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MONTEREY COMMERCIAL PROPERTY OWNERS ASSOCIATION

N · E · W · S · L · E · T · T · E · R

M · C · P · O · A

Executive Committee

- Anthony Davi Jr.
President
- Carl Outzen
Vice President
- John Danelon
Treasurer
- Kathy Anderson
Secretary
- Peter Coniglio
Director

MCPOA Board Members

- Jerry Andersen
- Nancy Ausonio
- Anthony Cosentino
- John A. Crivello
- Clancy D'Angelo
- Frank Donangelo
- Chuck Drake
- Jeff Ellis
- Anita Ferrante
- Al Ham
- Nolan Kennedy
- Darryl Kenyon
- Perry Miller
- Mike Mosbach
- David Nilsen
- George Schroeder
- William Stahl
- Breck Tostevin
- Mark Verbonich
- Peggy Wimberly

Executive Director

Bob Massaro

A Natural Fit

Bob Massaro to Lead MCPOA

MCPOA recently lost our Executive Director, Mike Hendrikson, who decided to pursue other interests. President Anthony Davi Jr. spearheaded a search for a replacement, which concluded with the hiring of one of our own members, Bob Massaro, as the new Executive Director of MCPOA.



This looks to be a natural fit as Bob brings over twenty years experience managing various associations as owner of Bostrom Management. He currently manages the Monterey Wine Festival, the Fisherman's Wharf Association, the Monterey Wine Education Foundation and Festal Italia exhibits. Bob is also the owner of Terranova Fine Wines in downtown Monterey. Massaro was the Executive Director of Monterey County Hospitality Association from 1992 to 1999, and has served on several Boards both nationally and locally. He is past President of the United Way of the Monterey Peninsula, Monterey Kiwanis Club, Monterey Peninsula Boys & Girls Club, and the Monterey County Life Insurance Underwriters Association.

As an active MCPOA board member since 2001, Bob knows how we operate and what we need to do to grow and improve our organization. He will utilize his comprehensive management skills to focus on issues and programs of importance to our members and to set a sound course for the future. "The lifeblood of our organization is its members", he comments, and he is looking forward to creating tangible benefits to attract new members to join MCPOA.

Massaro was born and raised in Buffalo New York, served four years in the United States Marine Corps and has lived on the Monterey Peninsula since 1966. He makes his home in the Skyline Forest in Monterey. *Cover story continued on Page 3.*

Adding Value for Our Members

Board Sponsored Speaker Program

Our 2007 speaker series has been a great success, with interesting and informative guests. We encourage all members to take advantage of the opportunity to listen and learn as our future speakers share their insight with our MCPOA members. In January, we heard Monterey Mayor Chuck Della Sala and City Manager Fred Meurer give a state of the city address and discuss the various challenges we face in the future. In March, Diane Harrison, the President of CSUMB shared her insight and vision for the university and its current and future role on the Monterey Peninsula. The speakers schedule for the remainder of 2007 includes:

1. May 8

John Keuhl, Monterey's Chief Building Official will discuss City Planning and commercial building regulations.

2. July 10

John McMahon, CEO of the Monterey County Visitors and Convention Bureau and Rick Johnson, Executive Director of the Old Monterey Business Association, will lead a discussion on planning for tourism in Monterey.

3. September 11

Barry Swenson will discuss the successful revitalization of Santa Cruz, and the potential similarities for our City.

4. November 6

Peter Coniglio and the Blue Ribbon Commission will give a status report on the Master Design for the Core City of Monterey.

All speakers follow the MCPOA board meeting and begin at 8:30 a.m. at the First National Bank meeting Room at 110 Abrego Street. No reservations are required, simply stop by and take advantage of these worthwhile sessions.

Mark Your Calendar NOW!

Cannery Row Hotel Progress



Construction has begun on a new hotel on Cannery Row located next to the Monterey Bay Aquarium. The hotel is being developed by Clement Chen, III, President of Pacific Hotel Management, LLC of San

Mateo. Chen is leasing the 2.7 acres from Cannery Row Company. The hotel will be located at 750 Cannery Row, between the Aquarium and the Monterey Canning Company, and will feature 208 luxury hotel

Cannery Row Hotel story continued Page 3.

A MCPOA Refresher Course Who and What are We?



M.C.P.O.A Mission & Background

Monterey Commercial Property Owners Association (MCPOA), was formed as a nonprofit organization in 1989, and is dedicated to preserving and enhancing commercial property rights. It also serves as the official representative of its membership to all governmental and public organizations whose policies and actions affect the interests of commercial property owners in the City of Monterey. MCPOA is deeply rooted in and wholly caring about the future of the Monterey community, fully respectful of its heritage, and committed to keeping this community as an excellent place for business, commercial interests, and residents.

MCPOA achieves its mission by:

- Providing proactive leadership for the development of broad base strategic plans that can be used to guide the social, economic and commercial development of the City of Monterey;
- Representing commercial property owner's interest and perspectives on issues such as transportation, parking, water, zoning, historic preservation and commercial area plans;
- Providing informative/educational seminars on topics of interest to its membership; and
- Providing the opportunity to socialize through special events such as an annual golf tournament, holiday party and a fourth of July Donut Brigade event.

What Reorganization Took Place?

