

# Old Monterey Business Association 2020 WORK PLAN



*Where California was Born.*

## **Old Monterey Business Association Mission Statement**

*To enhance and promote the economic vitality  
and community spirit of Old Monterey.*

## **COMMITTEES:**

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**ORGANIZATION COMMITTEE**

Finances • Policies • Personnel • Nominations • Bylaws

1. Objective: Meet with Executive Director regarding policies, personnel, finances, organizational direction, bylaws and Board of Director nominations.

Task Leader: Executive Committee

Date Due: Ongoing
  
2. Objective: Refine weekly Marketplace revenues and increase Marketplace promotional activity. Ensure that Marketplace is in full compliance with City of Monterey, Monterey County and State of California regulations. Promote Marketplace as an integral part of the Peninsula's downtown to both residents and visitors. Prohibit smoking during the Market the full length of the Alvarado Street.

Task Leader: OMBA Staff / Marketplace Coordinator

Date Due/Event Date: Weekly
  
3. Objective: Develop emergency notification system to immediately contact vendors, customers and media of issues affecting the Market, which will/might result in cancellation due to weather or civil concerns.

Task Leader: OMBA Staff / Marketplace Coordinator.

Date Due/Event Date: Ongoing
  
4. Objective: Address homeless issues in the downtown in cooperation with the Monterey City Council, City Manager, Police Chief, Community Service Officers and City Attorney. Investigate strategies in place in other cities that address the problem.

Task Leader: OMBA Board / Staff

Target Audience: Monterey community / Visitors / Merchants

Target Merchant Beneficiaries: Downtown businesses
  
5. Objective: Support local groups and faith-based organizations as they seek ways to help the homeless population in the downtown and throughout the area.

Task Leader: OMBA Board / Staff

Target Audience: Monterey community / Visitors / Merchants

Target Merchant Beneficiaries: Downtown businesses and residents

6. Objective: Facilitate Uretsky Security patrol within the downtown.  
 Task Leader: OMBA Board / Staff  
 Target Audience: Monterey community / Visitors / Merchants  
 Target Merchant Beneficiaries: Downtown businesses
  
7. Objective: Monitor Neighborhood Association meetings to strengthen relationships between the residents and downtown businesses.  
 Task Leader: OMBA President / Executive Director  
 Date Due/Event Date: Monthly
  
8. Objective: Host annual “State of the Downtown” Membership meeting / social gathering for “State of the City” and Awards Presentation.  
 Task Leader: OMBA Staff  
 Date Due/Event Date: Planning: November; Event: December 2020
  
9. Objective: Attend pertinent California Downtown Association meetings and conferences as required by the National Main Street program.  
 Task Leader: OMBA Executive Director / Assistant Director  
 Date Due/Event Date: Ongoing
  
10. Objective: Monitor Monterey City Council and Commission agendas as they affect OMBA. Offer testimony to support OMBA mission, policies and the economy.  
 Task Leader: OMBA President / Executive Director / Executive Committee  
 Date Due/Event Date: Ongoing
  
11. Objective: Offer input and serve on City of Monterey committees to represent business perspective as a member of the overall Monterey community.  
 Task Leader: OMBA President / Executive Director / Executive Committee  
 Date Due/Event Date: Ongoing
  
12. Objective: Establish and attend series of ongoing meetings with Old Fisherman’s Wharf, Cannery Row, New Monterey and North Fremont Business Associations, as well as the Monterey Conference Center, Monterey County Fair and Event Center, Del Monte Center, Defense Language Institute, Naval Postgraduate School, the Monterey County Convention and Visitors Bureau and the Monterey Peninsula Chamber of Commerce to address economic concerns / opportunities within the overall City of Monterey business community through the Committee of Monterey Business Associations (COMBA).  
 Task Leader: OMBA President / Executive Director  
 Date Due/Event Date: Ongoing / Quarterly

