

MINUTES
STUDY SESSION/SPECIAL MEETING OF THE CITY COUNCIL
CITY OF MONTEREY
WEDNESDAY, September 23, 2009
4:00 – 6:00 P.M.
COUNCIL CHAMBER, FEW MEMORIAL HALL
MONTEREY, CALIFORNIA

CALL TO ORDER:

Mayor Della Sala called the meeting to order at 4:00 p.m.

Council Members

Present: Councilmembers Downey, Haferman, Selfridge, Sollecito, Mayor Della Sala
Absent: None

City Staff:

Present: City Manager, City Attorney, Assistant City Manager, Police Chief, Assistant Director Plans and & Public Works, Chief of Planning, Engineering, and Environmental Compliance, Public Facilities Director, Housing and Property Manager, Conference Center Manager, Senior Sales Manager, Senior Assistant City Clerk

PUBLIC COMMENTS

Mayor Della Sala opened the floor for Public Comments on items not on the agenda and seeing no requests to speak closed Public Comments.

STUDY SESSION

City Manager Meurer introduced the discussions on marketing, providing historical background on tourism and marketing efforts in the past and how the City of Monterey works with a variety of local organizations to increase tourism revenues for the City.

1. Presentation on Monterey Conference Center Sales and Marketing Program (Public Facilities 307-04 - see Staff Report)
Action: Report received

Conference Center Manager Concepcion began his presentation by displaying the Conference Center's mission and then described how Conference Center staff accomplishes their mission by articulating the Center's assets, strengths, history, innovation, and past performance. Senior Sales Manager Josue provided a briefing on the Sales Office's program responsibilities. She showed how sales programs have evolved over the years based on a variety of conditions and in response to various fluctuations. Ms. Josue emphasized that the Monterey County Convention and Visitors Bureau (MCCVB) works to bring business into the Peninsula and that in contrast, the City's Sales Office specifically focuses on bringing business to the City of Monterey. Mr. Concepcion described marketing activities and the complexities inherent in marketing Monterey. He showed the Council several recent marketing promotions, for example the Monterey Meeting Connection. Mr. Concepcion stated that the Conference Center working together with local partners to bring visitors to Monterey is a very successful and powerful team.

2. Presentation on Monterey County Convention and Visitors Bureau's Sales and Marketing Program (City Manager 307-04 - see Staff Report)
Action: Report received

Monterey County Convention and Visitors Bureau (MCCVB) President Wille began by saying the MCCVB tries to do for its partners things that individual partners like Monterey cannot do for themselves. Mr. Wille described both the group sales and leisure sales marketing and then displayed graphs showing recent statistics for each group. Mr. Wille described the strengths and weaknesses he sees in the current system as based on a recent vacancy survey. Mr. Wille indicated that currently a shortage of rooms and a shortage of meeting space in the Conference Center impact the amount of potential business Monterey can garner. MCCVB Sales Director Skidmore described how MCCVB and its sales staff bring group business from across the United States to Monterey. Mr. Skidmore showed how sales staff pursues business, citing examples like trade shows, advertising, e-marketing, direct mail, and other activities. Mr. Wille described methods used by MCCVB to reach leisure markets and displayed results of a survey used to measure a return on investment survey. Mr. Wille stated that during the month of October, MCCVB is marketing *Historic Monterey* using a variety of marketing tools, noting that MCCVB has teamed up with National Historic Trust to market Monterey as a historic destination.

- 3. 820 Casanova Avenue (The Cypress Park Condominium Project) Status Report For Discussion Only (Plans and Public Works 206-03 - see Staff Report)
Action: Report received; Continued discussion to the October 6, 2009 Council Meeting

Housing and Property Manager Marvin presented the staff report, clarifying that this is not a condominium conversion project. He explained that the condominium project was approved in 1982 and that the property was rented as apartments from 1982 until 2007, when development and condominium sales began. Mr. Marvin stated that the condominium project is currently in receivership and provided the Council with a variety of policy and fiscal impacts in relation to this project. Mr. Marvin stated tonight's meeting is only a discussion and he closed by asking the Council to continue this agenda item to the October 6, 2009 Council meeting to hold both a closed session discussion as well as a public appearance discussion for decision and to provide direction to staff.

Receiver Wald addressed the Council and clarified that he is a court appointed receiver and does not represent the developer or the bank, noting he is a property advocate empowered to move the project forward and sell the units. City Manager Meurer asked Mr. Wald what alternatives does the lender have available at this time. Mr. Wald described 3 alternatives, as listed in the staff report that the lender could take.

On a motion by Councilmember Haferman, seconded by Councilmember Sollecito, and carried by the following vote, the City Council continued discussion on this item to the October 6, 2009 meeting to include both closed and open session discussions:

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| AYES: | 5 | COUNCILMEMBERS: | Downey, Haferman, Selfridge, Sollecito, Della Sala |
| NOES: | 0 | COUNCILMEMBERS: | None |
| ABSENT: | 0 | COUNCILMEMBERS: | None |

ADJOURNMENT – 6:10 PM

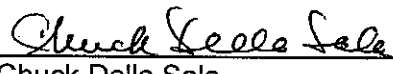
There being no further business to come before the City Council, Mayor Della Sala adjourned the meeting at 6:10 p.m.

Respectfully Submitted,

Approved,



 Catherine A. Raynor
 Senior Assistant City Clerk



 Chuck Della Sala
 Mayor