

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 Turrentine (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.