13. Objective: Work in conjunction with the City of Monterey Planning Department, Monterey Police Department, other business districts and the Responsible Hospitality Institute, in cooperation with downtown alcohol establishments, to address Late Night Entertainment opportunities and challenges, as they impact businesses, residents, visitors and the development of mixed-use housing in the downtown.
- Task Leader: OMBA Staff / Downtown Late Night Businesses  
 Target Audience: Monterey community / Visitors / Merchants  
 Target Merchant Beneficiaries: Downtown businesses and community  
 Date Due: Ongoing
14. Objective: Work closely with the City of Monterey and outside commissions/interest groups to ensure the Defense Language Institute, the Naval Postgraduate School and related local military installations, remain a vital part of Monterey's economic fabric.
- Task Leader: OMBA Staff  
 Target Audience: Monterey residents and businesses  
 Target Merchant Beneficiaries: Downtown businesses and community  
 Date Due: Ongoing
15. Objective: Work closely with and manage the Alvarado Street and Calle Principal Maintenance Assessment Districts, as a liaison between the City of Monterey and property owners on Alvarado Street, in order to maintain and beautify the downtown, as a key component of economic development.
- Task Leader: OMBA Staff  
 Target Audience: Monterey Assessment District Members / City of Monterey / Visitors  
 Target Merchant Beneficiaries: Downtown businesses and community  
 Date Due: Ongoing
16. Objective: Work closely with, and support, the Monterey 250 Campaign as a city-wide signature event, of local, state and national importance.
- Task Leader: OMBA Board and Staff  
 Target Audience: Residents and visitors  
 Target Merchant Beneficiaries: Downtown businesses and community  
 Date Due: Ongoing



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### PROMOTION COMMITTEE

Special Events • Advertising • Marketing

#### SPECIAL EVENTS

1. Objective: Continue to promote downtown Monterey to out of town visitors through cooperative efforts and support of the MCCVB.  
Task Leader: OMBA Staff / President  
Target Audience: Visitors  
Target Merchant Beneficiaries: Downtown Businesses  
Date Due: Ongoing
  
2. Objective: Facilitate special events to enhance the image of Old Monterey as the active, vibrant, successful downtown of the Monterey Peninsula. Produce online *Schedule of Events & Promotions* to keep merchants aware of activities and street closures. Actively encourage downtown businesses to use special events as a venue to increase retail business.  
Task Leader: OMBA Staff / Special Committees  
Target Audience: Monterey community / Tourists  
Target Merchant Beneficiaries: Retail / Restaurants  
Date Due/Event Date: Ongoing; Distribute *Schedule of Events*
  
3. Objective: Promote *The Fourth of July Parade, Laguna Seca Races, The Monterey Jazz Festival, the Car Auctions, the Big Sur Half Marathon, and First Night* as premier downtown events. Work with sponsoring organizations and the Monterey Conference Center to facilitate use of downtown. Encourage new events in the downtown that help emphasize “Old Monterey” as the historic and current “Peninsula’s Downtown”.  
Task Leader: Promotion Chair  
Target Audience: Residents / Tourists / OMBA members  
Target Merchant Beneficiaries: Retail / Restaurants / OMBA members
  
4. Objective: Support cultural activities and festivals that support the D.L.I. and Naval Postgraduate School as integral components of the downtown.  
Task Leader: Promotion Chair  
Target Audience: Residents / Tourists / OMBA members  
Date Due/Event Date: Ongoing

5. Objective: Promote and facilitate *Festa Italia, Portuguese, Women's March, Pride Celebration, First Night* processions and parades as a downtown attraction. Encourage local merchant and visitor participation.
- Task Leader: Promotion Chair  
Target Audience: Residents / Tourists / OMBA members  
Date Due/Event Date: Ongoing
6. Objective: Develop, organize and present the 4<sup>th</sup> of July Parade, in cooperation with the City of Monterey, The Old Monterey Foundation, and First Night Monterey and secure a 2020 Presenting Sponsor and other local sponsors. Secure adequate sponsorships within the community.
- Task Leader: Promotion Chair / Fourth of July Committee  
Target Audience: Residents / Tourists / OMBA members  
Target Merchant Beneficiaries: Retail / Restaurants / OMBA members  
Date Due/Event Date: July 4, 2020
7. Objective: If possible, work closely with Laguna Seca and downtown hotels to promote race weekends in the downtown. Co-Sponsor with Laguna Seca Rolex Monterey Motorsports Reunion on the 300 block of Alvarado Street (between Franklin and Del Monte).
- Task Leader: OMBA Staff  
Target Audience: Residents / Tourists / OMBA members  
Target Merchant Beneficiaries: Retail / Restaurants / OMBA members  
Date Due/Event Date: August 2020
8. Objective: Search out opportunities to more fully incorporate local merchants into the weekly Marketplace and all downtown events.
- Task Leader: Special Event / Marketplace Coordinator  
Date Due/Event Date: Ongoing
9. Objective: Promote Downtown Holiday Program. Work with the City of Monterey Parking Division to continue to offer 2 hours free parking from the day after Thanksgiving to December 26<sup>th</sup> in the West Garage.
- Task Leader: Promotion Chair  
Target Audience: Residents / Tourists / OMBA members  
Target Merchant Beneficiaries: Retail / Restaurants / OMBA members  
Date Due/Event Date: Ongoing; Targeted from Thanksgiving through New Year's Day

