



GOVERNMENT AFFAIRS GOALS, OBJECTIVES AND TASKS FOR 2012
ADOPTED BY GOVERNMENT AFFAIR COMMITTEE DECEMBER 1, 2011
RATIFIED BY THE BOARD OF DIRECTORS JANUARY 10TH, 2012

The Government Affairs Committee promotes and protects the interests of the hospitality industry and the general business community through strong relations with local governments, local officials and key staff; it accomplishes its goals through active collaboration and constructive engagement with other organizations with similar goals. Government Affairs and MCHA will increase communication throughout the year with its members about Government Affairs activities and accomplishments, including Monterey County Business Political Action Committee activities and accomplishments. MCHA and Government Affairs perform critical tasks promoting, protecting and enhancing the hospitality industry's business climate and the industry's public image and the general business climate in Monterey County. Major goals for the year include:

- 1) Work for accomplishment of the Regional Water Project and for reasonable water policies
Government Affairs and MCHA will: A) aid in every way possible the efforts to realize a regional water supply project that reliably will deliver enough water to the Peninsula to i) offset over-pumping of the Carmel River and the Watermaster-mandated pumping reductions in the Seaside Basin and ii) provide for the general plan needs of Peninsula cities, the Monterey Peninsula Airport District and Peninsula unincorporated areas; B) work for responsible water use policies and rate structures fair to businesses and residents and C) endorse the efforts of and support financially the Coalition of Peninsula Businesses.
- 2) Development of critical transportation infrastructure, successful implementation of Regional Taxi Authority
Government Affairs will continue active collaboration with community partners, the Transportation Agency for Monterey County, Monterey-Salinas Transit and the Monterey Peninsula Airport District to achieve necessary local and regional transportation projects and priorities. MCHA's highest transportation priority is to achieve the widening of Highway 156, the primary drive access to the Peninsula. Government Affairs will continue to help achieve successful implementation of the Regional Taxi Authority established in 2010. Government Affairs will support improvements and modifications to the Monterey Peninsula Airport, including widening and lengthening runways, to increase its use and destinations.
- 3) Active Task Force engagement on issues of major concern
MCHA and Government Affairs will remain committed to Task Forces established in 2010 to pursue A) success of Downtown Monterey revitalization and renovation of the Conference Center; B) widening of Highway 156; and C) delivered water rates fairness.
- 4) Political Action
MCHA and Government Affairs will continue active collaboration with, and participation in, the Monterey County Business Political Action Committee and continue to work for stronger and better relations with government officials. The efforts of the MCBPAC to affect beneficial business-friendly changes in local elections have been successful, but more participation and increased financial support is necessary to achieve even more improvement in the Monterey County business climate. MCBPAC identifies and

promotes qualified candidates for election to local offices and raises the funds necessary for successful campaigns. Increased MCHA member participation in, and financial support for, the MCBPAC, will ensure the successes continue and increase.

MCHA and Government Affairs will participate in and collaborate with the Monterey Peninsula Issues PAC to identify those issues that will potentially affect the Peninsula. Participation will include work on issues, advocating positions, influencing officials as well as providing financial support for the PAC.

5) Work for success of tourism marketing and promotion funding

MCHA and Government Affairs works with the Monterey County Convention and Visitors Bureau to continue the success of the countywide Tourism Improvement District and work to maintain secure sustainable, increased funding for tourism marketing and promotion. Government Affairs and MCHA will continue collaboration with other community partners to assure the ongoing success and improvement of that effort and continue working for increased California funding for tourism marketing and promotion.

6) Special event coordination and promotion, economic development

Government Affairs will continue MCHA involvement, participation in, and monitoring of the county special events policies to assure special event planning and coordination remains primarily voluntary and in the private sector. Government Affairs will also coordinate industry promotion for, and support of, additional added-value events and industry-enhancement opportunities such as development of "wine corridors". Government Affairs and MCHA will actively promote economic development programs and policies consistent with its adopted Economic Development Policy.

Government Affairs will continue to meet on the first Thursday of each month at 8:30 am (except when rescheduled to avoid event or holiday conflicts). Periodically guest speakers will be invited to better inform the committee on issues of concern.