

MONTEREY COUNTY HOSPITALITY ASSOCIATION  
GOVERNMENT AFFAIRS COMMITTEE  
2014 ACCOMPLISHMENTS

The following points are the Goals adopted by the MCHA Board of Directors. The sections in italics discuss the progress the GAC made in these areas in 2014.

1. Regional Water Supply: In conjunction with the Coalition of Peninsula Businesses work for accomplishment of a Regional Water Project and for reasonable water policies and rates Government Affairs and MCHA will: A) aid in every way possible the efforts to realize a regional water supply project that reliably will deliver enough water to the Peninsula to i) offset over-pumping of the Carmel River and the Watermaster-mandated pumping reductions in the Seaside Basin and ii) provide for the general plan needs of Peninsula cities, the Monterey Peninsula Airport District and Peninsula unincorporated areas; B) work for responsible water use policies and rate structures fair to businesses and residents, including the review of various surcharges and fees attached to water bills, C) Continue to work with Cal Am and the MPWMD to help implement meaningful water conservation measures that can be reasonably be attained with an appropriate return of the investment and D) endorse the efforts of and support financially the Coalition of Peninsula Businesses.

*In 2014 the GAC:*

- *Continued its work with the COPB as a regular participant in their meetings and in the development of COPB policy statements.*
  - *Actively participated in the hearing process for the CalAm (CAW) test wells including speaking at both the Marina City Council and California Coastal Commission. The test wells were approved by the CCC in November 2014.*
  - *Initiated meetings with the Monterey Peninsula Water Management District (MPWMD) on rationing and CDO issues. Meetings will be ongoing in 2015.*
  - *Participated in meetings with the MPWMD on issues related to water use and outdoor restaurant seating.*
  - *Saw the first implementation of CAW's non-residential rate structure which resulted in the cost of water being directly proportional to the amount of water used and the extent to which users had implemented best management practices.*
  - *Continued to monitor the progress on the proposed Ground Water Recharge project. GWR is moving slowly and to an uncertain future due largely to the multiple parties who must agree on a project structure.*
  - *Successfully supported Andrew Clarke as a candidate for the MPWMD Board of Directors seat vacated by Bill Thayer.*
2. Development of critical transportation infrastructure: Government Affairs will continue active collaboration with community partners, the Transportation Agency for Monterey County, Monterey-Salinas Transit and the Monterey Peninsula Airport District to achieve necessary local and regional transportation projects and priorities. MCHA's highest transportation priority is to achieve the widening of Highway 156, the primary drive access to the Peninsula. Government Affairs will continue to monitor the activities of the

Regional Taxi Authority MCHA helped to establish in 2010 to assure its continuing success. Government Affairs will support improvements and modifications to the Monterey Peninsula Airport, including widening and lengthening runways, to increase its use and destinations.

*In 2014 the GAC:*

- *Continued its work in support of the Highway 156 improvements including participation in numerous community, TAMC subcommittee and TAMC Board meetings. The project is proceeding through local and state processes to form a Public Private Partnership to move the project forward and to complete environmental review.*
  - *Decided to no longer include the Regional Taxi Authority (RTA) on its regular agenda. The GAC believes the RTA is operating successfully and extensive monitoring by the GAC is no longer necessary. MCHA does participate in the RTA TAC meetings when they are called, usually on a quarterly basis.*
  - *Monitored progress on the runway improvements at the Monterey Regional Airport. Those improvements are under construction. No GAC action is needed at this time.*
3. Active Task Force engagement on issues of major concern: MCHA and Government Affairs will remain committed to consistent communication with elected officials and work on Task Forces established to pursue A) success of Downtown Monterey revitalization and renovation of the Conference Center; B) widening of Highway 156; C) delivered water rates fairness; and D) the Monterey Horse Park.

