

**GOVERNMENT AFFAIRS GOALS, OBJECTIVES AND TASKS FOR 2013**  
**ADOPTED BY GOVERNMENT AFFAIR COMMITTEE JANUARY 9, 2014**  
**RATIFIED BY THE BOARD OF DIRECTORS JANUARY 14, 2014**

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 2014 include:

- 1) Regional Water Supply: In conjunction with the Coalition of Peninsula Businesses work for accomplishment of a Regional Water Project and for reasonable water policies and rates 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, including the review of various surcharges and fees attached to water bills, C) Continue to work with Cal Am and the MPWMD to help implement meaningful water conservation measures that can be reasonably be attained with an appropriate return of the investment and D) endorse the efforts of and support financially the Coalition of Peninsula Businesses.
- 2) Development of critical transportation infrastructure: 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 monitor the activities of the Regional Taxi Authority MCHA helped to establish in 2010 to assure its continuing success. 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 consisted communication with elected officials and work on Task Forces established to pursue A) success of Downtown Monterey revitalization and renovation of the Conference Center; B) widening of Highway 156; C) delivered water rates fairness; and D) the Monterey Horse Park.
- 4) Political Action: MCHA and Government Affairs will continue its individual work for candidates and issues and its 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 and its work 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. MCHA and Government Affairs should continue to evaluate our ongoing involvement with the MCBPAC to assure that increased MCHA member participation in, and financial support for, the MCBPAC will ensure their 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 will continue to work 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 as well as significant renovation of the Monterey Conference Center. 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 monitor events and issues as they arise and will react and advise the Board of Directors on those important issues that arise affecting hospitality that are not specifically addressed in the 2014 goals. The Government Affairs Committee will work to be more proactive and anticipate upcoming issues and events rather than only working in a reactive mode.

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.