



CITY OF PACIFIC GROVE

300 FOREST AVENUE
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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 14th, 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.