

# CITY FOCUS



## ECONOMIC ENGINE

BY MCC GENERAL MANAGER BOB COWDREY

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Learn more about the City's vision for the future in an 8-minute video

[\*Imagine Monterey\*](#)

The Monterey Conference Center opened in 1977, a centerpiece for the City's downtown revitalization efforts. Since then, over \$500 million in economic impact has been realized by over 2,000 events, filling more than one million hotel room nights and hosting nearly two million visitor days.

Conference Center attendees generated more than \$60 million dollars in revenues to the City of Monterey from transient occupancy tax and sales tax. These tax reve-

nues support essential city services like fire and police protection, libraries, community centers and neighborhood parks, while reducing the burden on local taxpayers.

35 years later, the Monterey Conference Center is at a crossroads. Our business has been affected by the worst economy since the Depression, as well as a dated facility with a lack of flexible meeting space and inadequate technology. We are losing millions of dollars in tax

revenue and jobs critical to our City's health.

Last year, the City Council approved a study that proposed improvements to the Monterey Conference Center to increase our competitive advantage within the conference center market. A study of the feasibility of funding improved conference facilities in the City of Monterey, looking at potential funding opportunities and partnerships, is now underway.

Stay tuned for updates on our progress.

## FUTURE PLANS BY SENIOR PLANNER KIM COLE

Plans for the Waterfront, Downtown, Lighthouse, and North Fremont continue to be developed. The City Council and Planning Commission will hold a joint study session on January 25th to review the results of the Citywide Transportation and Parking Study based on the concepts developed last summer during the three-day charrette and subsequent Planning Commission and

City Council public meetings.

Final direction on the preferred alternative for this study will be provided in February, which will provide the basis to complete the plans and environmental review by summer 2012.

### 459 Alvarado

Foothill Partners, Inc. submitted development plans for 459 Alvarado Street.

These preliminary drawings

show a four-story building with three floors of residential apartments over a ground-floor market hall with a subterranean parking garage.

The design evokes the historic character of Monterey with architectural nods to the Monterey Colonial style. This project will fill in the void left by the previous building, which burned in 2007.

*(continued on page 5)*

## LIBRARY STRATEGIC PLAN

BY SPECIAL SERVICES COORDINATOR JEANNE MCCOMBS



This past summer, the Library began asking the community to help us plan for the next three years. What are our community's needs, wishes and priorities? In this age of Google, Facebook, and e-books, what is the role of the Library? How can the Library better serve people of all ages? Our vision was "Your Voice, Our Future."

Since that time, much has been done. Volunteer representatives from businesses, neighborhoods, non-profits, schools and government joined staff and Trustees on the Community Engagement Committee. Meetings were

held in homes, parks and community centers to gather feedback and ideas. With the help of the Friends of the Library and volunteers, over 1,000 individuals responded to surveys, and over 100 group dialogues took place with participants ranging in age from seniors to teens, and representing diverse ethnic and economic backgrounds, English language learner and homeless individuals.

Community comments indicate three priority planning areas: 1) Library as Cultural and Community Center; 2) Library as Information

Center; and 3) Library as Lifelong Learning Center.

From now until February, staff and other committee members will be further analyzing the data and responses, and developing them into specific goals and objectives tied to meet the priorities identified.

The Library is deeply appreciative of everyone who has participated in this process, and we look forward to sharing a public review of the strategic plan at a Town Hall Meeting in mid-February before the plan is finalized.

For more information contact us at 831.646.5601.

## STORM READINESS

BY EMERGENCY MANAGER DAVE POTTER

Winter storms can cause flooding, power outages, downed trees and utility lines. Before the storm hits, store emergency items like first-aid kits, medicines, water (in closed clean containers), food (packaged, dried, canned, or special-diet), portable radio, flashlights, and extra batteries in a safe place.

During the storm, monitor weather reports for emergency advisories and instructions. Stay indoors and off the streets if possible. Do not walk or drive through flooded areas. Avoid downed power lines and broken gas lines.

After the storm, follow local instructions regarding

the safety of drinking water and other emergency information. Do not handle live electrical equipment in wet areas. Avoid contact with floodwater, it can contain harmful contaminants.

Flooded buildings should be pumped out, disinfected and dried as quickly as possible.

