

**CITY OF PACIFIC GROVE SPECIAL EVENTS COMMITTEE  
Minutes – Regular Meeting – Wednesday, September 26, 2007**

1. The meeting was called to order at 3:33 p.m. by Recreation Director John Miller. Committee chair Glynis Greening was not present and there is no vice chair.
2. Members present: Richard Stillwell; Leslie Anastasia, Chris Balog and Bill Buckhout. Absent: Bill Valuch, Bill Derowski and Glynis Greening. Also in attendance: Councilmember Alan Cohen, who is the liaison to the committee, and Chamber President Moe Ammar, who is an ex-officio member of the committee.
3. The minutes of the January 22, 2007 meeting were unanimously approved.
4. Moe Ammar said that in his opinion, the 2007 Triathlon at Pacific Grove was “the best ever” and was a windfall for local businesses. John Miller agreed that many of the issues that had been problems before (litter, public notification) were better, but there were several complaints about the volume of the announcers. He said that they were new this year and did not realize how much their sound projected over a wide area. He will discuss this with organizer Terry Davis. He also will ask him to remind future triathletes to be mindful of the neighbors when arriving in the early (conversations and slamming car doors). In a recap of other events: 2007 Good Old Days was first “carbon neutral event”. The upcoming Half Marathon also will be “carbon neutral”. Walk with PRIDE raised between \$18,000 and \$20,000 for the PGUSD. The High School Marching Band Festival has been discontinued, effective this year. The Economic Advisory Committee is recommending that the City try to attract more special events, specifically those that are sports related, such as bicycling events.
5. Alan Richmond, representing the Concours d’Italiano, presented a plan to hold the Concours d’Italiano Italian car show and event, at the Pacific Grove Golf Links in August 2008. The event has been held at Quail Lodge and the Bayonet/Blackhorse courses, but the organizers would like a more scenic location. This proposal will be presented to City Council, but it was the unanimous vote of the Special Events Committee to recommend this as a positive event will be beneficial to the City’s profile. Golf Course Superintendent Mike Leach said that he agrees with this view, but said there are many logistics that would need to be worked out, especially with regard to traffic control, trucks on the course, and the amount of time the course would be out of operation. According to Richmond, the event would bring in about 1,800 cars and up to 8,000 spectators. Besides Italian cars, the high-end event features Italian food, style and music.
- 6a. The committee reviewed and unanimously approved maintaining the same fees charged to organizations are to reimburse the City for personnel, facilities and equipment for 2008.
- 6b. Next, the committee voted to approve nine events previously designated as “traditional” and not subject to reimbursing the City for event-related fees. These events include: The Good Old Days (Street Faire, Motorcycle Competition, and Parade); City 4<sup>th</sup> of July BBQ; Feast of Lanterns Celebration; PG Auto Rally & BBQ; PGHS Homecoming Parade; Butterfly Parade; Holiday Tree Lighting Ceremony; Downtown Holiday Parade of Lights; and Stillwell’s Snow in the Park.
- 5c. The committee then voted unanimously to recommend the nine events listed in the category that have minimal or no impact on City resources, including: Walk with PRIDE; the Historic Home Tour; the John Denver Memorial Beach Cleanup; the Chamber Community Auction; Christmas at the Inns, the Easter Sunrise Service; Celebration of Our Lady of Fatima; the SPCA Wag & Walk; and the Nagasaki/Hiroshima Peace Lantern Celebration. These events are low-key and require no (or little) assistance from the City, so pay no fees.
- 5d. The committee then voted to keep in the same category of “non-traditional”, or “fundraising” those five events that have been classed as such in the past: the MS Walk; WalkAmerica; Walk for the Cure; Together with Love Run/Walk; and the Big Sur Half marathon. The Triathlon, which is in the third year of its contract with the City, is not included.
- 5e. Finally, the committee voted unanimously voted to approve the proposed dates for the 2008 special events calendar and refer it to City Council for its approval, at a meeting later this fall. In all, there are 24 events being recommended for 2008 at this time, not including the proposed Concours d’Italiano.

The meeting was adjourned at 4:55 p.m.

Respectfully submitted,

John S. Miller, Director of Recreation