



## Notice of Regular Meeting

# ECONOMIC DEVELOPMENT COMMISSION

TUESDAY, MARCH 23, 2010, 3:00 – 5:00 P.M.

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

### Call to Order

### Oral Communications

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

### Unfinished Business

1. Approval of 2-23-10 meeting minutes  
Reference: Don Kremer, EDC Chair

### New Business

1. View Video produced by the BID  
Reference: Moe Ammar, PG Chamber

### Continued Business

1. Review merged 2010 Strategic Economic Plan Worksheets
2. Progress reports from Strategic Plan Sub-Committees
  - a. Marketing, Promotion, Advertising, Sales – Michael Napp, Sub-Committee Chair
  - b. Special Events – Alan Cohen, Sub-committee Chair
  - c. Internet, Social Media – Wendi Giles, Sub-Committee Chairs
  - d. Coordination of Economic Development Groups and Efforts – Bill Valuch, Sub-Committee Chair
  - e. Branding, Capitalizing on PG assets, PG Logo, WOW Factor- Julie Vivolo, Sub-Committee Chair
  - f. Zoning Ordinances and City Functions – Alan Cohen, Sub-Committee Chair
3. **Status of Related Efforts**

### Next Steps

### Adjourn meeting

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.