



CITY MANAGER RETIRES

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Fred Meurer retired as Monterey City Manager on December 30, 2013.

Meurer worked for the City of Monterey for 27 years, including 22 years as City Manager.

Fred Meurer joined the City in 1986 as Special Projects Manager in the City Manager's Office. His first project was the construction of a "swim gym" which is today known as the Monterey Sports Center.

Meurer oversaw construction of the Recreation Trail and expansion of Window on the Bay. He created innovative partnerships with the military and neighboring communities to deliver cost-effective municipal services.

Meurer developed a municipal-military partnership, in which the City of Monterey provides fire protection and other municipal services to Department of Defense installations, including the Defense Language Institute, the Naval Postgraduate School and Camp Roberts. Known as "The Monterey Model", the partnership has been so successful that federal legislation was enacted allowing other communities nationwide to follow suit. "The Monterey Model" was a solution to Base Realignment and Closure Commission (BRAC) rounds, which threatened the military presence in Monterey.

Under Meurer's leader-

ship, the City initiated partnerships for fire protection with the neighboring communities of Pacific Grove, Carmel-by-the-Sea, Sand City and the Monterey Airport.

Meurer was appointed City Manager in 1991 and has served three Mayors: Clyde Roberson, Dan Albert and Chuck Della Sala, and 12 City Councils.

In response to questions about his retirement, Meurer said, "To say that I will miss this City doesn't begin to touch the depth of the emotions that I feel. It has been an honor to serve the citizens of Monterey. It has been an honor to serve our Mayors and Councils as City Manager these past 22 years."

INTERIM CITY MANAGER NAMED

The Monterey City Council named Assistant City Manager Mike McCarthy to the position of Interim City Manager effective January 1, 2014. McCarthy stepped in to lead the 400-person City organization following Fred Meurer's retirement.

"The City Council has full confidence in Mike's ability to lead Monterey through the transition to a new City Manager and to keep key projects moving forward," said Mayor Chuck Della Sala. Recruitment for a permanent City Manager is underway, but is not expected to be finalized until spring.

"It is an honor to be entrusted with the responsibility of leading the City of Monterey as Interim City Manager," said McCarthy. "My task in the months ahead will be to continue on the path set by our Council and to keep the organization running smoothly."

McCarthy's key areas of focus include preparation of the 2014-15 City budget, in light of state takeaways of millions of dollars in redevelopment funds; renovation of the Monterey Conference Center funded by the hotels through creation of a Conference Center Facilities District;

and hiring executives for several open positions, including Finance Director.

Other areas requiring McCarthy's attention are the future of the Golden State Theatre and the Cooper-Molera adobe; revitalization of the North Fremont and downtown commercial districts; and homelessness.

McCarthy has been with the City for more than 10 years. He was promoted to Assistant City Manager in 2012 and stayed in his position as Human Resources Director. McCarthy was named Human Resources Director in 2009.

Prior to coming to Monterey, McCarthy worked for the City of San Jose and NASA's Office of the Inspector General. He was a police officer for the City of Lake Forest Park, Washington. McCarthy has a Bachelor of Arts degree from San Jose State University and a Master of Public Administration degree from the University of Washington.

McCarthy lives in Monterey with his wife and three children. He is actively involved in community activities in which his children participate, including baseball, basketball, dance and gymnastics.



"My task in the months ahead will be to continue on the path set by our Council and to keep the organization running smoothly."

The City Council is in the process of hiring a permanent City Manager. The Council has narrowed the field of candidates and conducted a final round of interviews in early January. A new City Manager could be hired by this spring.

FIRE PARTNERSHIP WITH AIRPORT

By Chief Gaudenz Panholzer

The City of Monterey and the Monterey Peninsula Airport District have entered into a partnership for fire services between the Monterey Fire Department and the Airport Fire Department, effective January 1, 2014. Under terms of the agreement, the Monterey Fire Department will provide fire protection and emergency services to the Airport for \$1.65 million dollars a year.