10. Objective: Work with local businesses, First Night and the City of Monterey to stage and promote Historic Downtown Monterey's Traditional Tree Lighting on the Colton Hall lawn.
- Task Leader: Promotion Chair
- Target Audience: Residents / Tourists / OMBA members
- Target Merchant Beneficiaries: Retail/ Restaurants / OMBA members
- Date Due/Event Date: December 2020
11. Objective: Support a resident/visitor holiday event in the downtown during the holiday season.
- Task Leader: OMBA Staff & Board of Directors
- Target Audience: Monterey community / Visitors
- Target Merchant Beneficiaries: Downtown businesses
- Date Due: November - December 2020
12. Objective: Develop a flexible annual advertising campaign to promote businesses in Old Monterey. Include cooperative advertising opportunities with *Monterey County Herald*, *Monterey County Weekly*, *Foolish Times*, *the Carmel Pine Cone* and other local publications, as well as local television and radio stations. Expand cooperative opportunities with other local business associations. Develop ongoing marketing relationship with other Monterey business districts.
- Task Leader: Promotion Chair
- Target Audience: Tourists / Visitors / Residents / OMBA members
- Target Merchant Beneficiaries: Retail / Restaurants / OMBA members
- Date Due/Event Date: Ongoing
13. Objective: Further develop OMBA website, [www.oldmonterey.org](http://www.oldmonterey.org) with new information, event listings, photographs, artwork, merchant links, logos and interactive social media.
- Task Leader: OMBA Staff / President / Web Editors
- Target Audience: Visitors / Monterey community
- Target Merchant Beneficiaries: OMBA Members
- Date Due/Event Date: Ongoing
14. Objective: Further develop Facebook / Twitter / Instagram connection as an advertising venue for OMBA and downtown merchants.
- Task Leader: OMBA Staff / President
- Target Audience: Visitors / Monterey community
- Target Merchant Beneficiaries: OMBA Members
- Date Due/Event Date: Ongoing

15. Objective: Develop and emphasize the *historical* connection for downtown business promotion (Heritage Tourism). Support efforts of the Old Monterey Foundation to continue to promote historical attractions, lectures, etc. for residents and visitors. Support the use of Cooper Molera as a downtown historical anchor (with its' event, retail, restaurant, etc.)
- Task Leader: OMBA Staff  
Target Audience: Monterey community / Visitors  
Target Merchant Beneficiaries: OMBA Retail / Restaurants  
Date Due/Event Date: Ongoing
16. Objective: Continue to explore ways to make Old Monterey “family-friendly” through marketing materials, promotional events, the Old Monterey Marketplace, Monterey County Youth Museum and the Monterey Sports Center. Support the Monterey Fire Departments movie night on the lawn at Colton Hall.
- Task Leader: OMBA Staff / Committee  
Target Audience: Monterey community / Tourists  
Target Merchant Beneficiaries: Retail / Restaurants / Activities in Monterey  
Date Due/Event Date: Ongoing
17. Objective: Support and seek to expand service for WAVE Trolley program to transport visitors and residents between Old Monterey, Old Fisherman’s Wharf, Cannery Row, and Lighthouse Avenue.
- Task Leader: Promotions Chair  
Target Audience: Residents / Tourists / OMBA members  
Target Merchant Beneficiaries: Retail / Restaurants / OMBA members  
Date Due/Event Date: Ongoing
18. Objective: Promote Old Monterey to downtown conference attendees. Encourage merchants to incorporate Conference themes for business marketing. Promote OMBA Website to Conference attendees.
- Task Leader: Promotions committee / OMBA Staff  
Target Audience: Monterey community / Visitors  
Target Merchant Beneficiaries: Downtown businesses  
Date Due: Ongoing
19. Objective: Post conference lists on OMBA website for downtown merchants and encourage them to incorporate conference / event themes into merchandising, window décor, etc.
- Task Leader: Promotion Committee / OMBA Staff  
Target Audience: Monterey community / Visitors  
Target Merchant Beneficiaries: Downtown businesses  
Date Due: Ongoing



20. Objective: Partner with Cannery Row, the City of Monterey and AT&T to park AT&T Pro-Am Golf Tournament attendees in the downtown by managing / staffing the Pro-Am Shuttle from downtown Monterey.  
Task Leader: Promotion Committee / OMBA Staff  
Target Audience: Monterey community / Visitors  
Target Merchant Beneficiaries: Downtown businesses  
Date Due: February 2020

21. Objective: Encourage efforts to open downtown historic adobes on a regular basis. Emphasize the adobes as the unique identity of Old Monterey.  
Task Leader: Promotion Committee / OMBA Staff  
Target Audience: Monterey community / Visitors  
Target Merchant Beneficiaries: Downtown businesses  
Date Due: Ongoing

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**DESIGN COMMITTEE**

Enhancement of Streets, Sidewalks, and Public Space

1. Objective: Support the Middlebury Institute of International Studies (MIIS) Master Plan as a unique and valued component of downtown development.

