



## CITY OF PACIFIC GROVE

300 FOREST AVENUE  
PACIFIC GROVE, CALIFORNIA 93950  
TELEPHONE (831) 648-3100 • FAX (831) 375-9863

### NOTICE OF REGULAR MEETING

#### ECONOMIC ADVISORY COMMITTEE

DATE & TIME: MONDAY, AUGUST 27, 2007 – 3:00 P.M.

LOCATION: CITY HALL, CITY MANAGER'S CONFERENCE ROOM – 300 FOREST AVENUE

#### MEETING AGENDA

1. Call to Order
2. Oral Communications (*Comments from the audience will not 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 should be submitted to the Committee in advance of the meeting.*)

#### CONSENT AGENDA:

3. Approval of the July 24, 2007 Meeting Minutes  
*The Committee will review and approve the minutes from its last regularly scheduled meeting.*  
**Reference: Mayor Cort**  
**Recommended Action: Approve the Minutes of the July 24, 2007 Meeting**
4. Approval of the August 14, 2007 Special Meeting Minutes  
*The Committee will review and approve the minutes from its recent special meeting.*  
**Reference: Mayor Cort**  
**Recommended Action: Approve the Minutes of the August 14, 2007 Special Meeting**

#### REGULAR AGENDA:

5. Receive Reports from Sub-Committees on the Strategies that have been Developed to Accomplish Each Goal  
*At its special meeting of August 14, 2007, the Committee established goals and formed Sub-Committees to address each goal. The Committee will receive a report from and provide direction to each Sub-Committee.*  
**Reference: Don Kremer**  
**Recommended Action: Receive Reports and Provide Direction to the Sub-Committees**
6. Adjournment

---

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.



## CITY OF PACIFIC GROVE

300 FOREST AVENUE  
PACIFIC GROVE, CALIFORNIA 93950  
TELEPHONE (831) 648-3100 • FAX (831) 375-9863

### ECONOMIC ADVISORY COMMITTEE MINUTES OF REGULAR MEETING

DATE & TIME: TUESDAY, JULY 24, 2007– 3:00 P.M.

LOCATION: CITY HALL, CITY MANAGER'S CONFERENCE ROOM – 300 FOREST AVENUE

#### MEETING AGENDA

1. Call to Order

Members present: Dan Cort (Chair), Julie Blue, Alan Cohen, Julie Vivolo Davis, Don Kremer, Robert Marcum, Richard Stillwell, Dan Turrentine

2. Oral Communications

Harry Crawford of Sunset Leather spoke in favor of the city setting aside funds to join the Monterey County Convention and Visitors Bureau, as well as to allow additional funding to advertise for the districts and the inns.

#### REGULAR AGENDA:

3. Approval of the June 26, 2007 Meeting Minutes

*The Committee will review and approve the minutes from its last regularly scheduled meeting.*

**Reference: Mayor Cort**

**Recommended Action: Approve the Minutes of the June 26, 2007 Meeting**

On the motion of Davis, seconded by Turrentine, the minutes were approved.

4. Consider a Process for Developing an Economic Strategic Plan

*The Committee will consider the process for developing an Economic Strategic Plan. The Committee may direct that the work be done by subcommittee or that the Committee schedule time to work on the Plan together.*

**Reference: City Manager Colangelo**

**Recommended Action: Discuss and Take Appropriate Action**

It was the consensus of the committee to hold a special meeting to discuss the Economic Strategic Plan on Tuesday, August 14<sup>th</sup>, at 12:00 Noon.

5. Consider Monterey County Convention and Visitor's Bureau (MCCVB) Membership

*The Committee will hold a discussion with local hoteliers on the benefits of MCCVB membership versus the alternative allocation of promotion and marketing funds.*

**Reference: Mayor Cort**

**Recommended Action: Discuss and Take Appropriate Action**

On a motion by Stillwell, seconded by Marcum, the Committee unanimously voted to direct Mayor Cort and City Manager Colangelo to meet with the MCCVB to discuss Pacific Grove's membership, and to assemble a subcommittee of the EAC for negotiations that will include a representative of the hospitality industry, an EAC member, a business owner or a resident, a representative of Asilomar Conference Grounds and Pierre Bain, after the Mayor and City Manager report back to the Committee.

6. Consider Methods to Direct Traffic from 17 Mile Drive to the Downtown Business District  
*The Committee will consider a suggestion from Business Improvement District Chairman Valuch, owner of Miss Trawick's, to direct traffic from 17 Mile Drive up Fountain Avenue and right on Lighthouse Avenue to attract visitors to downtown Pacific Grove..*

**Reference: Chamber of Commerce President Ammar**

**Recommended Action: Discuss and Take Appropriate Action**

On a motion by Cohen, seconded by Blue, the Committee unanimously voted to request the Traffic Commission consider directional signage at key intersections to direct traffic to the Downtown Business District.