The partnership will provide faster response times for fire and emergency medical calls to residences and businesses in Monterey along the Highway 68 corridor, Fisherman's Flats, Deer Flats and Ryan Ranch, and will improve fire protection coverage at the Monterey Peninsula Airport.

"This is a win for the City and the airport," said Monterey Fire Chief Gaudenz Panholzer. "Monterey Fire will cut response time in half to most residences and businesses in an underserved section of the City and we will get a fully staffed and well-equipped fire station for a fraction of the cost

of constructing a new station."

"By integrating fire services, the Airport benefits from access to a greater depth of resources and quicker response time in an emergency," said Airport General Manager Tom Greer. "This partnership allows the airport to focus on what it does best -- airport operations and moving thousands of airline passengers safely in and out of Monterey every day."

The existing Airport Fire Station will become Station #6 in the Monterey Fire Department. The firefighters previously employed by the Airport have been offered employment with the Monterey Fire Department. "The community will benefit from the integration of these highly trained Aircraft Rescue and Fire Fighting (ARFF) personnel into the Monterey force," said Greer.

Previously, Monterey Fire Station #3 (on Dela Vina Avenue at Montecito Avenue) was closest to the Highway 68 corridor, Ryan

Ranch, Deer Flats, and Fisherman's Flats. Average response time from Station #3 to Deer Forest



Drive is 8 minutes. Average response time from Station #6 is expected to be 4 minutes. Commercial properties at the airport also will benefit from faster response times.

Station #6 is equipped with a structural fire-fighting engine, an ARFF engine and a mobile command vehicle. The mobile command vehicle allows incident command operations to be run at the scene of an incident and it will be available for use in all of the areas served by the Monterey Fire Department.

Visit us on the web at monterey.org/fire

"This is a win for the City and the airport," said Monterey Fire Chief Gaudenz Panholzer.



For more information on any of these parking programs or parking in general, please call the Parking Division Office at (831) 646-3953 or visit us on the web at monterey.org/parking

LOCALS PARKING

BY PARKING SUPERINTENDENT WAYNE DALTON

The City Council recently extended the locals parking program in the Waterfront and Cannery Row area through December 31, 2015. These parking programs are intended to encourage local residents to patronize the businesses and attractions in the Waterfront and Cannery Row areas.

Waterfront Parking Lot

This program offers 2-hours of free parking Monday through Thursday in the Waterfront Attendant Parking lot to all Monterey County residents (any person residing in the 939 zip code area), when an hourly rate is charged. Monterey

County residents must present their ticket and a driver's license with a local zip code at exit to the Parking Attendant to receive the first 2-hours of parking free.

Cannery Row Garage

This program offers free parking to all Monterey County residents (any person residing in the 939 zip code area) who enter the Cannery Row Garage after 4:00 p.m. The resident must present their ticket and a driver's license with a local zip code at exit to receive free parking. If a flat entry rate is being charged at the garage, the resident must present their

local driver's license at the entrance.

These local parking programs cannot be combined with any other discounted or first hour free parking programs.

In addition to these local parking programs, the Downtown West Garage at 340 Tyler Street, offers the first hour of parking free year round when an hourly rate is charged.

CAPITAL PROJECTS DIVISION UPDATE

BY CAPITAL PROJECTS COORDINATOR JOCELYN FRANCIS

During 2013, the City was able to make significant progress in completing Neighborhood Improvement Program (NIP) projects, Capital Improvement Program (CIP) projects, and Presidio Municipal Services Agency (PMSA) projects - as well as hiring new staff and implementing more effi-

cient tools in tackling the large backlog of capital projects. As we begin 2014, the City looks forward to launching exciting landmark projects.



Learn more about Capital Projects in the 2013 Year End Report available online at Monterey.org/projects

NEW POLICE VEHICLES

BY MONTEREY POLICE LT. JEFF JACKSON

The Monterey Police Department has recently purchased more fuel efficient, faster, smarter and safer Police Interceptor sports utility vehicles.

Over two years ago, the Ford Motor Company stopped producing the traditional Ford Crown Victoria sedans. MPD began its search for a replacement patrol vehicle to replenish its fleet of 15 patrol cars as they wear out due to years of service and high mileage. Police emergency vehicles are typically "retired" when they reach seven years and/or approximately 100,000 miles.

