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MONTEREY COMMERCIAL PROPERTY OWNERS ASSOCIATION

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M · C · P · O · A

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Bob Massaro

Underground Parking on Calle Principal Thinking "Underneath" the Box

A number of MCPOA members met with the Mayor, City manager and City staff in late August regarding the feasibility of improving the parking options on Calle Principal. MCPOA director Peter Coniglio made a presentation which proposed the City selling the current parking garage to a developer. The current Calle Principal garage is inadequate, and the space might be better utilized with a quality mix use of retail, office and housing. Funds received by the City from the sale of the parking garage could be used to help defray the costs of creating a new, subterranean parking garage underneath existing buildings. The idea proposes that the City purchase the underground portion of the properties, thus making it a City owned asset housing public parking. The owners of the affected properties would be guaranteed parking credits for their respective parcels. While the proposal would be a large undertaking, the final result would provide incentive and spur much needed development along Calle Principal. This in turn would help revitalize the entire downtown core. The City is looking into procuring a feasibility study for the proposal which will help clarify the opportunity and identify issues, and that would need to be addressed. We applaud this "outside the box" thinking and appreciate the dedicated effort of our MCPOA members in collaborating with City officials on this idea.

Golf Tournament a Big Hit



Jack Aiello, Mike Bruno, Mike Aldrete, Mike Avila

The annual MCPOA golf tournament, held September 10, was a resounding success. Tourney chairman Dave Nilsen, Sr. and his committee of Kathy Anderson, Anthony Davi Jr., Dave Nilsen, Jr., Chuck Drake, Carl Outzen, and Bob Massaro did a great job organizing the event. The best ball format was held September 10 this year at the beautiful and challenging Pasadera Country Club. Sixty-six golfers filled the field, with another 25 guests enjoying the auction and dinner. The team of Steve Poletti, Bob Van Ziel, Mark Cavanaugh, and Greg McBride were the Gross winners with a score of 59. The low Net team of Mike Mosebach, Joe Dow, Pam Diggins, and Chuck Hewitt shot a 44, (we've hired a private investigator to look into this). The putting contest champ was Dave Nilsen, Sr. Mike Aldrete earned the closest to the pin award, shooting it 2' 7" to the cup, while Steve Poletti earned the Long Drive Award for the day. The golfers and guests were then treated to a feast of elegant hors d'oeuvres before the excellent main course buffet. State Real Estate Commissioner Jeff Davi was the evening's master of ceremonies and together with the raffle, auction and generous sponsors, the tourney raised over \$8,000 in support of MCPOA.

Upcoming Calendar Highlights!

DON'T FORGET OUR SECRET AGENT SOCIAL EVENT

"Shaken Not Stirred" - Please join us from seven to midnight on Nov. 3 at the Ferrante Room on top of the Monterey Marriott. \$100 per person includes a fantastic Chateaubriand dinner with wine, and music featuring the Steve Ezzo Band. For more information, contact John Crivello at 648-3311. Come dine dance and socialize with your fellow secret service agents!

STATE OF THE CITY ADDRESS

Mayor Chuck Della Sala and City Manager Fred Muerer will be sharing their thoughts on the current state of affairs in Monterey on Tuesday, Jan. 8, 2008 at the Monterey Marriott. Please save the date and check your mailbox for your invitation.

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The Monterey Commercial Property Owners Association cordially invites you and your guests to attend the **Holiday Dining Extravaganza**

Monterey Marriott Hotel
 November 3, 2007
 Cocktails 6:00 pm
 Dinner 7:00 pm

Hosted Reception with Premium Liqueur Champagne and Hors d'Oeuvres
Masterpiece Level

Four Course White-Glove Dinner paired with local wines
Panoramic Bay/View Room

Dance to the music of Steve Ezzo Quartet
 Valet Parking Included
 Black Tie Optional

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Starts:
 Martini Glass with Crab and Corn Salad
 Friesse Lettuce, Carrot & Spring onion

Salad:
 Mixed Greens
 Pear Champagne Vinaigrette
 Crumbled Feta, Tomatoes, Roasted Pecans,
 Dill Sprouts and Carrot

Entree:
 Chateaubriand
 Asparagus Mushroom Roasts
 Tuna Carpaccio, Tomato, Zucchini
 Bundles of Salinas Asparagus
 Crock of Beurre Sauce

Dessert:
 Chocolate Martini Glass
 Chocolate Kaffee Mousse

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Monterey Peninsula Water Management District Board Elections

The MCPOA Board of Directors would like to share information about the upcoming MPWMD elections, scheduled for November 6, 2007. As you may know, the Water Management District is mandated by state statute to provide integrated management of all water resources for the Monterey Peninsula. In performing this management responsibility, the District has an obligation to ensure that the quantity of water use does not harm public trust resources, and that all water use is reasonable and beneficial. The District also has a duty under the California Constitution and by statute to balance public trust requirements under a doctrine of reasonableness. We feel the water board has made decisions and created policies in the past that have not respected the public trust. In addition, politics has overshadowed the doctrine of reasonableness and the water board has evolved into a politically divided group that has stripped cities like Monterey of the ability to exercise their reasonable right to allocate water for the good of the community.

