

December 3rd, 2012 Vol. VII

### Hot Topics:

### Dates to Remember!

#### December 11th

Christmas Lunch at the Monterey Plaza Hotel & Spa. [RSVP here](#)

#### January 20th 4th

Annual Rancho Cielo Culinary Roundup. Mark your calendars!

If you would like to participate on any one of our Committees please contact Bonnie Adams at [info@mcha.net](mailto:info@mcha.net)

### Member to Member Outreach Programs

- Direct-Link: a *new membership exclusive opportunity* to reach fellow MCHA members via email.
- Web site advertising
- E Newsletter advertising
- Member Spotlight opportunities
- Mailing labels
- Brochures displayed at membership lunches

 [details](#)

**Government Advocacy:** The Coalition of Peninsula Businesses has been hard at work trying to shape the discussion of what to do and when in order that we have a reliable, sufficient and secure water supply in time to beat the CDO deadline, which looms ever closer! Among its recent activities, the Coalition submitted comments on the scoping of the Environmental Impact Report strongly suggesting an alternative desalination plant be studied in the EIR big enough to meet all the Peninsula's water needs for the foreseeable future. To do otherwise condemns the Peninsula to arguing about an adequate water supply for another forty years! The links below are to the comments filed and a community commentary submitted to the Herald.

  [Notice of Preparation \(NOP\) of the Environmental Impact Report \(EIR\) for the California American Water Co. \(CAW\) proposed Monterey Peninsula Water Supply Project \(MPWSP\)](#)

  [Wouldn't it be wonderful to actually have enough water?](#)

**Local Industry News:** RETROFITS AND REBATES The Monterey Peninsula Water Management District has just adopted some new regulations regarding non-residential retrofit requirements that defer retrofits until the end of 2013 and they have restarted the rebate program. So, on one hand you have more time to do your retrofits, and you may get some money back once you do them....MPWMD rules were in place that required retrofit of fixtures (showers, dishwashers, toilets, laundry, etc.) by the end of 2012. MCHA and the Coalition of Peninsula Businesses were concerned that retrofit requirements would be difficult to meet in time and the cost would be disproportionate to the benefit. Availability of suitable fixtures at a reasonable cost was also an issue.

MCHA and the Coalition worked diligently with the MPWMD staff to successfully bring about improvements including:

- Deferral of retrofit requirements to December 31, 2013.
- Updated water credit allowances for retrofit fixtures.
- Deleted retrofit requirements for toilets when ultra-low flow toilets are already in place.
- Extended the date for installation of high efficiency clothes washers, dishwashers and ice machines where recognized water efficient appliances were already in use.

The majority of the retrofit requirements have to be met by the end of 2013. Businesses need to plan and budget for those retrofits...and, the sooner the better. The MPWMD is restarting its Retrofit Rebate program. All information, including applications and terms and conditions can be found on the conservation website at [www.montereywaterinfo.org](http://www.montereywaterinfo.org). Brochures and application forms are available at the MPWMD office and will online soon. The District's rebate program applies to both residential and non-residential uses and there is only a limited amount of money available. Rebates are done on a "first come first serve" basis so the sooner retrofits are done the better the chances of receiving rebate dollars.

  [Water Efficiency Requirements For Non-Residential Customers](#)

  [Monterey Peninsula Rebate Program - Non-Residential Rebates](#)

**Focus on Membership** - Did you know these businesses were a part of MCHA? Check out their website and support your fellow members:

Wells Fargo  
Glastonbury  
The Crossroads

Adventures by the Sea  
Carmel Preferred Restaurants  
Fandango



If you are interested in having your business spotlighted, please contact [info@mcha.net](mailto:info@mcha.net)

[www.mcha.net](http://www.mcha.net)

[click here if you are having difficulty viewing this email](#)