Our new vehicle is

manufactured by the Ford Motor Company. The SUV is based on the Ford Explorer, but with several extra high-tech add-ons.

The new SUV's are fitted with heavy duty brakes, cooling, and electrical systems to cope with the rigors of police work. Also, the SUV's are very safe and have exceeded crash test expectations. The new SUV's have a high tech all wheel drive system that the old Crown Victoria did not have. This steering system is safer because the large car handles better while turning and displaces weight better. Most importantly, it can carry all of our ac-

cessories and safety gear needed while on patrol. The emergency lights are brighter and use modern LED technology which makes them more visible during the daytime. Also, the siren has an added frequency that has deep bass sounds that is loud and safer as it can be heard by pedestrians that are wearing modern ear buds.

Several of our local neighboring allied agencies and the CHP have selected the Ford SUV police interceptor as the next generation police patrol vehicle.



DOGGIE BAGS SPONSORS

BY PARK MAINTENANCE SUPERVISOR ROBERT ROBE

In May 2012, the *Ocean View Veterinary Hospital* started sponsoring and purchasing all of the doggie bags needed to fill the 19 containers that are located throughout the City of Monterey.

Picking up after your pet makes for a cleaner and healthier environment and it's the law.

In 2009, the City of Monterey Parks Division started a program whereby interested business owners could purchase the doggie bags needed to stock our containers in exchange for advertising on the containers. Since the programs inception, we have had three businesses participate: *Wet Noses* out of Ore-

gon, *Lavish Pet* in Salinas, and *Ocean View Veterinary Hospital* in Pacific Grove.

Ocean View Veterinary Hospital has been our longest running participant with a combined sponsorship of two full years and a donation of over 200,000 bags.



**Thank you to
our donors for their
continued support.**

RUPPEL PHOTO COLLECTION ADDED TO LIBRARY

BY SPECIAL SERVICES COORDINATOR JEANNE MCCOMBS



Key Ruppel photo of Storytime at the Monterey Public Library, 1948. At far right is Joan Jeffers McCleary.

**For more information
contact Museum, Cultural
Arts and Archives Manager
Dennis Copeland at
(831) 646-3741
copeland@monterey.org**

In March, 2011, the family of photographer Rey Ruppel generously donated his extensive photo collection of over 10,000 photo prints and negatives to the Library's California History Room and Archives. Rey (Reynold) Ruppel was a major photographer of the Monterey Peninsula in the 1940s through the mid-1960s.

Born in 1914, Ruppel developed an early love of photography and travel. As soon as he finished high school, he began to photograph his adventures and travels during the Great Depression, hitchhiking, driving, and jumping trains from Coast to Coast. Ruppel arrived in Monterey in 1935 where, within three years, he was working with Monterey panoramic photographer A. C. Heidrick, and fulfilling his dream of studying with an innovative photographer. Ruppel's reputation as an accomplished photographer quickly grew as he documented our scenic land and seascapes, fishing industry, and celebrity and major events from Monterey to San Francisco. Besides Ruppel's photographic legacy, the collection features many

Heidrick original prints and negatives.

To process a photo collection of this magnitude requires an incalculable number of work hours. The project is well underway thanks to a team of highly skilled volunteers which includes Barbara Forbush, Joan Jeffers McCleary, and Chase Weaver. John Castagna is volunteering his time to scan the collection so that digital images will also be available. The Library is deeply grateful to our volunteers for undertaking this laborious project which will protect and make accessible this valuable local photographic collection and contribute immeasurably to the Library's vital role in preserving our community memory.



WATCH THIS ISSUE OF CITY FOCUS!

This issue of City Focus includes a video version, available on the Monterey Channel (cable channel 25 in Monterey) on Mondays at 10 am, Wednesdays at 5 pm, and Fridays at 7 pm,

as well as on video-on-demand.

Find previous issues in video on an array of topics, accessed easily from the City website.