Task Leader: OMBA Staff / OMBA Board

Target Audience: MIIS Staff / Students

Target Merchant Beneficiaries: Downtown Business Community

Date Due: Ongoing
  
2. Objective: Update, communicate and implement *Downtown Vision* within the context of the *Downtown Specific Plan*.

Task Leader: Design Chair / OMBA Staff

Target Audience: Monterey community / Visitors

Target Merchant Beneficiaries: Downtown businesses / Residents

Date Due: Ongoing
  
3. Objective: Partner with the City of Monterey, California State Parks, the Old Monterey Foundation, residents and local service groups to address sponsorship opportunities for renovating and refurbishing downtown historic adobes, the Lower Presidio Historic Park, California's First Theatre, and the Golden State Theatre mural.

Task Leader: Design Chair / Design Committee / OMBA Staff

Target Audience: Monterey community / Visitors

Target Merchant Beneficiaries: Downtown businesses / Residents / Visitors

Date Due: Ongoing
  
4. Objective: Encourage appropriate downtown lighting to ensure a safe and attractive environment throughout district.

Task Leader: Design Chair / Design Committee / Downtown Merchants / OMBA Staff

Target Audience: Monterey community / Visitors

Target Merchant Beneficiaries: Downtown businesses

Date Due: Ongoing

5. Objective: Cooperate with the City of Monterey to solve Washington / Del Monte intersection problems as part of entire Lighthouse / Del Monte corridor improvements: Work in conjunction with the Lighthouse District, Old Fisherman’s Wharf and Cannery Row as a critical component of the Waterfront Master Plan.
- Task Leader: Design Chair / OMBA Staff  
Target Audience: Monterey community / Visitors  
Target Merchant Beneficiaries: Downtown businesses  
Date Due: Ongoing
6. Objective: Explore program to remove perceptual and actual pedestrian barriers that block access to and from the downtown, especially Custom House Plaza, the Alvarado Mall, Del Monte Avenue from the Washington Street intersection. Partner with Old Fisherman’s Wharf, California State Parks and the City of Monterey to look for opportunities to open the area as outlined in the *Downtown Specific Plan*. Find creative ways to encourage pedestrian access from the Monterey Recreation Trail to the downtown, in both the short term and long term.
- Task Leader: Design Chair / OMBA Staff  
Target Audience: Monterey community / Visitors  
Target Merchant Beneficiaries: Downtown businesses  
Date Due: Ongoing
7. Objective: Develop a sense of sophisticated whimsy in selected areas, using art and historical context.
- Task Leader: Design Chair / OMBA Staff  
Target Audience: Monterey community / Visitors  
Target Merchant Beneficiaries: Downtown businesses  
Date Due: Ongoing
8. Objective: Explore historic potential & accentuate existing integrity of buildings in our historic district through appropriate signage and atmospheric lighting.
- Task Leader: City of Monterey Liaison / OMBA Staff  
Target Audience: Property owners  
Target Merchant Beneficiaries: Entire district  
Date Due: Ongoing
9. Objective: Work closely with City of Monterey Parking Division and Monterey Police Department to ensure safe, well-lit, secure parking in the downtown core area. Encourage City of Monterey to install video surveillance around the outside of the downtown parking garages.
- Task Leader: OMBA Traffic & Parking Committee / OMBA Staff  
Target Audience: Monterey community / Visitors  
Date Due: Ongoing

10. Objective: Develop and implement downtown parking plan that addresses optimum parking times for individual streets throughout the district.  
Task Leader: OMBA Design Committee / Staff  
Target Audience: Monterey community / Visitors  
Date Due: Ongoing

11. Objective: Encourage City of Monterey Parking Division to partner with OMBA for more special events and promotions.  
Task Leader: OMBA Design Committee / OMBA Staff  
Target Audience: Monterey community / Visitors  
Date Due: Ongoing

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**ECONOMIC REVITALIZATION COMMITTEE**

Pursuit of Financial Opportunities for Property Owners and Businesses

1. Objective: Monitor and support the Downtown Specific Plan as it addresses downtown challenges and opportunities for the downtown business community.