MCPOA Reorganized

MCPOA board at its May meeting affirmed its mission statement and approved the following changes to organization and format:

New Organization and Format

- **Board of Directors** meets bimonthly (6) per year: July, September, November, January, March, May. Primary focus of board meetings is sponsoring Informational/Educational Seminars selected by the Program Committee that are open to all members of MCPOA. The business agenda is held during the first fifteen minutes of the meeting.
- **The Executive Committee** meets bimonthly (6) on alternate months of board meetings: June, August, October, December, February and April.
- **Board Committees** now form the *real backbone* of the MCPOA's organization. Whatever is of significance occurs as the result of the work done by committees and committee members. All board members and interested members are invited to serve one of the following committees:
 - **Program Committee** selects and arranges Six (6) topics and speakers annually for Board Sponsored Seminars. Membership Affairs Committee in charge of membership relations including communications, marketing, maintaining and updating membership roster.
 - **Development Committee** is responsible for researching and developing positions for MCPOA board review and action on related issues of interest. Special Events Committee manages the Annual Golf Tournament, Holiday Party and Fourth of July Donut Brigade.
 - **Nominating Committee** responsible for selecting the slate of board officers and board members each year and maintaining the board roster in compliance with MCPOA's bylaws.

These changes are currently well underway as you can tell by the other reports in this newsletter and more will be forth coming in the months ahead.

Stay Tuned!

DMSG • Cover story continued.

with his wife and business partner Fabia, and son Carl (18) and daughter Camille (16). Welcome aboard Bob, and thank you for your commitment to our organization.

Cannery Row hotel progress story continued. rooms, 10,200 square feet of meeting space, and 18,500 square feet of retail space. Palo Alto-based Hill Glazier Architects served as design architects for the luxury four-story hotel, which will span both sides of Cannery Row and be connected by a sky bridge. A 95-seat waterfront restaurant will be developed, and the project also includes a 347-space parking garage. Hotel accommodations will feature upscale amenities, and many will have fireplaces, ocean views and balconies. An on-site spa will offer the latest in beautification and wellness treatments.



Devcon Construction of Milpitas is expected to complete the \$70 million project by May, 2008. The hotel will likely be the last hotel built in Monterey as in the 1980's voters approved a ballot measure that banned all hotel construction, but the hotel project was exempt because it already had a permit. Pacific Hotel Management, LLC, owns and manages 8 hotels in the San Francisco Bay Area and in southern California through franchise agreements with Starwood, Marriott, Hilton and Intercontinental Hotels.

Pasadera Heaven in 2007! MCPOA Golf Tournament

SAVE THIS DATE! Monday, Sept. 10, 2007.

This years MCPOA golf tournament has a new venue. The tournament will be held MONDAY, September 10, 2007 at Pasadera Golf Club in Monterey. Led by new committee chair Dave Nilsen, (and with the guiding hand of former chairperson Carl Outzen), the committee is planning a marvelous event for the fall. Much help is needed in recruiting golfers and securing auction items, so please save the date and spread the word. This is our most successful fundraiser, but we need your help to succeed. For information on how you can participate or help make the event a success, please call Dave Nilsen at 646-9989 or e-mail dnilsen@cedarfunding.org.

Regency Theater Update

In October of 2005, Dave Nilsen, of Cedar Funding, bought the Regency Theater on Alvarado Street. Since that time, Dave has been working with an architect and city officials to get the building approved for a mixed use renovation. The plan is to keep a semblance of its historical look for the downtown area, yet offering a fresh appeal to attract more business downtown.

The original plans were developed for a mixed use building, with a shop or a restaurant on the first floor of Alvarado. Cedar Funding offices would move to the second floor on Alvarado Street. The building's top two floors have been approved to be used for one bedroom apartments. Due to the level changes, the Cedar Funding office will now be on the first floor of the Calle Principal side, which will allow that side of the building to be totally recreated. The Calle Principal side of the building, which was used as a parking lot, will get a new façade, bringing a positive look to that street. Hopefully this project will springboard other improvements on Calle Principal, with the goal of making the downtown area, which includes Washington and Abrego Streets, a three street area for visitors to enjoy.

Currently, the building is in its final stages of City approval, with construction to start in mid 2007 and completed by early 2009.

Out of Sight, Out of Mind: A Guide to Commercial Roof Maintenance

A major reason for water leaks in many commercial buildings is lack of a routine roof maintenance program. A well prepared and executed roof maintenance program can insure many years of trouble-free service, including minor repairs made before they turn into major, damage claims. A preventative commercial roof maintenance program is simply a program of scheduled inspections and corrective actions to increase the life of your roofing system. Age and exposure to the elements may cause issues that a preventative care program can alleviate or stop altogether. Not only is roof maintenance well advised, it is also a proven means to save property owners money, provide peace of mind and create happy tenants.

Plugged drains, broken roof seams, blistering and stress fractures along with premature roof failure, are just a few of the issues that can arise if issues are not addressed and maintained properly. Your roofing contractor can help you navigate through the maze of information available as well as perform an initial maintenance inspection on your property. An inspection of this sort can vary in price dependent upon how comprehensive the report needed may be and on the size of the project itself. The range is generally from \$300 – \$1,500.00. Additionally, many roofing contractors allow for the inspection report fees to be rebated in part or in full when using the same contractor to complete the recommended roofing services.

The Western States Roofing Contractor's Association (WSRCA) recently printed an article detailing comparisons on the longevity of roofs that had regular roof maintenance programs as opposed to those that had been maintained only minimally or not at all. The statistics the WSRCA reported were staggering. Maintained roofs were found to last up to three times longer with proper services and programs in place. Another recent industry survey boasts a 30 to 60% life increase for properly maintained systems.

Moreover, regular roof maintenance on your commercial property is considered a maintenance expense, which means it provides tax advantages not available with new roofs. A properly instituted maintenance program can also aid the resale value and marketability of your property when you – as a seller – keep good building maintenance records. As well, it can increase rental ability, keep you in a good light with your tenants and the community, and saves you money every step of the way.

In the end, your roof is only as good as the maintenance you provide for it.

Article written and provided by Pete Scudder President of Scudder Roofing Company.