area.

7. Update from Committee Members

- Chamber of Commerce – Ammar reported on the Art Walk and a new Kelly-Moore paint store.
- Commercial Property Owners – Patel indicated that commercial property outlook should be better in the future.
- City/Community Members – Blue asked about window signs on the new consignment store. Hubbard indicated he would email the Economic Strategic Plan to the members.

8. Adjournment

There being no further business, the committee adjourned at 4:15p.m.