



## GOVERNMENT AFFAIRS COMMITTEE 2023 Goals

1. Continue working toward a sustainable long-term water solution that will avoid the need for water rationing.
  - a. Develop messaging that supports a long-term water supply that; 1) Respects the needs of the Salinas Valley; 2) Protects the Monterey Bay; 3) Protects the Carmel River and its federally protected resources.
  - b. Work with the Coalition of Peninsula and other Local and State Agencies to make sure that the now approved MPWSP continues to move forward in a timely manner, and monitor the progress of the conditions of approval.
2. Work closely with the MCCVB to maintain sufficient funding from the county and cities to allow the necessary Tourism Marketing and Promotion Funding necessary for the economic recovery of the hospitality industry.
3. Engage with new and existing elected officials to continually build relationships and advocate for the industry, with an emphasis on the City of Monterey and Monterey County Board of Supervisors.
  - a. Consider working with some organized neighborhood groups in Monterey to gain support for a strong and positive tourism industry.
  - b. Hold quarterly briefings to all city council members and Supervisors on the condition of tourism in the county, with a goal to have MCHA briefings on the agenda.
  - c. Begin working on a Community Benefit Report, highlighting the impact and benefits hospitality brings to the community.
4. Work with our local, state and targeted non-profit agencies to help address the ongoing challenges related to childcare throughout Monterey County.
5. Work with the county and cities to ease restrictions to build workforce housing and affordable rentals for hospitality workers, including a fair and affordable process for building accessory dwelling units.
  - a. Resume effort on workforce housing working committee.
  - b. Define affordable housing.
  - c. Emphasize the need of a water source to support affordable rentals on the Peninsula.
6. Have a comprehensive Short-Term Rental Ordinance that includes a fair playing field for our hotel and motel industry.
7. Work with TAMC to achieve real progress with ongoing transportation projects, e.g., Highway 156 and Highway 68.
8. Groom diverse, business friendly professionals willing to run for local offices, and support them through the election process by working closely with Monterey Bay Action Committee.
  - a. Look at unsuccessful candidates in this cycle that could be brought along to win in the next cycle.