

March 2015 Vol. XXVI

**Hot Topics link:
Dates to Remember!**

March 27th: Rancho Cielo Friday night dinner

March 27th: Reception for Senator Bill Monning

March 31st: Education Seminar "Destination Monterey: Greatest Hits of Monterey County"

April 14th: Membership Lunch at Gardener Ranch [Sign Up](#)

April 28th: Education Seminar "Creating Sustainability to Drive Profits through Best Practices"

May 27th: Job Fair for Rancho Cielo graduates – details to come

Employee Appreciation Day: June 3rd Monterey Fairgrounds

Nick Lombardo Memorial Golf Tournament: August 24, Quail Lodge

March 2015 - Between the Sheets: "Tourism's positive impact extends beyond busy season"

We have a new facebook page!

Please like us and forward to your staff, associates and friends!



If you would like to participate on any one of our Committees please contact Bonnie Adams at info@mcha.net

download list of committee & contact information.



Dancing With the Stars...of Hospitality! Event host, the Inn at Spanish Bay, rolled out the red carpet for the "stars" of MCHA and set the bar high! Nearly 100 event sponsors and their guests were treated to a fun VIP Sponsor Reception in Traps complete with sparkling wine and martini's from Young's Market and wine from Joyce Winery. Electricity was in the air as a near record crowd of 270 people mingled among the awesome silent auction items sipping wine from A Taste of Monterey. The doors opened to a colorful and fun themed ballroom, compliments of Illusions of Grandeur, and to the rockin' sounds of the Dig Beats. Gary Cursio was welcomed as the new 2015 Chair of MCHA and we were proud to honor our 2014 Hospitality Professional of the Year, Kirk Gafill. The event was a success on so many levels and we could not have done it without the support of our valued members who purchased sponsorships, donated fantastic auction items, purchased raffle tickets, attended the event and bid on silent and live auction items. Thanks to our professional auctioneer, we hit record numbers in our live auction. And of course, we had a fantastic committee headed by Ken Rauh, A Taste of Monterey and Mia McKee-Jarick, GuestLife Magazine. Please click here for a [list of sponsors](#). And thanks to [DMT Imaging](#) for the [fantastic photos!](#)



Employee Appreciation Day: Get your teams ready for Employee Appreciation Day scheduled for June 3rd at the Monterey Fairgrounds! Start practicing for the friendly competitions including bed making, bartending, bell staff, food and beverage, napkin folding, chowder cook-off....and the popular GM competition, in addition to the exciting soccer tournament! At the conclusion of the competitions we will have a barbecue for all employees and their families. Everyone in MCHA is invited to participate so mark your calendars for June 3rd. Details on how to sign up will be coming soon.

Government Affairs: MCHA as a member of the Coalition of Peninsula Businesses continues to work diligently to secure a sustainable and affordable long term water supply for the Monterey Peninsula. Elsewhere in this Eblast you will find an article from the Coalition describing its efforts so this column will bring you up to date on some other important issues upon which MCHA and the GAC continues to work.

[more](#)

Coalition of Peninsula Businesses: The Coalition of Peninsula Businesses has been working hard to help advance a water project solution to our impending Cease and Desist Order deadline. In January we updated our Coalition White Paper - a summary of where we've been, what we've accomplished, and what we will be doing moving forward. [It's good reading!](#)

In February we analyzed the CDO easing proposal submitted by Cal Am, MPWMD, MPRWA and others to the State Water Resources Control Board. The purpose of the proposal is to start a serious dialog with SWRCB about easing the CDO deadline we face. It is virtually impossible for Cal Am to finish its Monterey Peninsula Water Supply Project in time to avoid the water supply cutbacks as written in the current CDO. The Coalition identified several items of concern in the proposal and submitted them to the various parties along with its willingness to serve on a drafting committee to revise the proposal. [It's good reading!](#)

The coalition distributed and voiced our concerns at the Mayor's Water Authority meeting held on March 12th and they appeared sincerely interested and showed appreciation for our work. The Technical Advisory Committee, who works under the Authority and has Coalition representation, will be analyzing the amended proposal and making recommendations to the Authority. The Coalition will also be distributing and presenting our concerns at the next Monterey Peninsula Water Management District meeting. The MPWMD is also taking up the topic of rationing and we, the Coalition, hope to be involved with this process. As you should already know the current rationing plan does not work. Simply put, there is not enough water for our community. Given water to date, the amended CDO work and rationing plan discussion are by far the most critical for the business community and all residents to date. Support at Authority meetings and Water Management is always welcomed.

