



Old Monterey Business Association meetings are open to the public and interested persons are invited to attend. Action Minutes are kept on file at the Association Office: 321 Alvarado Street, Suite G, Monterey, CA 93940.

ACTION MINUTES
Board of Directors Meeting
Old Monterey Business Association
Conference Room
August 11, 2010

MEMBERS Present: James Bryant, Pete Arellano, Beth Fergon, Lauren Cohen, Jean O'Brien, Mary Lou Cortright, , Patrick Finch, Michele Pearce, Steve Marino, and Paul Davis.

MEMBERS Absent: Jerry Anderson, Carolyn Harris, Brenda Eberly, Chris Watrud, Yvonne Boltze, Warren Dewey, Salah Laasi, and John Danlon.

CITY COUNCIL: Frank Sollecito – Absent, Nancy Selfridge - Present

CITY LIAISON: Chip Rerig - Present

LEGAL COUNSEL: Anthony Davi -Absent

STAFF PRESENT: Rick Johnson, Timothy Menz

GUESTS: Jim Culcassi, Bruce Crist, Uwe Grobecker

MEETING CONVENED: 4:04PM **ADJOURNED:** 4:54 PM

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
I., II., Welcome, Call to Order, & Introduction		Meeting called to order at 4:00 PM	
III. Approval of Minutes		Minutes Approved as submitted	Ayes 7; No's 0 Abstentions 1 (Paul Davis)
IV. Approval of Financials		Financials Approved as submitted	Ayes 8; No's 0 Abstentions 0
V. Staff Report	<p>A. New Business</p> <p>B. Downtown Business</p> <p>C. Hot Dog Stand Proposal</p>	<p>Three new businesses have opened in the downtown - Belaggios Pizzeria is now open on Tyler Street, and Habenaros Mexican Restaurant is about to open next door to Belagios, and Sakana Sushi has opened next to the Golden State Theatre.</p> <p>In general, downtown merchants reported that July 2010 was an improvement over July 2009, with some businesses reporting significant improvement. Please note: <i>This may be due to an increase in Conference business with groups that come to Monterey in even-numbered year,s as opposed to odd-numbered years.</i></p> <p>Mike Miele, publisher of the Foolish Times has requested OMBA endorsement of his proposal to run and maintain a hot dog cart in front of 316 Alvarado. Because the building is located in the redevelopment area, the proposal will need City approval. City Staff recommendation is for non-approval.</p>	<p>Ayes 10; No's 0; Abstentions 0</p>

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	<p>C. MCPOA/OMBA Membership</p> <p>D. Sidewalk Walk</p>	<p>Following a lengthy Board discussion regarding trash and image,, the board chose to not take a position on the request.</p> <p>MCPOA has requested exchange of membership information for cross mailings and communication. The OMBA Board agreed with the proposal.</p> <p>Representatives from the City, MCPOA and OMBA walked Alvarado Street to identify areas of concern at various properties along the street. Following the walk, letters have been sent to property owners requesting timely action to repair/address concerns and code violations.</p>	
<p>VI. City Liaison Report</p>	<p>A. Hartnell Gulch</p> <p>B. Updates: Significant Change to Downtown Properties</p> <p>C. Parking and Traffic Study</p> <p>D. Mayor’s Ad Hoc Committee</p> <p>E. Monterey Hotel</p> <p>F. Custom House Plaza</p>	<p>Nothing to Report at this time, other than that the project is proceeding.</p> <p>The Hotel Pacific is in receivership. They are subsequently unavailable for input moving forward with the conference center planning/expansion.</p> <p>Downtown planning – The Planning and Traffic departments have put together an RFP for the City Parking and Traffic Study.</p> <p>The Mayor has put together a committee to look at a variety topics; including downtown leasing strategy, building maintenance, the Conference Center and a number of downtown issues. A sub-committee has also been formed to address the possibility of selling some city owned property.</p> <p>The façade of the Monterey Hotel is nearly completed. Pavers are set to be installed.</p> <p>An ad hoc committee has been formed to address revitalization of the Custom House Plaza, and</p>	

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		<p>opportunities to increase use of it on a daily basis/and for more events. Kim Cole is the coordinator.</p> <p>it.</p>	
<p>VII. Committee Reports</p>	<p>Committee Reports</p> <p>A. Executive</p> <p>Short Term Goals: Renaming Garages</p> <p>Santa Lucia Committee Mayor’s Committee Conference Center Committee MCPOA</p> <p>B. Promotion</p> <p>Car Auctions/Laguna Seca</p> <p>Blue Ocean Film Festival</p> <p>Monterey Seafood Celebration and Fisherman’s Day</p> <p>MY Museum – Downtown Treasure Hunt</p>	<p>Signage for the East and West Garages, including “Downtown” to their names is going forward. Previously the Board approved an expenditure of up to \$7000 for the project. OMBA has taken the lead on the project and will be able to accomplish it for less than half the amount.</p> <p>Uwe Groebecke has formed a group to address downtown issues. In addition, meetings are also being held by the Mayor with representatives from the City, MCPOA, OMBA and Planning Commissioners, and a separate group is discussing possible expansion/improved operation of the Conference Center.</p> <p>The downtown is extremely busy with the Car Auctions – although dealing with the number of large trucks continues to be problematic.</p> <p>The Blue Ocean Film Festival is looking to Monterey as their permanent home.</p> <p>The Monterey Seafood Celebration is in full swing. Local restaurants are encouraged to feature <i>local</i> seafood items on their menus. OMBA has designed a poster and distributed it to local businesses to promote this very local event.</p> <p>September 19th, is National <i>Talk Like a Pirate Day</i>. Downtown Monterey will celebrate the event with a treasure hunt, and OMBA will co-sponsor the event with MY Museum. Other businesses/individuals are encouraged to also join-in as</p>	

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	<p>Cherries Jubilee</p> <p>Festa Italia</p> <p>Turkey Giveaway</p> <p>C. Design</p> <p>Downtown Cleanliness</p> <p>Sidewalk Repair</p>	<p>sponsors.</p> <p>The annual September Cherries Jubilee event is coming together well. OMBA is helping facilitate the event.</p> <p>OMBA has met with the Festa Italia Committee and will again help sponsor this event and the parade that kicks it off.</p> <p>OMBA will sponsor a Turkey Give Away the week before Thanksgiving. Downtown patrons will be invited to register for a drawing for Trader Joe’s turkeys.</p> <p>OMBA has actually received complaints from a few merchants that we are cleaning the sidewalks, through the Alvarado Maintenance District <i>too</i> often. Yippee!</p> <p>The City has notified a number of downtown property owners of their responsibility to repair and maintain the sidewalks in front of their property. A number of owners have already completed the repairs in front of their buildings.</p>	
VIII. Old / New Business			
IX. & X. Call to Next Meeting & Adjourn.		Next meeting: September 8, 2010	