

CITY FOCUS

Winter 2013



Mayor Della Sala



Councilmember Downey



Councilmember Haffa

NEW COUNCIL SWEORN INTO OFFICE

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The new Monterey City Council was sworn into office in December of 2012.

Mayor Chuck Della Sala took the oath of office during ceremonies in the Council Chamber at Few Memorial Hall. Mayor Della Sala was re-elected to a fourth term on the Council.

Councilmember Libby Downey was sworn-in before the standing-room only audience. Downey was re-elected to a third term on the Council.

Monterey Peninsula College Professor Alan Haffa, the newest member of the Council, was sworn-in as well-wishers looked on. Haffa was elected to his first term in office.

Outgoing Councilmember Jeff Haferman, who chose not to run for re-election, was thanked for his eight years of service to the City. Haferman said he wanted to spend more time with his young son.

Councilmembers Nancy Selfridge and Frank Sollecito were not up for re-election in 2012.

Monterey City Council members serve staggered four-year terms. The Mayor is elected every two years.

Once the swearing-in ceremony was finished, the new Council immediately got to work. The City Council faces some major issues in 2013, including the hiring of a new City Manager, renovation plans

for the Monterey Conference Center, revitalization of downtown and other commercial districts, and renewal of the streets, sewers and public buildings that comprise the City's infrastructure.

Council meetings are held the first and third Tuesday of each month from 4-5:30 p.m. and 7-11 p.m. in the Council Chamber at 580 Pacific Street.

City Council meetings can be seen on Comcast cable Ch. 25 and on the web at monterey.org/tv



SISTER CITY: KUSADASI, TURKEY

On July 17, 2007, the Monterey City Council voted to adopt Kusadasi, Turkey as a Monterey Sister City. This relationship was formalized in August 2012, when a delegation from Kusadasi visited Monterey and signed a certificate together with Mayor Della Sala. Shortly thereafter, Mayor M. Esat Altungun of Kusadasi invited a delegation from Monterey to participate in Kusadasi's annual sister city festival.

Europe and Asia. Monterey is Kusadasi's only Sister City in the United States.

The agenda included formal introductions, presentations and speeches at the offices of the Mayor and Governor, and ample opportunities for exchanges with other delegates, Kusadasi staff and elected and appointed officials throughout the duration of the festival.

Activities included guided tours of historic sites, a winery, an olive oil museum, and a new golf resort. Receptions and presentations were staged in historic settings, government centers, and a community art and culture center. Young adults were involved by serving as escorts and showcasing their cultural education of dance

and music. The Kusadasi citizenry were notified and engaged in many of the festivities. Banners and flags advertised the events and lined most major streets and plazas.

Monterey and Kusadasi share many similarities as major tourist destinations. Kusadasi's tourist attractions include its history, culture, adjacent agricultural industry, and its natural beauty as a coastal city.

The City contains, and is in close proximity to,

many historic sites, including world heritage sites. Kusadasi also is surrounded by a successful olive, fig, cotton, and grape producing agricultural valley. Kusadasi does a great job in marketing these assets, as local products are available in shops throughout the city.

The year-round population of Kusadasi is 50,000, but during the high tourist season, the population swells to 700,000. The temporary population includes a daily influx of cruise ship (at least two per day) passengers and nationals and foreigners who own summer homes. The cruise ship pier is within easy walking distance to the "old town" shops and restaurants, multiple historic sites, a recently completed shopping center, and multiple tour guide services that take the visitors to the nearby historic sites, golf resort and museums.

Visits to sister cities provide the opportunity to learn and share what Monterey does well and what policies we already have in place that address common issues in similar cities. We can also witness the effectiveness of alternative practices and exchange ideas with colleagues who face similar challenges and opportunities.

A list of our Sister Cities is on the [Community Partnerships](#) webpage.