*Pick up your free Rain  
Sensor today!  
Monterey Peninsula  
Water Management  
District  
5 Harris Court Bldg. G  
Monterey*

*Ph. 831-658-5601*

## FREE RAIN SENSORS

BY CITY ENGINEER TOM REEVES

The rainy season has arrived! Let the rain water your garden, not your irrigation system. Hook-up a FREE Rain Sensor to your irrigation controller to start preventing water waste and pesticide runoff today. Over watering of yards not only wastes water, but it also contributes to water pollution by washing pesticides, fertilizers and sediment into the creeks, lakes and ocean.

What is a Rain Sensor? A Rain Sensor is an irrigation shutoff device that prevents an automatic irrigation or sprinkler system from turning on during and after a rain event. This device overrides a scheduled irrigation when the sensor on the shutoff device detects water. When the rainwater has evaporated from the device, scheduled irrigations resume. Rain Sensors are available in wired and

wireless models, and are connected to the irrigation system controller. By preventing irrigation to occur during or after a rainfall you will cut back on the amount of water runoff leaving your property, save money, and prevent water waste.

You can pick up a free rain sensor from Monterey Peninsula Water Management District.

## MONTEREY'S NEW POLICE CHIEF



On January 1, 2011 I was honored to become Monterey's 20th Chief of Police.

I began serving the Monterey community on January 14, 1985. Although not a

native Montereyan, this is the only law enforcement agency in which I have ever worked. Once here, there was no way I was ever going to leave.

It is truly my honor to work alongside the men and women of this organization who are committed to serving others through this noble profession. I believe there is no greater satisfaction than service to others and can think of no better place to do that than in Monterey.

As your Chief of Police, I am committed to keeping the Department focused on the

tenets of Community Policing. I believe we must all work together to address the presence of crime and quality of life issues if we are to keep Monterey the wonderful place it is in which to live, work, and visit. Community Policing is the best avenue with which to do just that.

I am humbled by the opportunity to serve as your Chief of Police and look forward to doing so for many years. I wish you a safe and happy 2012!

*Chief Phil Penko*

## PLASTIC BAG BAN

BY SOLID WASTE MANAGER ANGELA BRANTLEY

The Monterey City Council voted unanimously to ban the use of plastic bags and the free distribution of paper bags at all retail establishments throughout the city, effective in July 2012.

The ordinance is consistent with one of the Council's values to "appropriately preserve, promote, and maintain our historic, cultural, and environmental assets."

At this time, the ordinance

focuses on retail establishments and does not include restaurants.

In Monterey alone, almost 3 million plastic bags and 2 million paper bags are given away each year. At first glance, paper bags seem like a good choice because they biodegrade quickly but there is a great deal of water use, water pollution, tree removal and green house gas emissions created during their

generation.

The choice is less about paper OR plastic and more about bringing your own reusable bag. Just place bags in your car or near the door leading to your vehicle to remind you to take them when you shop.

To read the ordinance and other information about the use of plastic bags, visit [MontereyRecycles.org](http://MontereyRecycles.org)



## CERT CLASSES BENEFIT CITIZENS

BY CERT INSTRUCTOR DEMETRIOS KASTROS

CERT emergency training gives citizens skills in disaster first-aid, assessing their home after an earthquake, knowing when and how to shut off utilities, safe rescue techniques, home fire safety and evacuation, extinguishing small fires, neighborhood assistance and working in a team environment.

Citizens also learn what they should keep available to deal with the first hours and

days after an emergency, when normal emergency services may be unavailable.

Citizens who enroll in the City of Monterey CERT training, are given safety equipment (helmet and vest), which provide a basic level of protection and identifies them as CERT team members to City staff and citizens.

People of all ages benefit from CERT training, which is open to anyone at no

charge. Students under the age of 16 must be accompanied by an adult.

The next CERT class occurs on weekend days Feb. 11, 18 and 19. You can enroll by calling 646-3416 or by contacting [montereycert@hotmail.com](mailto:montereycert@hotmail.com)

CERT training is conducted according to national standards in a program sponsored by FEMA.

Learn more about [CERT](#) on the City's website!

## NEW YEAR, NEW YOU

BY MSC FITNESS MANAGER BILL ROTHSCHILD



*Long-time Sports Center member Dr. Ellen McEwen set a goal of swimming more than 100 miles in 2011, and accomplished her goal October 29.*

Perhaps last year at this time you resolved to work with a personal trainer, exercise an hour every day, start lifting weights and renew your membership at the Sports Center. Along the way, however, life happened. You got sidetracked. The kids needed help with their homework or travel to practice, your mother or father needed help, your days crowded with endless piles of to-do work that never seemed to lessen and you stopped walking, cycling, swimming or playing basketball. While you still had your successes – at work, at home and elsewhere in your life – you weren't able to keep up with the challenge of sustaining yourself.

