

**OLD MONTEREY BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING
3:30 PM to 5:00 PM, March 9, 2011- 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 February 2011 Minutes
- IV. Approval of Financials
- V. Staff Report:
 - A. Repaving of Alvarado Street
 - B. Art in the Adobes
- VI. City Liaison Report:
 - A. Downtown Revitalization - Update
 - B. Hartnell Gulch/Ribbon Cutting Event
- VII. Committee Reports
 - A. Executive
 - Establishment of 501(C)3
 - B. Design Committee
 - Parking Request
 - Downtown Electronic Signage
 - C. Promotion
 - AT&T Golf Tournament (Recap)
 - Rats to Riches
 - Social Media
- VIII. Old/New Business
- IX. Call To Next Meeting: April 13, 2011
- X. Adjourn