*In 2014 the GAC:*

- *Continually monitored progress on downtown revitalization and renovation of the Conference Center. New businesses and development are coming to the downtown area however the City lacks the resources to implement major portions of the improvements needed for the Downtown Specific Plan. The Conference Center improvements are moving forward. The project architects and project managers have been selected. The GAC has also participated in the issues, particularly parking, related to the Waterfront Master Plan.*
  - *Endorsed the Monterey Horse Park in concept. Specific endorsements will be considered upon completion of the specific plan and environmental studies.*
  - *Was instrumental in the development of the Action Plan for Revitalizing Monterey.*
  - *156 and water rates were previously discussed.*
4. Political Action: MCHA and Government Affairs will continue its individual work for candidates and issues and its active collaboration with, and participation in, the Monterey County Business Political Action Committee and continue to work for stronger and better relations with government officials. The efforts of the MCBPAC and its work to affect beneficial business-friendly changes in local elections have been successful, but more participation and increased financial support is necessary to achieve even more improvement in the Monterey County business climate. MCBPAC identifies and

promotes qualified candidates for election to local offices and raises the funds necessary for successful campaigns. MCHA and Government Affairs should continue to evaluate our ongoing involvement with the MCBPAC to assure that increased MCHA member participation in, and financial support for, the MCBPAC will ensure their successes continue and increase.

MCHA and Government Affairs will participate in and collaborate with the Monterey Peninsula Issues PAC to identify those issues that will potentially affect the Peninsula. Participation will include work on issues, advocating positions, influencing officials as well as providing financial support for the PAC.

*In 2014 the GAC:*

- *Interviewed and endorsed candidates for local offices in Pacific Grove, Monterey, Seaside, Marina and Salinas and for the Monterey Regional Airport Board of Directors. Fourteen of the seventeen endorsed candidates were successful.*
- *Actively supported Measure P the 1% sales tax for the City of Monterey. The measure passed with more than 70% approval.*
- *Actively supported Measure Q the 1/8th% Countywide sales tax for MST. The measure passed with more than 70% approval.*
- *Established and helped fund the Monterey Bay Candidate and Issues PACs.*

5. Work for success of tourism marketing and promotion funding: MCHA and Government Affairs will continue to work with the Monterey County Convention and Visitors Bureau to continue the success of the countywide Tourism Improvement District and work to maintain secure sustainable, increased funding for tourism marketing and promotion as well as significant renovation of the Monterey Conference Center. Government Affairs and MCHA will continue collaboration with other community partners to assure the ongoing success and improvement of that effort and continue working for increased California funding for tourism marketing and promotion.

*In 2014 the GAC continued its efforts in this area.*

6. Special event coordination and promotion, economic development: Government Affairs will continue MCHA involvement, participation in, and monitoring of the county special events policies to assure special event planning and coordination remains primarily voluntary and in the private sector. Government Affairs will also coordinate industry promotion for, and support of, additional added-value events and industry-enhancement opportunities such as development of “wine corridors.” Government Affairs and MCHA will actively promote economic development programs and policies consistent with its adopted Economic Development Policy.

*In 2014 the GAC continued its efforts in this area and paid special attention to efforts by Monterey County to develop new regulations that could potentially impact the hospitality industry including special event regulations, short term rentals and nighttime noise.*

Government Affairs will continue to monitor events and issues as they arise and will react and advise the Board of Directors on those important issues that arise affecting hospitality that are not specifically addressed in the 2014 goals. The Government Affairs Committee will work to be more proactive and anticipate upcoming issues and events rather than only working in a reactive mode.

Government Affairs will continue to meet on the first Thursday of each month at 8:30 am (except when rescheduled to avoid event or holiday conflicts). Periodically guest speakers will be invited to better inform the committee on issues of concern.

*The GAC did meet monthly. Speakers invited to the GAC to make presentations included:*

- *Hon. Ralph Rubio, Mayor of the City of Seaside re: Monterey Downs*
- *Carl Holm, AICP, Deputy Director Monterey County RMA re: Special Events ordinance; Wine Corridor*
- *Brian Boudreau re Monterey Downs*
- *A joint presentation from Monterey County (Robert Murdoch) and TAMC (Debbie Hale) on transportation issues*
- *TAMC (Debbie Hale and Todd Muck) update re Highway 156*
- *AT&T (Bettye Saxon) presentation and request for MCHA support of a proposed wireless facility to be located at 1340 Munras in Monterey*
- *Mike McCarthy, City Manager, City of Monterey*
- *TAMC/CalTrans re public/private partnership and 156 toll road.*
- *Hunter Harvath re MST 1/8 cent sales tax measure*
- *Senator Bill Monning: Legislative Update*
- *David Armanasco: Monterey County Petroleum Industry*
- *Chip Rerig, Chief of Planning, Engineering and Environmental Compliance, City of Monterey*