



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
April 14, 2010

MEMBERS Present: James Bryant, Beth Fergon, Lauren Cohen, Mary Lou Cortright, Steven Marino, Yvonne Boltze, Salah Laasi, Frank Sollecito, Jerry Anderson, Paul Davis, Patrick Finch, and Nancy Selfridge.

MEMBERS Absent: John Danleon, Brenda Eberly, Chris Watrud, Michelle Pearse, Warren Dewey, Pete Arellano, Carolyn Harris, and Jean O'Brien.

CITY LIAISON: Chip Rerig - Present

LEGAL COUNSEL: Anthony Davi - Present

STAFF PRESENT: Rick Johnson, Timothy Menz

GUESTS: Dan Conception, Bill Wojtkowski, Uwe Grobecker,

MEETING CONVENED: 4:01PM **ADJOURNED:** 5:13 PM

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
I., II., Welcome, Call to Order, & Introduction		Meeting called to order at 4:00PM	
III. Discussion: Monterey Conference Center Update – Dan Conception		<p>The Marriott hotel will take over Conference Center Food and Beverage this month. Ovations and the City came to a mutual understanding to discontinue their association with each other. Dan Conception gave an overview of Conference Center business;</p> <p>273 booking at 67,000 room nights in 2008 229 booking at 49,000 room nights in 2009 No 2010 numbers were available, although 2010 looks to be less than 2009.</p> <p>Members of the board voiced considerable concern regarding the lack of Conference Center business and the negative effect on TOT and downtown business. There was little doubt that positive action must be taken as soon as possible to market the center and increase bookings.</p>	
IV. Approval of Financials		Approved	Ayes 12; No's 0
V. Approval of Minutes		Approved	Ayes 12; No's 0

SECTION	AGENDA ITEM	ACTION	VOTE (IF ANY)
----------------	------------------------	---------------	----------------------

<p>VI. Staff Report</p>	<p>Karma Café</p> <p>Hartnell Gulch Project</p> <p>Downtown Traffic Signal Poles</p> <p>Griffin Plaza</p>	<p>The café is close to opening, it is owned by the same group as Indian Summer on Olivier Street.</p> <p>The Hartnell Gulch Project is going forward, although no completion (or beginning) date has been announced.</p> <p>There is a possibility that the traffic signal lights in the historic district can be wrapped to match the historic light poles on Alvarado. Any decision regarding the wrapping of lights will be brought to OMBA before purchase or installation.</p> <p>A letter went out to primary stakeholders for Griffin Plaza asking for each to participate in purchasing lights for the Plaza. The cost is believed to be in the \$15,000.00 range, although it needs to be bid out for an actual cost. Doug Stafford from the City will notify us of the cost and each stakeholder will be advised as to the actual cost to each, at which time a decision to go forward or not can be made.</p>	
<p>V. City Liaison Report</p>	<p>Updates: Significant Change to Downtown Properties</p> <p>Parking and Transportation</p>	<p>A proposal to the Planning Commission to recommend the City Council allocate funds (approximately \$284,000) to review parking and transportation in Downtown and the Lighthouse/Del Monte Corridor, will be heard at the next Planning Commission Meeting. OMBA will send a letter to the Commission stating our support of such a study. The study would look at the number of one-way streets in the downtown, and if these streets can be changed to two-way. A lengthy discussion ensued as to the problems associated with navigating the many one-ways in the downtown. In addition, the point was made that national stores are far less apt to move onto one-way streets.</p>	

SECTION	AGENDA ITEM	ACTION	VOTE (IF ANY)
----------------	------------------------	---------------	----------------------

	<p>Waterfront Meeting</p> <p>Osio Adobe</p> <p>Monterey Mercedes</p> <p>Sushi Restaurant</p>	<p>The next Waterfront meeting will be held on the April 22. Jean O'Brien represents OMBA at these meetings. OMBA Board members and downtown merchants and businesspeople are also encouraged to attend and offer their input.</p> <p>The City Council declined the lease requested by the Film Commission for the Osio Adobe. OMBA did send a letter (included in Board Packet) to the City supporting the Film Commission's use of the adobe, if they included an information outlet for visitors and residents in their rental space.</p> <p>Bill Stahl of Monterey Mercedes has leased a spot on Del Monte for used cars and will be moving the used cars currently being displayed at the corner of Fremont and Munras to this new location.</p> <p>The former Goodie Two Shoes location in the Golden State Theatre will soon be a new sushi restaurant.</p>	
VI. Committee Reports	<p>Committee Reports</p> <p>A. Executive Short Term Goals: Downtown signage, renaming garages</p> <p>B. Promotion Buy Local</p> <p>Rats to Riches Car Show</p>	<p>A new "Downtown" sign will be installed at the corner of Washington and Del Monte to alert drivers to the fact there really is a downtown just ahead of them (see one-way traffic study.)</p> <p>The publication materials including window clings and postcards have arrived. In addition, downtown merchants and businesses are urged to include themselves in this project, which is getting significant web site hits at both the City site and OMBA's.</p> <p>The Rats to Riches first car show of 2010 will be held tomorrow, April 15th on Alvarado Street. The Promotion Committee is looking into inviting Alvarado Street business to display their wares on the sidewalks during</p>	

SECTION	AGENDA ITEM	ACTION	VOTE (IF ANY)
----------------	------------------------	---------------	----------------------

	<p>C. Design Committee WRD Plan</p> <p>The Weekly – Going Downtown – Is Time Running Out to Resurrect Alvarado Street</p>	<p>the show.</p> <p>There has been considerable discussion regarding the WRD (Runke) Plan for downtown redevelopment. At this time, OMBA has decided not to endorse any plan, <i>per se</i>, but to look at each component and evaluate its merit; for instance, the Parking and Transportation Plan that looks at one-way/two-way traffic. In the same manner, the Board (through the Design Committee) is committed to identifying long and short-term goals that can be brought to the Council for implementation. Above all, it is vitally important that downtown redevelopment become a City priority as soon as possible, and that all of the business districts in the City support efforts to create a strong downtown commercial area that will benefit the entire city.</p> <p>Article distributed to the Board: This is an interesting article that highlights many of the problems facing the downtown. It is especially noteworthy that there seems to be significant concern regarding the downtown and any future redevelopment, and the need for bold, well-thought out action to redevelop/redesign/resurrect the core-downtown.</p>	
<p>VIII. Old / New Business</p>			
<p>IX. & X. Call to Next Meeting & Adjourn.</p>		<p>Next meetings: Design: April 29 Promotion May 6 Exec. May 7th, 2010 Board May 19th, 2010</p>	