



ACTION MINUTES
CITY OF PACIFIC GROVE

ECONOMIC ADVISORY COMMITTEE SPECIAL MEETING

CITY COUNCIL CHAMBERS - 300 FOREST AVENUE, 1ST FLOOR

Tuesday, December 15, 2009

Present: Chairman Don Kremer, Michael Puckett, Julie Work-Beck, Robert Marcum, Julie Vivolo Davis, Glynis Greening, Josh Jones, Council Member Alan Cohen (EAC Liaison).

Public: Mayor Carmelita Garcia

Staff: City Manager Tom Frutchey

Pacific Grove Chamber: Moe Ammar, President

Public Comment: Moe Ammar stated that Michael Adamson is doing in the process of attracting businesses to Pacific Grove. A large drug store is considering Pacific Grove.

Meeting called to order by Chairman Kremer at 3:08 pm.

UNFINISHED BUSINESS

1. Kremer requested committee to review the EAC 2007 Strategic Plan.
2. Committee reviewed all goals. Many of the Strategies, Objectives and Tasks have been completed. Some were assigned to the Chamber. Some continued to a future meeting and some continued to the February 11 EAC Planning Session. Please review the updated (12-21-09) 2007 Strategic plan is at the end of these minutes.
3. Branding Pacific Grove "Most Romantic City" is in process. City will look at allocated funds for "Branding" effort. The Chamber handling marketing elements of plan such as romance promotions, and coolest place on the peninsula.

Economic Development Efforts

1. Research presentation will be scheduled for January EAC meeting.
2. MCCVB will be a topic for discussion at the Feb. planning session
3. Michael Adamson has made contact with two bus companies (Sacramento and San Francisco) which will travel to Pacific Grove one time per week with about 40 people each. The tour bus stops in Pacific Grove for 4-5 hours and all passengers are greeted by Moe and they walk to the Chamber office for an Aquarium goody bag.
4. The Chez Normandy is opening on January 2, 2010 in the space where Milage was at the Holman Building. The restaurant comes from Monterey.

NEW BUSINESS

1. Chairman recommended that EAC coordinate with other groups involved in marketing and promotions such as business improvement districts and convention bureau.
2. Develop a plan to capitalize on events that are taking place on the Monterey Peninsula. Jazz Festival, Monterey County Fair, Laguna Seca, Concourse de Elegance, AT&T, U.S. Open, Conferences at the Asilomar, Bike race (make it a two-day event for TOT), Blues Festival. Possible topic for February 11 planning session.
3. Plan for sidewalk repair, tree plan, flowers in the mediums, etc. happening downtown. City Manager has the lead on the plan.
4. Formulate recommendations for commercial Property maintenance. BID could take the lead and forward to the EAC for review. Discuss this further at the planning session.
5. Internet Marketing: Hold for planning session. Steve Thomas to do a presentation. Chamber of Commerce is using “web link” that specializes in Chambers.
6. Internet and Email Marketing: There are approximately 714 +/- second homes in Pacific Grove. There are another 6,900 +/- single-family homes. Email marketing could encourage shopping in Pacific Grove. Email can also be used to market to past visitors.
7. Individual Business Web sites are good for businesses. Consider a 3-4 hour seminar on web sites, perhaps a Business Fair and invite vendors.
8. Communicating is good with the local papers and the Mayor’s column. Moe Ammar spoke about a survey done about people and what papers they read.
9. Cherries Jubilee: Tom and Moe will work together to address this one, Tom checking with Public Works and Moe working with the Cherries Jubilee organizers to determine costs associated with the event.
10. Gazebo for the corner_of Lovers Point: This could make Lovers Point even more attractive for weddings. Estimate the cost for purchasing a portable Gazebo with the City having responsible for delivering and taking it away after ceremonies. If successful, the City could work with the Coastal Commission toward an approved permanent gazebo. BID should take the lead on cost estimates and funding. Perhaps this is a project that the PG Rotary would consider.
11. Business Development and Job Creation: City manager distributed copies of the Guide to Opening a Business in Pacific Grove brochure for review and changes. Once the brochure is finalized it will be made available to the Chamber of Commerce, City Hall, Realtors, on the City’s web site and so on. Training of staff will also take place once the brochure is finalized.

Meeting was adjourned at 5:10 p.m.