

**OLD MONTEREY BUSINESS ASSOCIATION  
BOARD OF DIRECTORS MEETING  
4:00 to 5:00 PM March 10, 2010- OMBA Conference Room**

*ENHANCE AND PROMOTE THE ECONOMIC VITALITY  
AND COMMUNITY SPIRIT OF OLD MONTEREY. Mission Statement  
THE CREATION OF THE DOWNTOWN AS A UNIQUE RETAIL, ENTERTAINMENT AND  
COMMERCIAL CENTER FOR BOTH RESIDENTS AND VISITORS OF MONTEREY. Vision Statement*



## **AGENDA**

- I. Welcome
- II. Call Board of Directors Meeting To Order
- III. Approval of Financials
- IV. Staff Report
- V. City Liaison Report:  
Updates: Report Significant Change to Downtown Properties  
Waterfront Meeting (Recap)
- VI. Committee Reports
  - A. Executive  
2010 Work Plan  
Proposed Short Term Goals: Downtown Signage, Renaming of West and East Garage  
Meeting with Ruth Coleman 3/27/2010
  - B. Promotion  
AT&T Pro-Am (Recap)  
Buy Local Monterey Promotion  
US Open  
Clear Channel - Save Art Sundays
  - C. Design Committee  
Meeting/Workshop - OMBA, MCPOA, WRD, City
- VII. Old/New Business
- VIII. Call To Next Meeting:  
Executive Committee: April 9, 2010  
Board Meeting: April 14, 2010
- IX. Adjourn