Sales and Use Tax Change as of April 1st - On April 1, 2015, the sales and use tax rate will be changing in Monterey County and many of the cities incorporating Monterey County. The tax rate changes listed below apply only within the indicated city or county limits. Cities subject to an increase in both the county and city rate are noted in the chart below courtesy of Hayashi Wayland. If you have questions, you may contact Hayashi Wayland at (831) 759-6300 or info@hw-cpa.com.

NEW DISTRICT TAXES				
Countywide	New Code	Acronym	Prior Rate	New Rate
Monterey County (applies to all unincorporated areas only)	394	MSTD	7.500%	7.625%
City of Carmel-by-the Sea	400	CBSG	8.500%	8.625%
City of Del Rey Oaks ¹	410	DROG	8.500%	9.125%
City of Gonzales ¹	408	GZGT	7.500%	8.125%
City of Greenfield	399	GFGT	8.500%	8.625%
City of King City ¹	402	KING	7.500%	8.125%
City of Marina ²	397	MRNA	8.500%	8.625%
City of Monterey ³	404	MTRS	7.500%	8.625%
City of Pacific Grove	396	PGRV	8.500%	8.625%
City of Salinas ³	406	SLGT	8.000%	9.125%
City of Sand City ⁴	412	SANG	8.000%	8.625%
City of Seaside	395	SEAS	8.500%	8.625%
City of Soledad ⁵	398	STEG	8.500%	8.625%

¹ The city approved a new tax of 0.50% (in addition to the new countywide increase of 0.125%).

² Existing city tax of 1.00% set to expire March 31, 2016, was extended to March 31, 2026.

³ The city approved a new tax of 1.00% (in addition to the new countywide increase of 0.125%).

⁴ The city increased its existing 0.50% tax to 1.00% and extended it indefinitely (in addition to the new countywide increase of 0.125%).

⁵ Existing city tax of 1.00% set to expire September 30, 2017, was extended to September 30, 2032.

Membership News: WANNA HAVE SOME FUN? COME JOIN THE MCHA AMBASSADOR COMMITTEE!! We are seeking out enthusiastic and friendly members who want to get in on the ground floor and help create a new and improved, fun loving Ambassador Program for all MCHA members.

With YOUR help, the program and its new Ambassadors will;

- ✓ Develop solid relationships with new & existing members
- ✓ Educate members about all the benefits, resources & tools available to them
- ✓ Enhance/Increase participation in MCHA events & programs
- ✓ Increase membership & strengthen membership retention
- ✓ Serve as close liaisons to the MCHA Membership salesperson
- ✓ Engage and assist with MCHA events

We want to create a program that is "user friendly", easy to implement and fun for all. We welcome your ideas, your input and your enthusiasm! Membership in the Ambassador Committee is open to ALL MCHA members in good standing. The Ambassador Committee meets every 2nd Wednesday of the Month. The next meeting is 3:30 pm on April 15, 2015 at the Dolphin Inn. (and Hey, we have great snacks and wine!) For more information, please contact Ambassador Committee Chairs, Vicki Tackett at vickiT@certifiedfolder.com or Cynthia Buhl at cynthiab@pactrust.com.

New Member Spotlight: - [Alvarado Street Brewery and Grill's](#) mission is to provide our guests, both local and visitor alike, a unique yet casual environment where they can enjoy cuisine that has been prepared with a nod toward the expert pairing of a specific beer. This educational mindset offers the customer an elevated, yet approachable meal in a relaxed atmosphere. As a family owned and operated business, we look forward to becoming a part of the Monterey Peninsula community and will continually strive to provide exceptional service and quality fare at a reasonable price. We look forward to seeing you and inviting your family to become a part of ours at the Alvarado Street Brewery & Grill.



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

Inn @ Spanish Bay
PMB Helin Donovan
Will's Fargo

McCune Audio Visual
Poppy Hills Golf Course

