



2024 ACCOMPLISHMENTS

ADVOCACY / GOVERNMENT AFFAIRS

- Continued to monitor the progress being made by Cal Am on completing the conditions of approval required by the Coastal Commission before issuing the final Coastal development permit. Cal Am is projecting 2025 for the start of construction.
- Successfully supported the City of Monterey Police Department in getting approval for License Plate Reading Cameras to help solve and deter crime on the Monterey Peninsula.
- Gave testimony to the California Coastal Commission in support of the MST SURF project, contributing to its approval.
- MCHA spoke at the TAMC board meeting in favor of funding and installing 9 adaptive traffic lights from San Benancio to Olmsted. The motion passed unanimously.
- Endorsed several Peninsula and Salinas Mayor and City Council candidates, as well as candidates for the Monterey Airport Board and the Monterey Peninsula Water Management District. All but two of our endorsed candidates were elected.
- Continued working closely with See Monterey, lobbying at the County level for stable funding for that organization for this year, and into the future.
- Collaborated with member partners to present to the Board of Supervisors against a raise in the County TOT.
- Offered support to Carmel-by-the-Sea businesses and Visit Carmel in TOT discussions with the City.
- Worked with County Supervisor Mary Adams to support passing a Short-term Rental Ordinance.
- Represented the industry via Hospitality-designated seats on the following Boards and Advisory Committees: See Monterey – Advisory Board, Coalition of Peninsula Businesses, Rancho Cielo Drummond Academy Culinary Advisory Board, Monterey Measure S, Monterey Bay Action Committee, Monterey Bay Business PAC, Monterey Peninsula College Culinary and Hospitality Program Advisory Council, Monterey Bay National Marine Sanctuary Advisory Council, Monterey Bay Defense Alliance Sustainable Hospitality & Tourism Management at Cal State Monterey Bay Advisory Board.
- Represent Hospitality on Supervisor Alejo and Supervisor Lopez’s Immigration Rights Task Force.
- Continued our tradition of having a wide variety of relevant guest speakers at our monthly GAC meetings.
- Worked closely with the California Restaurant Association to support PAGA reform and clarify SB 478 Hidden Fees for restaurants.

EMPLOYEE RECOGNITION

- Recognized over five hundred individuals, eight hospitality employees of excellence, and one hourly supervisor at the Hospitality Recognition Lunch.
- Empowered over 220 women in hospitality at annual Women in Leadership breakfast with five guest panelists representing MCHA membership.
- Shared individual featured stories of industry professionals in the monthly Spotlight on Hospitality Herald article.
- Welcomed and highlighted Rancho Cielo students and the Drummond Culinary Academy at the Annual Holiday Lunch, raising needed funds for the Career Clothing Drive.
- Hosted Hospitality Industry Night at Monterey Bay Football Club honoring the industry and its employees.
- Acknowledged and honored a Volunteer of the Year, Advocacy Honoree, Lifetime Achievement Award and Professional of the Year at various annual events.
- Served and hosted over 1000 employees throughout an afternoon of comradery and friendly competition at the Monterey County Fairgrounds.

TRAINING & DEVELOPMENT

- Graduated six individuals from the first Hospitality Leadership Alliance program, aimed to grow and develop new leaders through mentorship and industry engagement.
- Partnered with Cal State Monterey Bay Sustainable Tourism & Hospitality Management Program scholars on a Hospitality Career Fair, planting seeds for future generations to live locally and join the industry.
- Enhanced the collaboration with California Restaurant Association to offer more streamlined advocacy communication and reduced price certification programs for MCHA members.
- Hosted Trends in Labor Law, Workforce Violence Prevention Plan and Supervisor 101 workshops for employee development.
- Worked with Monterey County Works Hospitality Cadre to connect with job opportunities.
- Added an Emerging Leader Membership for graduating college students to encourage networking and engagement in the industry.
- Mentored a Cal State Monterey Bay Sustainable Tourism & Hospitality Management student through senior year internship.
- Expanded the Rancho Cielo Job Fair to include over 80 local high school and college students throughout Monterey County.
- Partnered with Cal State Monterey Bay and Monterey Peninsula College Hospitality Programs to promote and encourage student and employee participation.

COMMUNITY OUTREACH

- Proposed and presented a Monterey County Board of Supervisors Proclamation in recognition of National Tourism Month and the importance of tourism to our local community.
- Approved a letter of support for Monterey Peninsula Culinary Center expansion.
- Supported Rancho Cielo YouthBuild grant application to help deliver educational programming for at-promise youth.
- Promoted hospitality scholarships to local Monterey County residents studying Hospitality/Tourism.
- Coordinated six chef dinners for Rancho Cielo students and executed mentorship, job shadow and job fair opportunities.
- Collaborated with hotel properties to place Rancho Cielo interns.
- Presented at Leadership Monterey Hospitality Day to approximately 25 community leaders.
- Partnered with Monterey Herald on the November Tourism Report, showcasing the industry and hospitality community to the Monterey County region.

NETWORKING OPPORTUNITIES

- Expanded membership engagement with an overall increase in event attendance for all MCHA events.
- Generated committee participation to foster engagement, develop programs and positively impact hospitality.
- Hosted four Quarterly Lunches, featuring community leaders and programs.
- Celebrated the industry with over 550 participants at the Annual Awards Gala and Nick Lombardo Golf Tournament.
- Promoted hospitality partners through various sponsorship opportunities.



P.O. Box 223542 Carmel, CA | (831) 626-8636 | info@mcha.net | mcha.net