

CITY FOCUS

Summer 2012



MONTEREY SPORTS CENTER TURNS 20

BY FITNESS MANAGER BILL ROTHSCHILD

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The Monterey Sports Center opened its doors to the public on June 1st, 1992. The Sports Center staff has been proudly serving the recreation, fitness and wellness needs of the community for the past two decades.

What started as a vision of a “swim-gym” – a recreation center built by the community for the community, became a reality through the coordinated efforts of City staff, Council, our Recreation Commission and a group of dedicated local citizens who saw the Sports Center as a great gift to the community.

The Sports Center was viewed then and has become now a focal point of the downtown community – a

place where community members of all ages gather to enjoy exercise and the quality of life experience that 3,000 people enjoy at the Sports Center every day.

The Sports Center at the time was the first City-owned facility of its kind in California. Since then, communities around the state have come to visit the Sports Center, talk with staff and return to create similar facilities to serve their communities. The Sports Center is widely recognized, both in California and in the nation, as a world-class fitness, wellness and recreation facility. Visitors from around the world consistently praise the cleanliness, presentation and customer service displayed daily.

Fitness and Wellness Services, Physical Therapy, Cardiovascular Early Detection and Prevention Training, Recreation Leagues and Instruction, Swim Lessons and Water Aerobic Classes, Ket-

tlebell, Spinning, Yoga and over 100 additional Group Exercise Classes offered weekly, Kid’s Zone, Drop-in Basketball, Volleyball, Badminton and Table Tennis, Sports Café and Pro Shop, Towel Service, School Groups, Birthday Parties, Recreational Swim, Special Needs Groups, Local Non-Profit Groups – the Sports Center has truly become the heart of the Downtown Community.

Happy 20th Monterey Sports Center!

For information on classes and memberships, visit monterey.org/sportscenter

Watch the [video](#)
history of the
Monterey Sports
Center



JULY 4TH IN MONTEREY



The City of Monterey, in partnership with the Old Monterey Business Association and

the Monterey Bay Symphony, hosted a full day of festivities for the entire family this Fourth of July.

This year marked the return, after a two-year absence, of the Fourth of July

Parade downtown. Thousands of people lined the streets and cheered as military units, colorful floats, and dancers passed by. Thanks to the Old Monterey Business Association and downtown merchants who organized and funded the parade!

The biggest crowd in recent memory packed the lawn in front of Colton Hall for the Big Little Backyard Bar-B-Que and Entertainment Extravaganza. Live music on two stages, great food, and game booths for the kids kept the community partying until late afternoon. The Recreation Department

organized the event, which was funded by the City.

A new event, a Patriotic Concert and Laser Light Show lit up the ball field at Jacks Park. A capacity crowd of 3,000 turned out to hear the Monterey Bay Symphony and see the lights. Thanks to the Monterey Bay Symphony and their sponsors for organizing and funding the concert and light show!

All events were free to the public. The success of July 4th showcases the power of partnerships between the private and non-profit sectors and the City.

BRING YOUR OWN BAG

BY SOLID WASTE MANAGER ANGELA BRANTLEY

The City of Monterey made the switch to reusable shopping bags on July 1st.

Plastic bags were banned at all retail establishments except restaurants by the City Council to reduce the 5 million plastic and paper bags used in Monterey each year.

Council also chose to ban the free distribution of paper bags. Although paper dissolves eventually when found as litter or in our landfills, it requires a great deal of resources to make paper bags.

Did you know that in Monterey alone there were close to 90,000 paper and plastic bags distributed *each week*? The cost for these bags has always been buried in marketing costs.

To remind residents to “bring your own bag”, stores must charge 10¢ for each



paper bag. This bag charge is listed separately on each sales slip and is kept by the retail establishment to help defray costs.

Small vegetable and meat plastic bags are still allowed, as are dry cleaning bags. You will still have plastic bread bags, vegetable bags, and newspaper bags to use for your pet waste. I truly believe that plastic bags somehow recreate themselves in your closet and you will still collect plastic bags or filmy plastic. You can continue to recycle them by putting all the filmy plastic in one bag and tie it on top and place in your recycle bin curbside.