Yavuz Atila, Vice Mayor Nancy Selfridge, and Principal Planner Elizabeth Caraker are welcomed by students in Kusadasi, Turkey

The delegation consisted of Councilmember Nancy Selfridge, Principal Planner Elizabeth Caraker, and Yavuz Atila, a member of Monterey's Turkish community and a key promoter of establishing the Monterey-Kusadasi sister city relationship.

The sister city festival took place from October 12 – 14, 2012. Attendees included delegations from Kusadasi's eleven sister cities representing eleven countries throughout

COMMUNITY SURVEY UNDERWAY

BY COMMUNICATIONS & OUTREACH MANAGER ANNE MCGRATH



During the month of January, the City of Monterey is conducting a survey of our citizens to get a better sense of what we're doing right and where we could improve.

The survey is being mailed to 1,200 Monterey residents, who represent a statistically valid sampling of our City as a whole.

If you or your household was selected to receive the survey, you would have received a

postcard in early January letting you know that the survey would be mailed to your household in the next few weeks.

The survey is being sent to households twice but only needs to be filled out once. Information gathered for the survey is confidential.

The Monterey Citizen Survey is being conducted by the National Research Center.

If you have received a survey, please take a few minutes to fill it out and

mail it back.

Your input is important to the City and can make a difference in how we provide programs and services in the future.

Your input will help the City measure the performance and value of the programs and services we provide to our citizens.

If you have already returned the survey, thank you for your feedback.

We'll be reporting the results of the survey in the spring issue of City Focus, Monterey.org and Ch. 25.

***The City wants
your input!***

***Call us at
831-646-3760***

***Email us at
suggest@monterey.org***



Want to know when the next Zumba class is at the Sports Center? Looking for the parking lot nearest to Fisherman's Wharf? Trying to find the Planning Office? Or do you just want to contact the right person in the right department at City Hall to deal with a concern?

Try *Monterey Mobile*. The City of Monterey has created a mobile website for residents, businesses and visitors. *Monterey Mobile* offers information about the most frequently requested city programs and services, as well as maps, directions, phone numbers, and traffic updates (from California Highway Patrol).

To access *Monterey Mobile*, just go to m.monterey.org from your mobile phone. The City's website, monterey.org, also will re-direct you automatically to the mobile site if you are accessing it from a mobile phone.

Monterey Mobile has quick links to the Monterey Sports Center, Monterey Public Library, Monterey Recreation, and more. Residents will find one-touch phone call access to Police and Fire, and emergency information as conditions warrant.

Monterey Mobile provides links to Monterey's six business districts, a business license tax calculator,

and a business license application.

For visitors, there is information about the City's parks, beaches, harbor, marina, history, and hiking. Short videos with visitors' reviews of Monterey can also be found on *Monterey Mobile*.

Monterey Mobile was created by the City's Communications & Outreach Office to provide information to residents, businesses and visitors anywhere, anytime. The mobile site also has links to Monterey's full website for access to even more information.

It's the City at your fingertips: m.monterey.org!

***Check out the
City's mobile
website from
your cell phone
at
m.monterey.org***



**MONTEREY
PUBLIC
LIBRARY**



"BORN TO READ"

BY SPECIAL SERVICES COORDINATOR JEANNE MCCOOMBS

Since 1999, the Library's "Born to Read" program has worked with pediatric health care professionals to provide informational packets and free books to

the parents of newborns in our community.

The program also introduced regular "Baby and Me" rhyme time programs to encourage library visits and model language learning activities

which have been shown in studies to develop later reading skills.

As this program continues to succeed, the Library needs to replenish supplies of parenting books, educational toys, provide training for our network of partners, and respond to a rapidly growing audience by adding more frequent "Baby and Me" language and learning activities.

The Friends of the Monterey Public Library is grateful to have been re-

cently awarded a generous grant from the Robert and Audrey Talbott Foundation for the "Born to Read" program.

This grant will enable the Library to continue its important work for our youngest community members and their moms and dads.

