

**AGENDA**

**Community Relations Committee Meeting**

**Thursday, May 12, 2016 | 8:30 AM – 10:30 AM**

**MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA**

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**Present**

Ralph Rubio  
Carol Chorbajian  
Todd Kruper  
Rick Aldinger  
Dave Spaur  
Paulette Lynch

**Absent**

Monta Potter  
Mike Oprish  
Hans Uslar

**Staff:**

Alliah Sheta

Call to Order: Carol Chorbajian called the meeting to order at 8:33 AM

**Welcome**

**A. PUBLIC COMMENT** : None

**B. MEMBER AND STAFF ANNOUNCEMENTS**

Alliah Sheta updated the committee on the status of Committee presentations.

**C. CONSENT AGENDA**

**a. February 11, 2016 Meeting Minutes**

**Motion to approve the Consent Agenda, M/S/C, Ralph Rubio/Rick Aldinger, Unanimous**

**D. REGULAR AGENDA**

**NEW BUSINESS**

**a. Jurisdiction / Industry Reports**

Rick Aldinger announced that Big Sur Marathon was a good weekend for Big Sur with added recognition of the area. He also mentioned that traffic is picking up and the local residents are feeling pressure. The Big Sur MAAC meeting was a few weeks ago and the theme was that there were too many people visiting the area. Rick and the MCCVB team are continuing to work with Big Sur on the Sustainable Moments campaign and proactively contribute to the multi-agency committee to responsibly manage tourism in the area.

Mayor Rubio reported that this quarter, sales tax is up along with TOT and that the city of Seaside will be bringing forward a balanced budget for the council next week. The Mayor remarked that In Seaside, this November two councilmember seats along with the Mayor seat is up for re-election. He also shared with the committee that the Del Monte Avenue construction is ready to begin. Lastly, he announced that there is an assisted living facility starting construction now that will bring in 100 jobs to the area.

Dave Spaur updated the committee that the County's Economic Opportunity Committee met yesterday and is forwarding the recommendation of capping TOT at \$20.5M for the Designated Set Aside (DSA) agencies. He also explained that the goal of the committee is to preserve the TOT account. Dave will be working with the DSA agencies to come up with a reporting system for the Board of Supervisors to receive on a more regular basis that clearly represents the ROI generated.

Paulette Lynch updated the committee on the Arts Council. The Hewlett Foundation is bringing \$100K in grants to the County and the Council is working to identify those who provide needed services to the community. She also shared that the Arts Council recently started a new program for individual artists and emerging artists made possible by a couple granting organizations. Paulette shared that after conducting focus groups, the Arts Council will now be working with new artists to find vacant, temporary spaces to display and sell their artwork.

Todd Kruper shared that Sand City has hired EMC to help with a vibrancy plan for the community. The first meeting with EMC is today.

Carol Chorbajian updated the committee on the status of Measure P. She also shared that the GM of the Monterey Conference Center is retiring and the City hopes to have a replacement this summer.

**E. GOOD OF THE ORDER**

Alliah shared that the scope of the committee will be changing next year and will require members to be more actively reporting to city councils on the results produced by the MCCVB. If any members are interested in continuing, please email Alliah.

**ADJOURN:** Carol Chorbajian adjourned the meeting at 9:53 AM