



Notice of Regular Meeting

ECONOMIC DEVELOPMENT COMMISSION

TUESDAY, APRIL 27, 2010, 3:00 – 5:00 P.M.

City Manager's Conference Room
300 Forest Avenue, Pacific Grove, Ca, 2nd 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 02-23-10 meeting minutes
2. Approval of 03-23-10 meeting minutes
Reference: Don Kremer, EDC Chair

New Business

1. Combination of two EDC Plan Sub-committees: Pacific Grove Marketing and Internet, social Media will combine into one Sub-committee known as Pacific Grove Marketing and Social Media. Amrish Patel, Chair. Members Julie Work-Beck, Michael Kapp, Wendy Giles and Josh Jones.
Reference: Don Kremer, EDC Chair
2. MCCVB Presentation from MCCVB Executive.
Reference: Amrish Patel.
3. Discussion of "PSA TV Spot for PG"
Reference: Mick Kapp

Continuing Business

1. Set meeting date(s) for the new Pacific Grove Marketing and Social Media Sub-Committee.
Reference: Amrish Patel, Sub-Committee Chair
2. Progress Report from Strategic Plan Sub-Committees
 - a. Special Events- Alan Cohen, Sub-Committee member
 - b. Coordination of Economic Development Groups and Efforts-Bill Valuch, Sub-Committee Chair
 - c. Branding, Capitalizing of PG assets, PG Logo, WOW Factor-Julie Vivolo, Sub-Committee Chair
 - d. Zoning Ordinances and City Functions-Alan Cohen, Sub-Committee memberReference: Don Kremer, EDC Chair

Status or 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.