



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
November 10, 2010

MEMBERS Present: James Bryant, Steve Marino, Pete Arellano, Beth Fergon, Jean O'Brien, Paul Davis, Michele Pearce, Lauren Cohen, Mary Lou Cortright, Jerry Anderson and Carolyn Harris.

MEMBERS Absent: Patrick Finch, Brenda Eberly, Yvonne Boltze, Warren Dewey, Chris Watrud, Salah Laasi, and John Danelon.

CITY COUNCIL: Frank Sollecito – Absent, Nancy Selfridge - Present

CITY LIAISON: Chip Rerig - Present

LEGAL COUNSEL: Anthony Davi -Present

STAFF PRESENT: Rick Johnson, Timothy Menz

GUESTS: Bob Codwry, Bill Wojokiski, Joe Aiello

MEETING CONVENED: 4:02PM **ADJOURNED:** PM

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
I, II., Welcome, Call to Order, & Introduction		Meeting called to order at 4:00pm	
IV. Approval of Minutes			Ayes 11; No's 0 Abstentions 0
V. Staff Report	A. New Business	Some reports of business improvement from retailers, especially from the boutiques. The hotels are reporting indications of a strong 2012 in regard to group business, although 2011 is shaping up to be much like 2010 – which exceeded early predictions – but was still far below 2006/2007.	
VI. City Liaison Report	A. Hartnell Gulch – Update	Pilings are set and work continues. If California Department of Fish and Game does not allow them to continue the project will not begin anew until April 16 th . The project automatically stops for the winter when we receive .25 inches of rain, or more.	
	B. Downtown Revitalization - Update	A renter has been identified for the Oseo Adobe pending Council approval.	
	C. Updates: Significant Change to Downtown Properties	The Restaurant 1833 is tentatively planning a “Soft” opening next week, pending construction completion.	
VII. Committee Reports	Committee Reports A. Executive Establishment of 501(C)3	The establishment of a 501(C)3 will require a separate board in order to accept donations. Staff has talked with the attorney	

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	<p>Downtown Adobes (attachment)</p>	<p>who will set up the entity and costs will be budgeted in 2011.</p>	
	<p>B. Design</p>	<p>The California Ballot Proposition to fund State Parks through an \$18 vehicle registration add-on by the DMV failed, OMBA will send a letter to City to requesting a meeting between the City and stakeholder associations to explore staffing the Adobes in order to reopen them.</p>	
	<p>Electronic Sign</p>	<p>Electronic signs on Del Monte, to direct traffic to appropriate and available parking, has been suggested by the Traffic Engineer. Paul Davis will work-up some possible designs for the signs for OMBA comments/position.</p>	
	<p>C. Promotion</p>		
	<p>Turkey Giveaway</p>	<p>Raffle boxes to be distributed to downtown merchants on Nov 11th. No purchase will be necessary and residents/visitors can fill out the entry form in order to win a Trader Joes gift card for a Thanksgiving turkey.</p>	
	<p>Free Movie – GST – Nov 12</p>	<p>OMBA will sponsor the first of three free movie nights at the Golden State Theatre. Movie-attendees only need stop by downtown merchants and request a free ticket for the movie.</p>	
	<p>Caroling with Santa – Dec 11 & 18</p>	<p>The goal of the event is to reacquaint residents with the downtown and bring movie goers into downtown shops and restaurants the night of the event.</p>	
	<p>Monterey on Ice – Nov. 20-Jan 16</p>	<p>Ice Skating at the custom House Plaza! . Ice skating will run between November 20th and January 16th thanks to the Mecurio Brothers and the Portola Plaza Hotel. Holiday decorations will be up before Thanksgiving.</p>	
	<p>Holiday Luncheon – Dec 10</p>	<p>Invitations to go out Friday Nov 12th.</p>	
	<p>United Nations Film Festival</p>	<p>The United Nations Film Festival brought over 2300 attendees over the 4 days into the downtown. OMBA was one of the sponsors of this very successful event.</p>	

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<p>VIII. Old / New Business</p>		<p>Bob Cowdry gave an update regarding the Monterey Conference Center. Mr. Cowdry was hired by the City to do evaluate present conditions at the conference Center, and identify new possibilities for success. Operationally, he is currently working with the staff to make the entity more marketable as it adapts to the new financial marketplace for conferences and conventions. With the cancellation of the contract with Ovations for food service, the Marriott stepped in and has done an excellent job of providing for the needs of groups utilizing the Center. That contract has now been extended and the Marriott will continue to provide this service. The Monterey County Convention and Visitors Bureau (MCCVB) is the primary marketing entity for the Conference Center. A RFP for renovation of the Conference Center has just been sent out. The closing date for the RFP is November 19th.</p> <p>Monterey History and Art is going to open up the lobby on Friday Nov. 12th from 4-7p</p>	
<p>IX. & X. Call to Next Meeting & Adjourn.</p>		<p>December 8, 2010</p> <p>Meeting adjourned at 5:05 PM</p>	