



**ACTION MINUTES**  
**CITY OF PACIFIC GROVE**

**ECONOMIC ADVISORY COMMITTEE SPECIAL MEETING**  
**POLICE DEPARTMENT TRAINING ROOM**

Thursday February 11, 2010

- I. Call to Order 1:10 PM – Don Kremer called the meeting to order
- II. In Attendance – Alan Cohen, Amrish Patel, Julie Vivolo Davis, Don Kremer, Josh Jones, Richard Stillwell, Wendi Giles, Bill Valuch, Michael Kapp, Thomas Frutchey, Carmelita Garcia.  
Michael Puckett and Julie Work-Beck not in attendance

**Unfinished Business**

1. ACTION: Approval of 12-15-09 meeting minutes. Motion by Michael Knapp. Seconded by Richard Stillwell. Motion passed

**New Business**

1. ACTION: Approval of Meeting Agenda and Planning Session Structure. Motion by Richard Stillwell, Seconded by Julie Vivolo Davis. Motion passed
2. ACTION: Election of Commission Officers. The following members were nominated and elected.  
Don Kremer, EDC Chair, Josh Jones, Vice-Chair, Wendi Giles, Secretary

**Planning session Structure and results**

1. Introduction of Cynthia Garfield – facilitator

**Economic Planning Retreat, February 11, 2010.**

The Economic Development Commission (EDC) held a “Planning Retreat” of February 11, 2010. The following is a summary of the results of the retreat.

The planning process used the following basic planning process.

1. Presentation of 2001 and 2007 Commission Vision Statement
  - a. Presentation of Vision Statement
  - b. Brief discussion of intent, necessary changes
  - c. Role of Vision Statement in directing Strategic Planning

The past EAC vision statement was discussed, reaffirmed and adopted as the vision statement for the EDC.

**EDC Vision Statement**

Pacific Grove will have an economical health business community that serves the needs of local resident, businesses and visitors alike in a friendly, safe hometown atmosphere.

2. Brainstorming: What would make PG the vibrant and successful community that fulfills the Commission Vision Statement?
  - a. Introduction on structure of Brainstorming Session
  - b. Brainstorming by Commissioners
  - c. Brainstorming ideas from public.

The following are general “Brainstorming” statement/ideas generated by the EDC and visitors. They may not be all inclusive as there were some side discussions. **(brainstorming rules do not require complete sentences and there are no right or wrong statements/ideas.**

- a. Address conflict and harmony issues between residents, businesses and City hall.
- b. Take advantage of natural resources (birds, history, sea side, light house, etc.)
- c. Leverage existing events.
- d. Identify: Where is Pacific Grove?
- e. People using Pacific Grove resources to shop, walk and general enjoyment.
- f. Work toward common goals-work together.
- g. Focus on common goals.
- h. Town hall meetings to gather ideas.
- i. Aesthetics: clean, neat, colorful.
- j. Diversity in businesses.
- k. Define the benefits that Pacific Grove offers from the eyes of individuals, businesses and visitors.
- l. What is our “Brand?”
- m. Strong revitalization plan.
- n. Effective Communication Plan among residents, visitors, business and City leaders (roles, contribution, what’s happening).
- o. Outreach.
- p. Make Pacific Grove a known secret- it is now the “best kept secret.”
- q. Ordinances that support business growth.
- r. City Logo
- s. Who do we want here to spend dollars?
- t. Pacific Grove “WOW” factors (Rec. trail, Victorian houses, Perkins Park, Light House, Monarch Butterflies, etc.).
- u. Marketing plan and budget (Web based E-based, social media, etc.)
- v. Expanded, broadened and supported “Special Events.”
- w. Leverage existing tourism and visitors.
- x. One photo shop photo (include Rec. trail, ice plant in bloom, Lighthouse).
- y. Recreation Trail: historic stamp, markers, guided tour, extend Recreation Trail to Sunset and Lighthouse, etc.
- z. Coordination of Pacific Grove economic stakeholders.
- aa. Engaging Pacific Grove families: sports, outdoors, healthy activities.

3. Aggregate Brainstorming Ideas into **Strategic Topic Areas**/Goals
  - a. Discussion
  - b. Finalizing and allocating Goals to Workgroups

From the Brainstorming session for statements/ideas, and other discussion, the statements/ideas were aggregated. From the aggregation the following Strategic Topic Areas were developed and

assigned to a workgroup/sub-committees. The Sub-committee is listed by name with the Chairperson highlighted and underlined.

### **Marketing, Promotion, Advertising, Sales**

Michael Napp, EDC Member, Sub-committee Chair

Amrish Patel, EDC Member

Julie Work-Beck, EDC Member

Michael Puckett, EDC Member

### **Special Events**

Alan Cohen City Council Liaison, Sub-committee Chair

Richard Stillwell, EDC Member

Carmelita Garcia, Pacific Grove Mayor

### **Internet, social media**

Wendi Giles, EDC Member, Sub-committee Chair

Josh Jones, EDC Vice Chair

Amrish Patel, EDC Member

### **Coordination of economic development groups and efforts**

Bill Valuch, EDC Member, Sub-Committee Chair

Don Kremer, EDC Chair

### **Branding, capitulation on PG assets, PG logo, WOW factor**

Julie Vivolo-Davis, EDC Members, Sub-Committee Chair

Wendi Giles, EDC Member

Carmelita Garcia, Pacific Grove Mayor

### **Zoning Ordinances and City functions**

Alan Cohen City Council Liaison, Sub-committee Chair

Josh Jones, EDC Vice Chair

Tom Frutchey, Pacific Grove City Manager

4. Next Steps: the next steps were outlined as follows
  - a. The Sub-committees will develop specific Goals, associated with their Strategic Topic Area, and the Strategies needed to accomplish each Goal.
  - b. The Sub-committees will then develop “Time Targeted” Objectives with responsibilities assigned for each Strategy.
  - c. The Sub-committee will then develop Time Targeted Tasks with responsibilities assigned for each Objective.
  - d. For ease of communication and consistency, all Sub-committees will follow the same project planning recording format. The format will be similar to the one used for the 2007 EAC strategic plan. A template for the project planning recording format will be provided.

2. Brainstorming session – question posed ‘What would make PG the vibrant and successful community that fulfills the vision statement?’
  3. Sub-committees created to address six topics for discussion, planning and resolution
  4. Subcommittee Chairs –  
Michael Napp – marketing, advertising and sales  
Alan Cohen – special events  
Wendi Giles – social media  
Bill Valuch – coordination of economic development groups and efforts  
Julie Vivolo-Davis – branding, capitulation on PG assets, logo and WOW factor  
Alan Cohen – zoning ordinances and city functions
  5. Subcommittee to meet independently prior to February 23 meeting
- VI. Next meeting 4<sup>th</sup> Tuesday of the month, February 23. 3:00 – 5:00 pm
- V. Meeting adjourned 4:05 pm

Respectfully submitted,

Wendi Giles