Look for the **City Focus**

Newsletter link from the City Hall tab at

www.monterey.org

START THE NEW YEAR RIGHT!

BY FITNESS MANAGER BILL ROTHSCILD

On Your Mark! Get Set! Go! The Monterey Sports Center's promotion for the New Year is "Start the New Year on the Right Foot."

We're all interested in doing our best every day and being active and healthy helps us to perform at a high level. Every step forward that we take is a step in the right direction.

January is all about New Year's Resolutions and making commitments. The staff at the Sports Center is committed to help you have a great 2014 by providing you with superior customer service and a beautiful, clean and safe exercise facility. Our goal is to provide you with an outstanding workout experience every time you come in.

We've worked hard this past year, expanding our class offerings, cleaning and improving our facility, upgrading our equipment options and training our staff to continue to provide you with the exceptional level of service that you have come to expect.

We recently added sev-

eral brand new treadmills, incline trainers, cross-trainers, elliptical, recumbent cycles, recumbent steppers, weight machines and lots of additional equipment to expand your workout experience and make your workouts more enjoyable.

We've replaced our lane lines and

flags in the pool area, enhancing your swim experience.

We've resurfaced our gym and exercise studio floors to look as inviting as possible. We've added both therapeutic and high intensity training classes to our group exercise schedule and now offer over 120 classes every week – all free to members.

The Monterey Sports Center has always been considered the featured facility of the City of Monterey and is loved and supported by the citizens of

Monterey and our surrounding communities. Our goal is to honor that commitment by continuing to provide exceptional



service to our members and guests and to offer you the highest quality exercise experience at an affordable cost.

We encourage you to come down, take a tour, and join the thousands of Monterey area residents that call the Sports Center the best place in the Monterey Peninsula to work out and stay healthy.

**On the web at
monterey.org/sportscenter
or call
(831) 646-3730**

NOMINATE AN NIP PROJECT TODAY!

BY CITY ENGINEER TOM REEVES



Map of Neighborhoods

[Click to view a larger version - NIP Neighborhood Boundaries](#)

Our City has many unique features including the beautiful scenery, world-class parks and historic buildings that support the telling of Monterey's history. Another unique feature is the Neighborhood Improvement Program or NIP. Sixteen percent of the Transient Occupancy Tax (TOT) gets channeled into the NIP. The NIP is headed up by a team of dedicated neighborhood representatives who are all volunteers and serve on the NIP Committee. These Representatives meet regularly with their neighborhood associations in order to gauge what matters most to their

neighborhoods. And if those needs include a capital improvement, then the Representative can voice that to the entire Committee. Capital improvements are basically any physical improvements that are not readily movable. Examples would be park equipment, buildings, road improvements, drainage improvements and improvements to buildings. Capital improvements do not include items such as books, vehicles or the cost to operate a program.

If you have something you feel needs to be addressed somewhere in our City - it does not have to be in your neighborhood - please find the submittal

form at monterey.org/nip.

You need not be a property owner and you don't have to be a member of your neighborhood association in order to send in an idea. Your ideas will be routed to the appropriate Neighborhood Representative. Of course, your support and involvement in your neighborhood association helps in many ways.

The deadline for turning in a project nomination is February 14, 2014.

[Nomination Form](#)

Exciting things are happening in Downtown Monterey – watch for more to come!

DOWNTOWN SPECIFIC PLAN ADOPTED!

BY PRINCIPAL PLANNER KIM COLE

The City of Monterey adopted the Downtown Specific Plan in October 2013 wrapping up two-years of public outreach and planning efforts. The plan creates a clear, comprehensive vision on how to move forward with revitalization efforts. Projects

that were long-delayed are moving forward to implement this vision.

The first project that was designed in compliance with the new plan is a mixed use project at 459 Alvarado Street, the site destroyed by fire approximately seven years

ago. The project consists of two buildings. One building will front Alvarado Street and the second building will face Tyler Street. The Alvarado Street building is two stories and has an "old-time" Alvarado Street look.

Downtown - continued...