Task Leader: OMBA Board / Staff  
Target Audience: Monterey community / Visitors / Merchants  
Target Merchant Beneficiaries: Downtown businesses  
Date Due: Ongoing
  
2. Objective: Continue to work closely with the Monterey Commercial Property Owners Association (MCPOA) to address downtown areas of common concern. Participate in an open meetings / workshops with MCPOA, the City of Monterey and OMBA to address opportunities for downtown property and business development.

Task Leader: OMBA Board / Staff  
Target Audience: Monterey community / Visitors / Merchants  
Target Merchant Beneficiaries: Downtown businesses  
Date Due: Ongoing
  
3. Objective: Support the Golden State Theatre as a premiere venue for performing arts and community events in the downtown, as a downtown and Peninsula-wide attraction.

Task Leader: OMBA Board / Staff  
Target Audience: Monterey community / Visitors / Merchants  
Target Merchant Beneficiaries: Downtown businesses  
Date Due: Ongoing
  
4. Objective: Encourage more specialty boutique shops that cater to both residents and visitors, as part of the Monterey experience.

Task Leader: OMBA Board / Staff  
Target Audience: Monterey community / Visitors / Merchants  
Target Merchant Beneficiaries: Downtown businesses  
Date Due: Ongoing

5. Objective: Continue to support development of market-rate and affordable mixed-use, housing in the downtown.  
 Task Leader: OMBA Traffic & Parking Committee / Staff  
 Target Audience: Monterey community / Visitors  
 Date Due: Ongoing
6. Objective: Supply information and offer testimony to Monterey City Council and committees as it regards expanded economic development in the Old Monterey core downtown business area.  
 Task Leader: OMBA Executive Director / Board  
 Target Audience: Residents  
 Target Merchant Beneficiaries: Retail / Restaurants  
 Date Due: Ongoing
7. Objective: Continue to develop new business in Old Monterey. Tie in with “How to Start a Business in Old Monterey” link on OMBA website, [www.oldmonterey.org](http://www.oldmonterey.org). Encourage new and exciting opportunities for entrepreneurs in the downtown.  
 Task Leader: OMBA Staff  
 Target Audience: Monterey community / Visitors / Merchants  
 Target Merchant Beneficiaries: Downtown businesses  
 Date Due: Ongoing
8. Objective: Work closely with the businesses with new on-street patios and outdoor seating options to enhance pedestrian activity and enhance the streetscape.  
 Task Leader: OMBA Staff / President  
 Target Audience: Monterey residents / Visitors  
 Target Merchant Beneficiaries: Downtown Businesses  
 Date Due: Ongoing
9. Objective: Encourage expanded use of the renovated Monterey Conference Center as venue for international conferences, emphasizing Monterey’s status as “Language Capital of the World®”.  
 Task Leader: OMBA Staff / President  
 Target Audience: Monterey residents / Visitors  
 Target Merchant Beneficiaries: Downtown Businesses  
 Date Due: Ongoing

10. Objective: Explore ways to more fully capitalize on economic advantages of the City of Monterey Sister-City Program. Research the possibility of adding a new sister-city in North America that will promote economic benefit to businesses, hotels, and conferences, such as Montreal, Quebec, as part of the Language Capital of the World® project.
- Task Leader: OMBA Board / Staff  
 Target Audience: Lodging industry / Conferences / Business / Residents / DLI  
 Date Due: Ongoing
11. Objective: Encourage appropriate Public Art to beautify the downtown.
- Task Leader: OMBA Design Committee / Staff  
 Target Audience: Monterey community / Visitors  
 Date Due: Ongoing
12. Objective: Support and encourage downtown development to adopt the LEED Program and other environmentally sustainable programs.
- Task Leader: OMBA Design Committee / Staff  
 Target Audience: Monterey community / Visitors  
 Date Due: Ongoing
13. Objective: Encourage water allocations, when available, from the City of Monterey for economic, commercial development in the downtown.
- Task Leader: OMBA Executive Committee/Staff  
 Target Audience: Monterey Property/Business Owners and Entrepreneurs  
 Date Due: Ongoing
14. Objective: Work closely with City of Monterey planning, Monterey Police Department, other business districts and the Responsible Hospitality Institute, in cooperation with downtown alcohol establishments, to address Late Night Entertainment opportunities and challenges, as they impact businesses, residents, visitors and the development of mixed-use housing in the downtown.
- Task Leader: OMBA Staff / Downtown Late-Night Businesses  
 Target Audience: Monterey community / Visitors / Merchants  
 Target Merchant Beneficiaries: Downtown businesses / Community  
 Date Due: Ongoing

