

**Minutes**

**Community Relations Committee Meeting**

**Thursday, February 11, 2016 | 8:30 AM – 10:30 AM**

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

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**Present**

Rick Aldinger  
Marilyn Lidyoff  
Paulette Lynch  
Mike Oprish  
Todd Kruper

Ralph Rubio  
Hans Uslar

**Staff**

Tammy Blount  
Alliah Sheta

**Absent**

Carol Chorbajian  
Monta Potter  
Dave Spaur

Call to Order: Rick Aldinger called the meeting to order at 8:32 AM

**Welcome**

**A. PUBLIC COMMENT** : None

**B. MEMBER AND STAFF ANNOUNCEMENTS**

Tammy Blount welcomed the new hires to the MCCVB team. Alliah Sheta updated the members of the committee that we have and will continue to reach out to our jurisdiction partners to present mid-year results to their city councils. Tammy also reminded the committee about our Quarterly Forum next week.

**C. REGULAR AGENDA**

**NEW BUSINESS**

**a. Jurisdiction / Industry Reports**

Tammy Blount reviewed the MCCVB's mid-year results.

Marilyn Lidyoff announced that the Springhill Suites is slated to open in Marina in May/June of this year. She also announced that a new restaurant called Coconut Thai just opened a few months ago and announced the new business, Rooster & Wheels which will be a coffee shop that offers bike tours as well.

Mayor Rubio announced that Tesla opened in Seaside and the In and Out Burger will be open in a few short months. He also reported that several restaurants are doing well including Gustos and Google Grill. Mayor Rubio remarked that the auto dealers are doing well – sales tax is up and many of them are renovating and expanding. He also announced that the City of Seaside worked with the Veteran's Transition Center and other partners to fund five renovations in Fort Ord for permanent housing for eighteen veterans. The announcement of their opening is coming soon.

Todd Kruper reported that Sand City contracted a new company to do a vitality study of the West End district. He also reported that the eco-resort has secured financing and is working with the Coastal Commission to iron out some details before breaking ground.

Paulette Lynch reported that the Arts Council for Monterey County is working with the City of Salinas and the Veteran's Transition Center to fill buildings with artists and they will also have a marketplace to sell their crafts. Paulette asked if the MCCVB would present the results of the visitor profile study to their emerging artists to which Tammy Blount agreed.

Rick Aldinger updated the committee on the status of the MCHA My Monterey front line training program. He also announced that the Big Sur River Inn had completed its room and administration area renovation. He reported that no major issues due to rain have been experienced in Big Sur. He also reported that the community is working on getting a resident CHP officer.

Hans Uslar reported that the Monterey Conference Center (MCC) renovation is moving forward is on schedule. Currently the roof is being removed. He also reported that parking data is down 17.5% and it is likely due to the snow in the Sierras.

Tammy Blount announced to the committee that she and Alliah Sheta sit on the Highway 68 Communications Committee and meets bi-weekly with the group to discuss updates. She also updated the group that the MCCVB has met with the new City Managers in Seaside and Pacific Grove. Alliah Sheta reported that the MCCVB met with the Fort Ord Reuse Authority to establish more communications channels and will continue to work together to highlight the military history of the area.

D. **GOOD OF THE ORDER**: Paulette Lynch thanked the MCCVB for convening the committee.

E. **ADJOURN**: Rick Aldinger adjourned the meeting at 9:31 AM

**Next meeting:**

May 12, 2015 | 8:30 AM – 10:30 AM

MCCVB Offices