For more information, contact Youth Services Manager Karen Brown at brownk@monterey.org or visit the Library online monterey.org/library

WHAT'S NEW IN FITNESS FOR 2013

BY MONTEREY SPORTS CENTER FITNESS MANAGER BILL ROTHSCHILD

What's the hottest trend in fitness for 2013?

Strength Training and Body Weight Training will be the most sought-after classes and programs, according to a new survey released by the American College of Sports Medicine (ACSM).

This is good news for fitness enthusiasts and individuals who need to begin exercising to improve their health, reduce their risk of heart disease and lose weight.

Recent research from Dr. Wayne Westcott and Dr. Caroline Apovian of Boston Medical Center demonstrated that two moderate- to high-intensity exercise sessions per week combining cardiovascular intervals with strength training exercises can increase lean body

mass and bone density and reduce body fat and blood pressure.

The [Monterey Sports Center](#) features classes and programs that promote health and fitness, including a one-month personal training "Jump Start" program and our group exercise classes, such as HIIT, HIIT for Water Sports, Tabata Intervals, Outdoor Bootcamp, Athletic Training, Sculpt Express, Kettlebell Workout, and more. Our snack bar provides nutritious meals and features Muscle Milk protein drinks that provide the daily dietary protein recommended by Dr. Apovian.

Our January promotions include free body fat testing, blood pressure screenings, functional fitness demonstrations, and other

events. Just check our schedule on Facebook at www.facebook.com/montereysportscenter.

We are also giving an extra month to anyone who signs up for an individual or family one-year pass in January. That's 13 months for the price of 12!

Come on down and ask our friendly staff for a tour of the cleanest, safest, warmest fitness facility on the peninsula and pick up our 2013 Group Exercise Schedule and our January Special Events Calendar. Check out our new men's and women's saunas on our pool deck and the latest in equipment in our Cardiovascular Fitness Center and Concourse Exercise Area.

We look forward to serving you in 2013!



AFTER-SCHOOL RECREATION PROGRAMS

BY RECREATION SUPERVISOR SHANNON LEON

The Winter 2012/Spring 2013 issue of **play! Monterey** is available online at monterey.org/rec and for pick up at the Downtown Monterey Recreation Office, the Monterey Sports Center and the four Community Centers.

Register now for a variety of exciting afterschool programs being offered through May 2013.

Gymnastics, ballet, arts and crafts, and field sports are just some of the activities being offered. A variety of new programs for youth also will be offered, including Engineering with Lego®, Sweet Treats Camp, Irish Step Dance and Film Making or Video Game Design by Freshi™ Media.

The Hilltop Park After-school program is offered Monday through Friday for children ages 5 to 12 years. Recreation staff supervise children in games, crafts, sports, homework and special activities. Parents may choose any combination of 2 or more days as long as space is available. For family rates and playships (financial assistance), contact the Monterey Recreation office.

Monterey Recreation



also offers School Holiday programs including the Spring Holiday Program, Sports Camp Plus and Cheerleading Camp.

Register now for these and many other Winter and Spring programs.

For more information, just call us at 646-3866 or visit us on the web at monterey.org/rec.

ELECTRIC POLICE MOTORCYCLES

The Monterey Police Department recently purchased the Zero brand electric motorcycle to augment its patrol fleet. The Zero motorcycle is a zero emission all-electric motorcycle built locally in Scotts Valley, California.

This police motorcycle is slightly smaller than a regular police style motorcycle. It has no gears, no gas, no oil, no clutch, emits no exhaust and requires little maintenance.

The motorcycle can be used in crowds or even indoors because of the absence of exhaust. The lack of emissions opens up many different uses for the police officers such as:

Patrolling public lands such as parks, dirt trails, running paths

Dedicated traffic enforcement

Event safety and crowd control

General patrols of dense pedestrian areas and city streets

Stealth patrols such as drug enforcement, burglary, security, and other situations where silence is an advantage

City of Monterey received a rebate from California Environmental Protection Agency's Air Resources Board (ARB) on this zero emission vehicle.

