



## NOTICE OF REGULAR MEETING

# ECONOMIC ADVISORY COMMITTEE

TUESDAY, DECEMBER 15, 2009, 3:00 P.M.

City Manager's Conference Room  
300 Forest Avenue, Pacific Grove, Ca, 2<sup>nd</sup> Floor

1. Call to Order
2. Oral Communications  
*(Comments from the audience cannot receive Committee action. Comments must deal with matters subject to the jurisdiction of the Committee and will be limited to three minutes. Comments regarding agenda items not on the Consent Agenda shall be heard prior to the consideration of such items at the time such items are called. Whenever possible, letters are to be submitted to the Committee in advance of the meeting.)*

### OLD BUSINESS

1. 2007 Strategic Plan  
*Review Plan. Determine element that are complete. Discuss those that are not complete. Develop action plan and decide on next steps*  
**Reference: Chair Kremer**
2. How Best to Promote and Coordinate Needed Economic Development Efforts  
*Discussion of where the EAC can take a leadership and coordinating role among other City committees and other Pacific Grove Business oriented organizations.*  
**Reference: Chair Kremer**

### NEW BUSINESS

1. Internet Marketing  
Elements: City and Chamber Web Site  
Individual Business Web Sites  
E-Mail marketing.  
*Discussion with Moe Amar, Steve Thomas (Thomas Brand Co.), Jim Becklenberg, et al.*  
**Reference: Chair Kremer**
2. Special Events
  - a. City Financial Support and Sponsorship  
**Reference: Jim Becklenberg; Celia Martinez**
  - b. "Cherries Jubilee" night.  
*Receive a report on the event from Moe Amar and/or a representative of the downtown BID.*
3. Visitor Attractions  
Gazebo at the Lover's Point Park. *Receive a report from the City staff regarding any necessary permits and approvals required to install a Gazebo at Lover's Point. It is felt by local business that the Gazebo*

*would attract more weddings and other events to Pacific Grove.*

**Reference:** Sarah Hardgrave

4. Business development and job creation

*Receive a report from City staff regarding Goal 2 Strategies 1,2,3,4 of the 2007 Strategic Plan.*

- 1. Status of the Guide to Opening a Business in Pacific Grove.*
- 2. Suggested business incentives to do business in Pacific Grove.*
- 3. Status of signage to promote Pacific Grove businesses.*
- 4. Plan for review of obsolete ordinances.*

**Reference:** Chair Kremer

5. Adjournment

<p>THIS MEETING IS OPEN TO THE PUBLIC AND ALL INTERESTED PERSONS ARE WELCOME TO ATTEND. THE CITY OF PACIFIC GROVE DOES NOT DISCRIMINATE AGAINST INDIVIDUALS WITH DISABILITIES AND MEETINGS ARE HELD IN ACCESSIBLE FACILITIES.</p>
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