Reusable bags can be used hundreds of times and can be laundered occasionally if needed. The toughest thing to do is to REMEMBER to

bring your own bag. Example: you stop at the pharmacy for a quick pick up of an item or stop to get a gift for someone and you leave your bags in the car.

A helpful hint is to leave your bags at home near the front door or close to your wallet or purse. There are some great bags now that are small and can be tucked in your purse or near your wallet.

Remember that it only takes 21 times of doing something to make it a habit. So, start counting down now to a more environmentally way to shop.

Have a great summer!

Questions or comments? Call (831) 646-5662 or visit our website at montereyrecycles.org

STATUS QUO BUDGET APPROVED

BY COMMUNICATIONS MANAGER ANNE MCGRATH

The Monterey City Council has adopted a \$59.6 million General Fund budget for the new fiscal year, which runs from July 1, 2012 through June 30, 2013.

The new budget represents a 0.4% increase in spending over the previous year and includes no significant program additions or reductions and no layoffs. Finance Director Don Rhoads described it as a "status quo budget."

City Manager Fred Meurer attributed Monterey's stable financial picture to "compensation sacrifices made by employees, and difficult decisions made by

the Council, community and staff over the last few years." The City has made \$12 million in budget reductions in recent years.

"Even though we have reduced the city budget and staffing the last three years, Monterey remains a safe, clean and well-maintained City," said Meurer. "The City still provides a broad array of services and programs that enhance the quality of life of our residents and visitors."

A projected 11% increase in transient occupancy tax (TOT) receipts in the current fiscal year helped the City's bottom line. TOT provides

nearly a quarter (23%) of General Fund revenues. This was the first year that TOT increased in the last four years. Sales tax also improved modestly (3.5%) this year.

A report to the Council noted that Monterey is living within its means, managing its liabilities, and planning for the future.

The report said the City is spending public dollars on the priorities that matter most to citizens – health, well-being and safety.

To view the 2012-2013 budget, visit the Finance Dept. budget webpage.

Budget Facts

**\$60.7 million
estimated
General Fund
revenue for
2013**

**\$16.8 million
from hotel tax
\$7.7 million
from sales tax
\$9.6 million
from property
taxes**

EVERY 15 MINUTES

BY MONTEREY POLICE LIEUTENANT JEFF JACKSON

The Monterey Police Department was pleased to collaborate with the California Highway Patrol to bring the "Every Fifteen Minutes" program to the Monterey High School.

The program name signifies the frequency in which someone is killed or injured in an alcohol related collision.

During the program, a mock alcohol related fatality

is staged, and students experience how it impacts the school and the community.

Following the staged collision, students participate in alcohol awareness forums and are given tours of Juvenile Hall and of the County Coroner's Office.

In addition to the above activities, the students were encouraged to meet with guest speakers whose own lives have been affected by

an alcohol related collision.

The program serves as a reminder to all involved that no one is immune to the tragedy that can result from drinking and driving.

It also impacts students and encourages them to have frank conversations with their friends and families about the dangers of driving while impaired.

For more information, visit montereypolice.org.

SUMMER RECREATION

BY RECREATION SUPERVISOR SHANNON LEON

It's time to *play! Monterey!* It's that time of year to start planning for summer and fall activities with the City of Monterey Recreation.

We offer a variety of fun and educational programs for all ages, including gymnastics, camps, exercise, field sports,

arts & crafts, a variety of dance classes, dog obedience and much more! Our Summer/Fall 2012 guide, *play! Monterey* is available online at www.monterey.org/rec or call 646-3866 for more information.

Don't forget the City of

Monterey Recreation also offers a variety of afterschool and school break programs for children, such as Autumn Pumpkinland, Hilltop's Fall Camp, Gymnastics Plus, Youth Flag Football Camp, Sports Camp Plus, Cheerleading Camp and more.

*Watch the video
["Every 15 Minutes"](#)
at Monterey H.S.*



TRAVEL TIME

BY SPECIAL SERVICES COORDINATOR JEANNE MCCOOMBS

Summer is here, and for many people, that means visiting Monterey! But for those of us who live in Monterey, a vacation can mean traveling just about anywhere from Mendocino to Melbourne, Madrid to Mexico. Wherever you travel, successful vacations depend on good planning.