Downtown, continued from previous page

The Tyler Street building is three-stories and has more modern lines. Parking will be sandwiched between the buildings and will not be visible from either Alvarado or Tyler Streets. Plans are available for review in the City Planning Office. The Planning Commission and Architec-

tural Review Committee will be reviewing these plans in early 2014 at public meetings.

The City is also considering applications for additional outdoor seating based on the Specific Plan vision. Outdoor seating applications have

been received for three existing businesses - Cibos, Crepes, Lallapalooza and two sites that are expected to have new uses - 426 Alvarado (Old Regency Theater) and 459 Alvarado (vacant/burned site).



[VIEW LARGER](#)

Artist renderings of proposed plan for 459 Alvarado Street

[VIEW LARGER](#)



INFORMATION TECHNOLOGY: SUMMARY 2013 -14

BY INFORMATION RESOURCES STAFF

Tight budgets in many organizations are driving investments in technologies that increase productivity, lower costs, and improve customer satisfaction. Over the past several years the Information Resources Department has been working to enhance our technology infrastructure to ensure that our critical systems and vital records are accessible 24 hours a day and in cases of disaster. We implement innovative technological solutions to reduce costs in the City while ensuring these investments allow for future growth, improved functionality, standardized processes, and enable City departments to be success-

ful in achieving their respective missions.

A summary of our top projects in progress or completed in 2013-2014 include:

- **New Email System, Training, and Applications with Google for all City Departments**
- **New Computers and Virtual Desktops**
- **New Network Video Security Surveillance Recording System**
- **New Records Management System for the Monterey Police Department**
- **New Technology Equipment and Services for Monterey Airport Fire**
- **Automated Sire Legal Agreement Workflow for all City Departments**

- New Capabilities for Finding Data by Location

Details on each of these projects can be found on our Innovation Matrix page at Monterey.org and directly here in PDF:

[Information Technology Summary 2013-14 - full article](#)

We look forward to 2014, which promises to provide additional technology enhancements to the Monterey Sports Center, the parking garages, our websites, and to our content management system, Sire.

AMGEN TOUR IN MONTEREY

BY MEDIA ASSISTANT ERIC PALMER

The Amgen Tour of California will return to the City of Monterey for the first time in eight years. "America's Greatest Race" will gather the world's best bicycle racers on an eight day stage race, traveling over 700 miles. The overall start will begin in Sacramento and travel through 11 host cities, before finishing in Thousand Oaks in Ventura County.

Monterey will be the setting for the Stage 4 start. Racers will travel from downtown through

the City to Highway 1 on their way to the stage finish in Cambria.

Amgen chose Monterey because the Tour strives to "present an Amgen Tour of California that not only continues to attract and challenge the world's top cyclists, but also fittingly features and promotes California's unique sights and striking scenery." The Monterey Tour stop will be a great chance for residents and visitors to watch world class athletes compete,

from Olympic medalists, Tour de France contenders and world champions.

Join us at the start and along the route on May 14, 2014.

**For more
information, visit
AmgenTourOfCalifornia.com**



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Chuck Della Sala

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Libby Downey
Alan Haffa
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SCHOLZE PARK CENTER NEWS

BY RECREATION COORDINATOR SHANNON LEON

The Scholze Park Center has recently welcomed a new program coordinator. Recreation Coordinator, Sara Ziel will be working to meet the needs of the City of Monterey's senior and adult population. Sara will be focusing on enhancing services currently being offered and looking for new programs to serve the community.

Some of our current programs include Computer Instruction, Needlepoint, Colored Pencil

Drawing, Line Dancing, Ceramics and Movement to Music. Review our activities guide, *play! Monterey* for more activities and special events.

The Alliance on Aging has an office on-site to assist seniors to live securely, productively and independently. They offer health insurance counseling, income tax assistance, peer counseling, problem solving and general information and support.

Also, did you know that

the Scholze Park Center offers a travel program? You can attend plays, concerts and many other fun excursions for one low price with our Golden 55 Travel Program. Relax and enjoy the ride without having to fight the traffic.

Stop in and see what this center has to offer, call 646-3878 or visit us on the web at monterey.org/rec

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