FOOD SCRAP COMPOSTING

BY SUSTAINABILITY COORDINATOR TED TERRASSAS

Diverting waste from landfills is one of the biggest challenges facing cities today. With mandates set by the State of California to divert 50% of waste that would have gone to a landfill (potentially increasing to 75% by 2020), it is imperative that local jurisdictions put recovery programs in place to comply with state law. Since traditional recycling programs have been so successful at recovering glass, plastics, metals, wood, and other materials, much of what currently ends up in

landfills is food scrap waste (leftovers).

To meet this challenge, the City of Monterey has begun a commercial food scrap composting program to recover waste from restaurants, hotels and other businesses within the City. This goes hand in hand with new State laws that went into effect in 2012, requiring businesses generating 4 cubic yards of waste per week to have a recycling program, which may include food waste.

The goal of food scrap collection is that this mate-

rial will be converted to usable compost at the Marina Landfill. During the composting process, the food scrap material will be placed into an anaerobic (no oxygen) digester which provides the additional benefit of energy production through methane collection during the breakdown process.

For more information, a companion video was produced for this article that is available on the City of Monterey website at montereyrecycles.org.



Program Guide

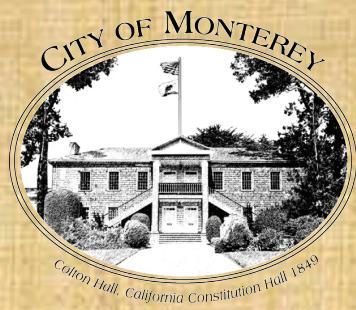
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Midnight - 6:00 am	Planning Commission	Special Events	Special Events	City Council / Planning Commission (live/replay cont)	Planning Commission (replay cont)	City Council (replay cont)	Special Events
6:30–9:00 am	Favorite Replays	Special Events	Monterey History	Special Events	Favorite Replays	Special Events	Favorite Replays
9:00 am	Eye on Monterey	Eye on Monterey	Eye on Monterey	Eye on Monterey	Eye on Monterey	Eye on Monterey	Eye on Monterey
9:30 am	Best of Monterey Fire	Best of Monterey Police	Best of Monterey Library	Best of Monterey Parks	Monterey 4 Kids	Best of Monterey Recreation	Best of Monterey Sports Center
10:00 am	Monterey History	City Focus News Magazine	Special Events	Buy Local—Hour 1	Buy Local—Hour 2	Favorite Replays	City Council (replay)
11:00 am—1:00 pm	Inside NPS	Pentagon Channel	Pentagon Channel	Pentagon Channel	Pentagon Channel	Pentagon Channel	City Council (cont)
1:00 —4:00 pm	City Council (replay)	NIP or Special Event	Buy Local Hour	NIP or Special Event	Monterey History	Recycling / Yoga	City Council (cont)
4:00 – 6:00 pm	City Council (replay cont)	NIP or Special Event (cont)	City Council / Planning Commission (live)	City Focus News Magazine	City Council (replay)	Inside NPS	City Council (cont)
6:00 pm	Buy Local	Eye on Monterey	City Council / Planning Commission (live)	Eye on Monterey	City Council (replay cont)	Visit & Stay in Monterey	Visit & Stay in Monterey
6:30 pm	Cover to Cover	Cover to Cover	Cover to Cover	Cover to Cover	Cover to Cover	Cover to Cover	Cover to Cover
7:00 pm – midnight	MPWMD / Special Event	MPWMD / Special Event	City Council / Planning Commission (live)	Planning Commission (replay)	City Council (replay)	City Focus News Magazine	Planning Commission (live)

Mayor
Chuck Della Sala

Councilmembers
Libby Downey
Alan Haffa
Nancy Selfridge
Frank Sollecito

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