The MCPOA board would like to point out that there are two candidates whose philosophies seem to mirror the interests of commercial property owners. Specifically, Lee Yarborough in Division 4 and Bob Brower in Division 5 are candidates that we feel would bring some common sense to the water board. While neither of these districts cover the City of Monterey, these elected officials will vote on policies that will certainly impact our community, and that is why we want our membership to be informed of their candidacy. The MCPOA board is recommending Lee Yarborough and Bob Brower as the candidates to best balance the Water Board to perform its function properly, and believes that after reviewing all the candidates, our membership will agree.



MCPOA Updates

New MCPOA Members for 2007

We want to introduce the following new MCPOA members who joined us in 2007. Welcome! And thank you for your participation. We look forward to getting to know you and appreciate your support.

- Pacific Valley Bank** – Vince DiRocco 262-5101 (Sponsor)
- Vapor Cleaners** – Duke Quinones 375-5221 (Regular Member)
- Sea Pacific Investments** – Gary Plummer 757-1717 (Affiliate)
- M3 Environmental** – Chris Gatewood 649-4623 (Affiliate)
- McLaughlin Painting** – Paul McLaughlin 424-4119 (Affiliate)
- First Capital Bank** – John Danelon 264-4070 (Affiliate)

New MCPOA Directory in Publication

The Membership Committee of MCPOA is excited to announce that a MCPOA directory is currently in production and set to be mailed on Dec. 1, 2007. (And we want to remind you to return our directory questionnaire if you have not already done so). The directory, will be updated every six months, and will be a wonderful resource and reference. It will also feature sponsor ads from our members and affiliates. If you are interested in placing an ad in the directory, please contact Bob Massaro @ mcpoa@redshift.com, or call 655-3764.

Tireless MCPOA Advocate and 2006 Member of the Year



MCPOA Member Carl Outzen was selected Member of The Year for 2006. His award was presented at the 2007 general meeting. Carl has worked vigorously on behalf of our organization, most notably spearheading the development of the Golf Tournament, which provides funds for the operational support of our organization. In addition, Carl serves on MCPOA's Executive Committee and Board of Directors. His commitment to implementing MCPOA's goals is unmatched. His friendly style, and status as a former Monterey City Council Member, has opened many doors for collaboration between the City staff, civic groups and other business associations. Thank you Carl, for your dedication and effort. You are a shining model for our group!

Thank You to our Golf Tournament Sponsors

Major Sponsors: Rabobank; First National Bank; Pacific Valley Bank; Pebble Beach Company

Hole-In-One Sponsor: Stahl Motor Company

Tee Prizes: Monterra

Hole Sponsors: Avila Construction; Cedar Funding; Carpenters Union, DMC Construction; A.G. Davi LTD; 1st Capital Bank; CIG; Mahoney & Associates, Stewart Title Company; Monterey Insurance Agencies; Barsotti Properties; Coniglio Family Trust; Old Republic Title Company

P.S. The early September date worked well, so keep your calendar free for next year tournament.

Trader Joes Update



Developer and MCPOA member Doug Wiele is pleased to report that the Trader Joes project is moving along nicely. Daniels and House is working hard to see that Trader Joes will open on Friday, November 30, 2007. There will be another eight tenants going into the adjoining space, including Peet's Coffee and Wild Plum Restaurant in the new wood frame building. R.G. Burgers has signed a lease moving back to town, and lease negotiations are in place for the remaining spaces. This once controversial project will be a very positive improvement to the old Safeway site.

Commercial Plans for Honest Engine Property

To make the transformation of the Munras-Webster-Tyler area complete, MCPOA member Doug Wiele has also created plans for a 3,600 square foot retail development at the Honest Engine site, next door to the old Valero gas station. Preliminary plans have been sent to the City of Monterey and a formal application is forthcoming. Our area's lack of water prevented the possibility of creating a mixed use project with residential units. If all goes well, ground could be broken in March of 2008, with the project slated for completion in October of 2008.

Mixed Use Project at Old Valero Gas Station

Hoping to continue the revitalization in downtown, MCPOA members Carl Outzen and Doug Wiele have teamed up to develop a mixed use project on the city owned Valero gas station property at Munras and Webster across from Trader Joes. The land will be on a land lease from the City, and will revert back to the City in the future. Present plans include ten to twelve unit work force housing above a 5,000 square foot commercial development. The lower commercial space will house up to four tenants and a new entrance to the historic Stevenson House will be included in the project. An eleven member committee of civic and city officials have endorsed the project and HBFL Architects is developing the plans. Water was made available through on site credits and other water credits were acquired through the affordable housing element. The project is slated to be completed in the fall of 2008.

Monterey's Facade Improvement Program

Your Buildings Can Get Help with a Facelift!

The facade program was developed to help enhance the appearance of existing commercial areas. New paint, roofs, signs and other exterior improvements are available to the City's commercial areas, thanks to the City's Facade Improvement Program. One project funded by the program was the painting of Mariposa Hall on Lighthouse Avenue. The applicant chipped away the building's paint to find that the historic building colors were green and off-white. The new paint scheme reflects the building's historic roots.



Individual grants are limited to \$5,800 or less per property, but for example in fiscal year 2002-2003, the City awarded 7 grants totaling \$23,000 to local businesses to improve their storefront facades. Qualifying improvements ranged from new paint jobs to awnings and planter boxes. You may be pleasantly surprised by the improvement that may qualify for a Facade grant. For more information about this program, contact the City Planning Division at 646-3885.