7. Review the 1996 Lighthouse Lodge Proposed Upgrade Project  
*The Committee will review the Lighthouse Lodge proposed upgrade project which was denied in 1996 resulting in the interpretation of Measure C that prohibits the addition or alteration of accommodation establishments. The Committee will discuss the formation of a subcommittee to review the interpretation.*

**Reference: Chamber of Commerce President Ammar**

**Recommended Action: Discuss and Take Appropriate Action**

On a motion by Cort, seconded by Marcum, the Committee unanimously voted to direct staff to review the act to determine if there were any administrative actions that could be taken regarding the proposed Lighthouse Lodge expansion.

8. Consider Time-Sensitive Marketing Projects which were Funded by the Economic Advisory Committee in Fiscal Year 2006/2007

*The Committee will consider a \$2,972.12 expenditure for the distribution of a brochure, designed and printed by the Business Improvement District (BID), at 220 visitor locations in the County and at the San Jose Airport. The Committee will also discuss releasing funds that have been historically allocated to the four (4) business district and used to generate holiday season sales.*

**Reference: Chamber of Commerce President Ammar**

**Recommended Action: Discuss and Take Appropriate Action**

A. On a motion by Kremer, seconded by Stillwell, the Committee recommended that the City Council approve the expenditure of \$2,972.12 from the appropriated Economic Advisory Committee budget for the distribution of a brochure, designed and printed by the Business Improvement District (BID), and distributed to 220 visitor locations in the County and at the San Jose Airport.

B. A motion by Cohen, seconded by Davis, to recommend the City Council approve the release of \$12,000 to be allocated to the four (4) business districts and used to generate holiday season sales, failed by lack of a majority vote, with Cort, Blue and Marcum dissenting.

A motion by Cohen, seconded by Davis to reconsider the recommendation that the City Council approve the release of \$12,000 to be allocated to the four (4) business districts and used to generate holiday season sales, failed by lack of a majority vote, with Cort, Blue and Marcum dissenting.

## 9. Consider the Placement of a Promotional Banner on Forest Avenue

*The Committee will consider the concept of displaying a promotional banner across Forest Avenue at Lighthouse Avenue that would promote special events such as the Art Walk, Feast of Lanterns and other special events.*

**Reference: Chamber of Commerce President Ammar**

**Recommended Action: Discuss and Take Appropriate Action**

On a motion by Cohen, seconded by Marcum, the Committee unanimously approved in concept the displaying of a promotional banner across Forest Avenue at Lighthouse Avenue that would promote activities such as the Art Walk, Feast of Lanterns and other special events.

## 10. Adjournment

There being no further business to consider, the Committee adjourned at 5:35 p.m.

## **Economic Advisory Committee Retreat, August 14, 2007**

### **Minutes**

#### **Accomplishments:**

- **Reviewed and agreed to the planning process.**

1. Develop GOALS in keeping with the “Economic Emergency” declaration of the Pacific Grove City Council. (Usually 3-5 GOALS)
2. Identify strategies to accomplish GOALS.
3. Form a Sub-Committee for each GOAL with chairperson assigned.
4. For each strategy, identify objectives need to implement the strategy (time targeted with identified responsible person).
5. For each objective identify tasks (time targeted with identified responsible person).
6. Establish a schedule of future reporting meetings.

- **Affirmed the 2001 Economic Strategic Plan Vision Statement.**

**“Pacific Grove will have an economically healthy business community that serves the needs of local residents and businesses and visitors alike in friendly, safe hometown atmosphere”**

- **Developed Goals:**

**Goal 1.** Pacific Grove is the destination of choice for the Peninsula.

Michael Puckett, Sub-Committee Chairperson.

Committee members: Amrish Patel, Alan Cohen, Dan Turrentine

**Goal 2.** Pacific Grove promotes an energetic and dynamic business atmosphere

Julie Blue, Sub-committee Chairperson.

Committee members: Richard Stillwell, Julie Work-Beck

**Goal 3.** Increase revenues for Pacific Grove Businesses.

Julie Vivolo Davis, Sub-committee Chairperson.

Committee members: Glynis Greening, Jim Colangelo, Craig Riddel

**Goal 4.** Balance business interests with residents’ interests.

Mayor Dan Cort, Sub-committee Chairperson.

Committee members: Dan Turrinetine (there were two others working on the strategies. I need the names)

**NOTE:** if the sub-committee would like to invite someone out side the EAC to join the committee it is alright, however, more than 4 or 5 members can be hard to manage.

- **Develop strategies to accomplish the goals.**

Each Sub-committee began developing strategies to accomplish their goal (usually 3 to 5 strategies is all a small sub-committee can manage).

- **Next steps:**

Each sub-committee will meet to:

1. Refine the developed strategies
2. Develop Objectives for each strategy (time targeted with responsibility assigned).
3. Develop Tasks to accomplish each objective (time targeted with responsibility assigned)
4. Present the sub-committee plan at the next EAC meeting which has been moved to Monday, August 27 at the regular time (3:00 to 4:30 pm).

If I can be of assistance or answer questions, I can be reached at 375-5523 or cell 277-9617 or email at [dekremmer@pacbell.net](mailto:dekremmer@pacbell.net).