At the Library, we have a number of great resources available to help you plan your trip, and it's all linked to one handy Subject Guide on the Library's website.

Take a look at the web link

montereypl.libguides.com/travel

Here you will find travel advice, links to up-to-date tourism information, a currency converter, information about passports and visas, travel insurance comparisons, multi-cultural manners, packing tips and more. There are also links to popular Better Business Bureau accredited websites for making flight, hotel, and car rental reservations.

You will also find a variety of travel planning resources right in the Library, including language instructional materi-

als, travel documentaries on DVD (including Rick Steves' *All 80 Episodes*), guidebooks with maps, hotel and restaurant reviews, and our ever-popular Travel Kits filled with information about several world travel destinations, including some major American cities.

Next time you make travel plans, remember to check out what the Library has to offer.

Visit us at 625 Pacific Street or at www.monterey.org/library.

HELP KEEP OUR OCEANS CLEAN

BY CITY ENGINEER TOM REEVES



All of the world's oceans are being stressed by the pollutants that are accidentally or deliberately being discharged into them.

The City of Monterey is working hard to reduce the amounts of pollutants entering the ocean, lakes and streams, but we need your help!

Many volunteer opportunities exist for everyone to enjoy the environment around us and help out at the same time by volunteering to clean up our local beaches and waterways.

First, start at home by using little or no chemicals around your garden such as herbicides, pesticides and fertilizers. And if you do need to use these types of products, never apply them when rain is forecasted or in contradiction to the instructions.

Second, reduce the amount of water that you need to use in the garden. This will reduce costs and, by reducing water use, you are also reducing the chance of over-irrigation that causes precious water to flow down the gutter, carrying with it garden chemicals.

Third, if you see trash on the sidewalk and it looks safe to touch, pick it up and place it in a trash can. Every litter bit helps!

Last, many outdoor volunteer opportunities, such as International Surf Day, Coastal Clean Up Day, BeachComber, and Urban Watch events, are planned in the coming months in the Monterey Bay area to help protect wildlife and the local waterways. These outdoor events allow us to enjoy the company of others while

helping keep our environment clean. Some local organizations that arrange local cleanup events are listed below. Contact them today to meet new friends and join in some outdoor fun.

VOLUNTEER

with

***Monterey Bay
National Marine
Sanctuary***

or

Save Our Shores



SUMMER FIRE SAFETY

BY MEDIA ASSISTANT ERIC PALMER

Did you know that much of Monterey County is considered a high fire hazard? In fact, almost 3,000 acres were up in flames in south Monterey County early this month, one of many wildfires that were burning across the United States. Because we live in such a hazardous fire environment, property owners must be willing to accept a high degree of responsibility for protecting property from wildfire.

The Monterey Fire Department has suggestions for reducing risk to our urban forest and our community.

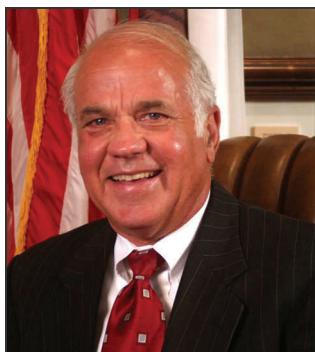
Your first defense against

wildfire is to create a defensible space around your home or property. This is an area where fuels and vegetation are treated, cleared or reduced to slow the spread of wildfire towards a structure. Two zones make up the suggested 100 feet of defensible space. The "Lean, Clean and Green Area" includes the first 30 feet from the property. "Lean" indicates only a small amount of flammable vegetation. Keep this space "Clean" by supporting little or no accumulation of dead vegetation or flammable debris during fire season. The plants located here should be

kept "Green," healthy and irrigated. In the last 70 feet, make sure trees and shrubs are properly pruned and not closely packed together.

Remember also that open fires are not allowed in the City of Monterey, except for the preparation of food.