Here we are again... another January...and we find ourselves strategizing for the year ahead and how we resolve to once again, put ourselves first on our priority list. The truth is, there is not and will not be an "aha" moment for most of us. What

does work, consistently, and has worked successfully for many people, is the process of establishing a realistic goal, setting up or working with support to create a sensible plan and the commitment to every day, see the plan, work the plan and set aside effort to move the plan forward.

Jim Collins in his book, *Good to Great: Why Some Companies Make the Leap...And Others Don't*, describes the process of change as something like a huge, heavy flywheel. Collins describes your personal flywheel as being at a standstill. "To get it moving, you make a tremendous effort. You push with all your might, and finally you get the flywheel to inch forward. After two or three days of sustained effort, you get the flywheel to complete one entire turn. You keep pushing, and the flywheel begins to move a bit faster. It takes a lot of work, but at last the flywheel makes a second rotation. You keep pushing steadily. It makes three turns, four turns, five, six. With

each turn, it moves faster, and then - at some point, you can't say exactly when - you break through. The momentum of the heavy wheel kicks in your favor. It spins faster and faster, with its own weight propelling it. You aren't pushing any harder, but the flywheel is accelerating, its momentum building, its speed increasing."

That's how James Reaves, a MIIS graduate student successfully lost over 100 pounds last year working with Loy Vincent, one of our outstanding personal trainers at the Sports Center. That's how former Pacific Grove Fire Chief Charlie Wilkins lost over 60 pounds, joining his friends and family at the Sports Center every morning for a nice workout. That's how you too can start moving your own personal flywheel and change your life. It takes a realistic goal, a sensible plan and a willingness to get that flywheel moving in a positive direction. What's your 2012 resolution?

## RECREATION REGISTRATION STARTS EARLY

BY RECREATION SUPERVISOR SHANNON LEON

The Monterey Recreation & Community Services Department will begin summer/fall registration early this year. Mark your calendars to sign up for summer camps, field sports and ongoing classes and programs.

Open registration for all programs begins **Wednesday, April 4** in person or online at [monterey.org/rec](http://monterey.org/rec) Online registration requires prior activation.

We hope this change will

allow time for our participants and their families to plan for Summer 2012.

Beginning April 4, you may register for all of our popular programs including Whispering Pines Day Camp, Camp Quien Sabe Youth Overnight Camp, Camp Quien Sabe Family Camp Weekend, Sports Camp Plus, Cheerleading Camp, British Soccer Camp, Camp Lots-O-Tots and much more!

We also offer fun arts and

crafts classes, friendly after-school and school break programs, exercise and fitness opportunities, educational workshops and much more.

Check out what's going on at your neighborhood community center or the Monterey Sports Center by visiting us on the web at [monterey.org/rec](http://monterey.org/rec) or by calling 646-3866.

*Register for Recreation  
Programs*

*April 4th*



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## FUTURE PLANS (FROM PAGE 1)

### 595 Munras

A gas station occupied the corner of Munras Avenue and Webster Street for many years.

The City Council recently approved lease negotiations to spur redevelopment of the site. The proposed project plans show commercial uses on the first floor and ten residential units on the second. The City Planning Commission will review the project in early 2012. For more information, visit [monterey.org/planning](http://monterey.org/planning)



Concept for 459 Alvarado Street

## ODDS & ENDS

### FREE Sports Center Events

Bring a Friend to Zumba  
Thursday, **January 26** from  
4:15-5:15 p.m.

Body Fat Testing, Blood  
Pressure Check and BMI on  
Monday, **January 30** from  
7-10 a.m. & 4-7 p.m.

### NEW Programs on Ch. 25

[Monterey for Young Adults](#)

[Imagine Monterey](#)

[Monterey: History of an  
American Downtown](#)

### What's on the Web

City Council and Planning Commission meeting videos are normally posted with 48 hours of the meeting. You'll find them on the video-on-demand web page.

[Council Meetings on Demand](#)

[Planning Commission Meetings on Demand](#)

The [City Calendar](#) lists public meetings for the year.

*City Focus is published by the City of Monterey Communications & Outreach Office to inform citizens about programs, services and activities of city government.*

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Follow us on:



*Monterey is committed to being a model city for its quality of life driven by responsiveness of local government, historical and cultural preservation, mobility opportunities emphasizing pedestrians over vehicles, economic sustainability, a strong sense of place and good stewardship of the natural environment. (Council Vision)*