



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**  
**January 13, 2010**

**MEMBERS Present:** Jerry Anderson, Pete Arellano, Nancy Selfridge, James Bryant, Jean O'Brien, Lauren Cohen, Mary Lou Cortright, Paul Davis, Bill Wojtkowski, Steven Marino, Yvonne Boltze, Alexandra Burnet, John Danlon, Michelle Pearse.

**MEMBERS Absent:** Beth Fergon, Brenda Eberly, Warren Dewey, Salah Laasi.

**CITY LIAISON:** Chip Rerig - Present

**LEGAL COUNSEL:** Anthony Davi – Absent

**Guest:** Susan Anderson

**STAFF PRESENT:** Rick Johnson, Vanessa Garcia

**MEETING CONVENED: 4:00PM    ADJOURNED: 5:00 PM**

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
I., II., Welcome, Call to Order, & Introduction		Meeting called to order at 4:00PM	
III. Approval of Minutes		Minutes Approved.	
IV. Staff Report		Although Christmas Season sales were less then years gone by – sales were somewhat better than last year. The consensus of the Board was that 2010's rebound for the downtown is very dependent on Conference Center bookings. Carl Anderson has retired as Conference Center (Facilities) Director. The City will be restructuring the position and beginning the hiring process in February.	
V. City Liaison Report		The City has been dealing with the medical marijuana issue on Lighthouse Avenue. The City Council will meet to consider a moratorium on Medical Marijuana outlets in the City. The City Attorney is researching other cities and the approach they have taken in response to the issue. Rebuilding of the Marotta building is progressing. Final negotiations on 595 Munras (Honest Engines site) are underway. 553 Munras has been leased to Fidelity Investments, they should be open by May or June 1 <sup>st</sup> . Regency Theatre has been sold to developers from Palo Alto. Redman Hall (former Futons and Such) is progressing. The scaffolding has been removed and work continues on the second floor apartments.	

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		Old Monterey Ice Cream has closed. MYO (yougurt shop) will be opening in the same space.	
<b>VI. Committee Reports</b>	<p><b>Committee Reports</b></p> <p><b>A. Executive</b></p> <p><b>Seat New Board Members</b></p> <p><b>Election of Board Officers 2010</b></p> <p><b>City Appointees</b></p> <p><b>Set Planning Retreat</b></p> <p><b>B. Promotion</b></p> <p><b>AT&amp;T Pro-Am</b></p> <p><b>Buy Local Monterey Promotion</b></p>	<p>Newly elected board members were seated.</p> <p>The following individuals were elected to serve as Association Officers.                      James Bryant – president (Carpe Diem Fine Books)                      Pete Arellano - Vice president (Hair 504)                      Lauren Cohen – secretary (MY Museum)                      Beth Fergon – treasurer (First National Bank)                      Motion passes to approve slate.</p> <p>City Appointments:                      Frank Sollecito, Nancy Selfridge, Paul Davis, Jean O'Brien, Pete Arellano, Steven Marino. Pat Finch, Old Monterey Neighborhood President, has requested to have a seat on the board as the neighborhood representative. Motion passes to seat Pat Finch with voting rights.</p> <p>AT&amp;T shuttle to and from Pebble Beach and Downtown Monterey will cost \$10,000 this year, because the wharf decided not to participate in the 2010 program, leaving OMBA and Cannery Row to fund the project. The Shuttle will run Wed, Thurs, Fri, Sat, Sun, (the same weekend as President's Day and Valentines Day) from 5:30am – 3:00pm.</p> <p>A number of downtown businesses have joined the Buy Local Monterey Campaign. Quite a few merchants are offering local discounts to patrons with 939.. zip codes. We are in the process of ordering window decals and</p>	<b>Ayes: 14; No's 0</b>

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	<p><b>Distribute Promotion Ideas (to be considered at Planning Retreat)</b></p> <p><b>C. Design Committee Design Committee Update Updates: Report significant changes</b></p>	<p>bag stuffer cards encouraging residents to increase their spending within Monterey.</p> <p>Thr Design Committee is reviewing 2010 priorities to be included in the Work Plan, and revisiting the Downtown Vision. One of the top priorities is evaluate the WRD (Runke) Plan in respect to the Downtown Vision.</p>	
<p><b>VIII. Old / New Business</b></p>		<p>Conference Center bookings are critical to the success of downtown businesses. The Board would like to request that a representative from the Conference Center address the Board and give an update on bookings and explain what obstacles are causing conferences not to come to Monterey. Is it lack of space? Prices? Room availability?</p>	
<p><b>IX. &amp; X. Call to Next Meeting &amp; Adjourn.</b></p>		<p><b>Next meeting: February Retreat at MY Museum.</b></p>	