For more details about these tips and more summer safety examples (including fuel reduction, carbon monoxide safety, tsunamis, heat illness, grilling and more), [watch this video](#) from Emergency Services Coordinator David Potter, or visit us on the web at monterey.org/fire



City Manager Fred Meurer

FRED MEURER TO RETIRE SUMMER 2013

City Manager Fred Meurer announced to city staff that he will be retiring next summer. In an email to employees, Meurer said:

"This has been a very difficult decision because I thoroughly enjoy all the great work we have done together, and continue to do each day in service to the citizens of Monterey. My health is good. My age is, well let's just say late 60s, and so it is time for Phyllis and me to embark on a new chapter in our lives.

The City organization is

great not because of any one person – but because of all of you – the employees -- and the commitment and dedication you bring to your jobs each day. Hold onto that commitment and dedication as the constants in this time of change. Your mission also remains the same as it has always been – to provide first-class programs and services to the citizens of Monterey.

You will find me here in my office at the City for the next 12 months working as

ever to make Monterey a great place to live, work and visit. That is my commitment and I would like you to make a new commitment today to carry on the excellent work we have done together in the years ahead.

Monterey has a proud history and a bright future. It is an honor to serve the City of Monterey. It is an honor to serve with all of you. I know you will make me proud -- and the City proud -- of this organization as it moves forward into the future."



Fred Cohn

FRED COHN LEAVES AFTER 28 YEARS

Assistant City Manager Fred Cohn left the City in July after 28 years of service to the community.

Cohn rose through the ranks from Senior Administrative Analyst to the second highest post in the city.

Fred Cohn played a key role in technology innovations at the City, such as the

I-NET which provides high speed data to the City and area institutions; online electronic records; and Access Monterey Peninsula (AMP).

Fred Cohn also was instrumental in the Base Realignment and Closure (BRAC) process to keep the military in Monterey. He has played major roles in the develop-

ment of the Recreation Trail and Window-on-the-Bay.

Fred Cohn spent a lifetime in public service that began at the age of 16 in the Recreation department in the City of West Covina.

We wish him luck and know he will be successful in whatever venture interests him next.

ASSISTANT CITY MANAGER MIKE MCCARTHY



Mike McCarthy became the City's new Assistant City Manager on July 6th. He succeeds Fred Cohn.

McCarthy has been with

the City for 10 years and was named Human Resources Director in 2009. He will continue as HR Director in addition to his duties as Assistant City Manager.

Prior to coming to Monterey, Mike worked for the city of San Jose and NASA's Office of the Inspector General. He also was a police officer for the city of Lake Forest Park, Washington.

McCarthy holds a B.A. from San Jose State University and a Masters of Public Administration from the

University of Washington.

City Manager Fred Meurer said, "Mike will do a great job as Assistant City Manager. He is an excellent leader and experienced department head respected by all levels of the organization.

McCarthy said, "I have big shoes to fill with Fred Cohn's departure and look forward to working with the city team."

Mike lives in Monterey with his wife and three children.



Council Mission

The Monterey City Council will provide visionary policy and legislative leadership that assures a safe, healthy and economically vibrant community. And!

CITY ATTORNEY CHRISSY DAVI

The City Council has retained Christine Davi as City Attorney for the City of Monterey.

Christine "Chrissy" Davi served as Interim City Attorney in Monterey from November 2011 until her appointment. Prior to that, she was Monterey's Assistant City Attorney for six years. Davi has represented the City in court on many complex legal issues, from land use to medical marijuana.

Davi's competency in vari-

ous roles and commitment to the City was cited in the Council resolution to appoint her City Attorney.

"It's an honor to serve the City of Monterey as City Attorney," said Davi.

The City Attorney is the legal advisor of, and attorney and counsel for, the City and all of its boards, commissions, officers, and employees. The City Attorney also provides representation of the City before various State and Federal agencies. The

City Attorney advises on meeting procedures, including the Brown Act and Ex Parte Communications.



Find us on:



Mayor
Chuck Della Sala

Councilmembers
Libby Downey
Jeff Haferman
Nancy Selfridge
Frank Sollecito

City Manager's Office
City Hall

580 Pacific Street
Monterey, CA 93950
831.646.3760

Suggestions:
831.646.3793
suggest@ci.monterey.ca.us