



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

AGENDA REPORT

TO: HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: City Manager, James J. Colangelo

MEETING DATE: August 15, 2007

SUBJECT: CONSIDER APPROVAL OF 2007/08 ECONOMIC ADVISORY COMMITTEE PARTIAL PROGRAM EXPENDITURES

The Fiscal Year 2007/08 budget includes \$115,000 for unspecified economic development activities recommended by the Economic Advisory Committee. The City Council directed staff to return with recommendations for specific expenditures before resources are spent. The Economic Advisory Committee is requesting approval to spend the remaining portion of the \$115,000.

RECOMMENDATION:

Approve the expenditure of \$434.88 for the distribution of a brochure, designed and printed by the Business Improvement District, at 220 visitor locations in the County and at the San Jose Airport.

DISCUSSION:

The Fiscal Year 2007/08 budget included \$115,000 for economic development strategies prepared by the Economic Advisory Committee (EAC). However, unlike in most years, the City Council did not adopt a specific program of strategies for expenditure. Rather, it adopted a placeholder budget of \$115,000 to ensure that this priority was represented in the budget. The City Council directed staff to return to the Council with specific recommendations for using these funds, once the EAC had developed its recommendations.

On July 18, 2007, the Council approved the expenditure of \$7,250 for the Art Walk and an ad in Via Magazine, leaving a balance of \$107,750. On August 15, 2007, the Council approved an expenditure of \$2,972.12 for the distribution of brochures that are designed and printed with funds from the Business Improvement District (BID). On December 5, 2007, the Council approved an agreement with the Monterey County Convention and Visitors Bureau, which required a payment of \$102,343 from EAC funds.

On April 22, 2008, the EAC voted to recommend that the remaining funds be allocated for printing of additional brochures.

FISCAL IMPACT:

Approval of this item would expend the remaining funds that had been budgeted in FY 2007/08 for spending on economic development strategies.

ATTACHMENTS:

None.

RESPECTFULLY SUBMITTED:

James J. Colangelo

Digitally signed: I have reviewed this document

James J. Colangelo
CITY MANAGER