



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
March 10, 2010

MEMBERS Present: James Bryant, Pete Arellano, Beth Fergon, Lauren Cohen, Nancy Selfridge, Jean O'Brien, Mary Lou Cortright, Carolyn Harris, Michelle Pearse, Steven Marino, Yvonne Boltze, Salah Laasi,.

MEMBERS Absent: Frank Sollecito, Brenda Eberly, Jerry Anderson, Paul Davis, Chris Watrud, Patrick Finch, John Danleon.

Visitor(s): Sam Rashkin, Uwe Grobecker

CITY LIAISON: Chip Rerig - Present

LEGAL COUNSEL: Anthony Davi - Present

STAFF PRESENT: Rick Johnson, Timothy Menz

MEETING CONVENED: 4:02PM **ADJOURNED:** 5:05 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		February Minutes Approved.	Ayes 12; No's 00
IV. Approval of Financials	January 2010	January Financials approved	Ayes 12; No's 0
	February 2010	February Financials approved	Ayes 12; No's 0
	Proposed Budget	2010 Proposed Budget approved	Ayes 12; No's 0
V. Staff Report	Doc's	Doc's has been rented to Gary Smith – It will be called the <i>Whammy Bar</i> .	
	AT&T Shuttle	The AT&T Shuttle program doubled ridership compared to last year. OMBA and Cannery Row sponsored the shuttle, with stops in each location. The Wharf chose not to participate this year, based on the low ridership last year due to the inclement weather. This year the weather was beautiful and the shuttles were very busy. The shuttle began running at 6:00 AM each day of the tournament, and the last shuttle left Pebble Beach at 5:00 PM. To return to Downtown and Cannery Row.	
	Children's/Family Dining Guide	MY Museum and OMBA will work together to produce a <i>children-friendly</i> dining guide for the downtown.	
V. City Liaison Report	Updates: Downtown Properties	Monterey Hotel construction began again last week. They expect a 90 day turn-around to finish the outside and remove the scaffolding. The inside of the hotel will be finished as additional funding is realized. The City	

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

	<p>Waterfront Meeting</p> <p>First Federal Court Building</p> <p>Fidelity Investment</p> <p>Peet's</p>	<p>funded apartments are being split from the hotel property and the City will hold title to the apartment section.</p> <p>The Monterey Waterfront Meeting will be held this evening. The City is looking to develop a plan that focuses on a vision created by the community. Jean O'Brien will represent Historic Preservation and OMBA at the meeting(s) and will act as our liaison and information gatherer.</p> <p>The Big Sur Land trust has purchased the First Federal Court Building on the corner of Hartnell and Polk.</p> <p>Fidelity Investment will open in June in the former Honest Engines site, across from Trader Joe's.</p> <p>A local restaurant has taken the vacant location next to Peet's and plans to open by June.</p>	
<p>VI. Committee Reports</p>	<p>Committee Reports</p> <p>A. Executive 2010 Work Plan</p> <p>Short Term Goals: Downtown Signage</p> <p>Renaming City Garages</p> <p>Meeting w/ Ruth Coleman</p> <p>B. Promotion AT&T Pro-Am (re-cap)</p>	<p>The 2010 Work Plan was sent out to the Board from the Executive Committee and distributed to the Board. The Plan was developed from input from the 2010 Planning Meeting and Main Street requirements.</p> <p>The Board also set additional two short term goals for the Association.</p> <ol style="list-style-type: none"> 1. Downtown signage incorporating the OMBA logo. 2. Rename downtown garages so that they are more user friendly to residents and guests. Currently, the garages are named <i>East</i> and <i>West</i> – little help on a Peninsula where east and west are nebulous at best. <p>The State is reopening state historic buildings for tours and visitors on Saturdays. The goal of OMBA is to see these adobes open more frequently (daily) as a vital component of the downtown economy. It should be noted that heritage tourism continues to be the fastest growing segment of leisure travel.</p>	

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

	<p>Buy Local</p> <p>US Open</p> <p>Clear Channel – Save Art Sunday</p> <p>C. D. Design Committee Meeting/Workshop – OMBA, MCPOA, WRD, City</p>	<p>Buy Local bags are being distributed at the farmers market and a number of locations throughout the city. The Buy Local campaign continues to grow as more merchants sign on.</p> <p>The Board received news that the cost of the US Open Shuttle is prohibitive, and decided not to run the shuttle for a number of reasons – primarily because historically attendees do not travel back and forth between the Open and downtown during the day. Cannery Row Company will run a shuttle from cannery Row during the Open.</p> <p>Clear Channel is proposing an Art program for Sundays, and proposing investing thousands of advertising dollars in the effort, with very little cost to OMBA. Staff will continue to work with Clear Channel to further develop the proposal.</p> <p>The WRD (Runke) plan continues to evolve and is generating considerable attention throughout the downtown community. The Plan calls for a number of development strategies including realignment of traffic, an aggressive plan to fill vacancies and a number of significant changes to the overall appearance and efficiency of the core-downtown. The Design Committee will more fully explore the Plan both in concept and specifics and keep the Board informed on the progress and process.</p>	
--	--	--	--

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

VIII. Old / New Business	Golden State Theatre/Monterey Church	The Golden State Theater/Monterey Church Use Permit has been appealed to the City Council. OMBA did take a position of supporting the issuance of the use permit to the theatre/church when it was heard at the Planning Commission.	
IX. & X. Call to Next Meeting & Adjourn.		Next meeting: Exec. April 9, 2010 8:30am Board April 14, 2010 4:00pm	