

# City Focus

Spring 2017

volume XXXII, no. 2

A Report from the City of Monterey to its Citizens and Friends

## Join the celebration 50th Anniversary of the Summer of Love in Monterey



**MONTEREY  
INTERNATIONAL  
POP FESTIVAL  
JUNE 16, 17, 18**

**50<sup>TH</sup>  
ANNIVERSARY  
CELEBRATION**

**1967 - 2017**

[monterey.org/Summer-of-Love-in-Monterey-2017](http://monterey.org/Summer-of-Love-in-Monterey-2017)

**#MontereyPop**

To celebrate the 50th anniversary of the Summer of Love in Monterey, the City has teamed up with the Monterey County Convention and Visitors Bureau (MCCVB) to create and support fun and exciting musical performances, art exhibitions and special events in and around the Monterey Peninsula.

Be on the lookout starting in May and lasting the entire summer for "groovy" exhibits, "outta sight" events and "far out" decorations that will take you back in time to the 1960's.

Monterey's Summer of Love will be highlighted by the Monterey International Pop Festival on June 16, 17 and 18 at the Monterey County Fair & Event Center. The 1967 Monterey International Pop Festival changed music history forever and is credited as the beginning of the "Summer of Love". The Festival influenced future outdoor

concerts, including the iconic Woodstock Music Festival two years later.

Just a few of the exciting Summer of Love highlights include:

- **May 12:** "Monterey Pop" Film Screening at the Golden State Theatre
- **June 2 - Sep 18:** "Who Shot Monterey Pop! Photographs from the 1967 Music Festival" at the Monterey Museum of Art
- **June 16 - 18:** Monterey International Pop Festival

**SUMMER OF LOVE SWEEPSTAKES -  
NOW THROUGH MAY 19  
ENTER TO WIN A TRIP TO THE MONTEREY  
INTERNATIONAL POP FESTIVAL  
OFFICIAL RULES  
([seemonterey.com/summeroflove](http://seemonterey.com/summeroflove))**

**Your guide to the Summer of Love in Monterey -  
[www.monterey.org/Summer-of-Love-in-Monterey-2017](http://www.monterey.org/Summer-of-Love-in-Monterey-2017)**



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Summer of Love in Monterey

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## From the City Manager's Office - Mike's Perspective

BY CITY MANAGER MIKE MCCARTHY

I wanted to take a moment to thank you, our residents, neighbors, and businesses of Monterey. Together, we have been transforming our City, and the transformation process can be very challenging. As we walk, bicycle or drive in Monterey, we see a number of initiatives happening through community support and collaborative partnerships.

For example, our Neighborhood Improvement Program (NIP), funded by the hotel tax, has generated projects all throughout our neighborhoods and City, exceeding more than \$60 million since its inception—there are no other programs like it across the state or country. With over a 74% voter approval, you allowed a 1% sales tax for a four year term. A little more than two years in, the results are visible with hundreds of street segments re-surfaced, dozens of sidewalks repaired, all storm drains functional again and ADA accessible ramps being installed. Our sewer rehabilitation program is coming to an end shortly after restoring all failing pipes and manholes. Thank you for being the generation with the foresight and willingness to reinvest in our failing infrastructure.

The Conference Center is another example of our successful "Monterey Way" – understanding that a filled conference center is an economic engine for all of our hospitality industries, the hotels and motels decided to fund the restoration of this building. A new,

iconic building is taking shape and will soon be open for business. We all will be proud of this building!

Our Sports Center is welcoming approximately 3,000 visitors per day – now in its 25th year of operation. Built as a family-oriented sports center, it still has the look and feel of a brand-new state- of-the-art facility. Join us as we celebrate its 25th birthday on June 1.

Downtown Monterey's transformation is almost complete: more than a dozen of new businesses have opened around the re-born Golden State Theater and the new TJ Work Building. The restoration of Cooper Molera has started and very soon this historic site will become a new anchor of our downtown.

Our team is proud to serve you. We continue to address other issues such as affordable housing, economic development, public safety, homelessness and traffic congestion. And, while we do all this, we continue to offer robust and competitive recreation programs and library services. Our Public Works crews are responsive and they lived up to your expectations during the recent winter storms. Our parks and beaches are pristine, making all of us appreciate our unique location here in California.

Thank you again for allowing me to lead our team.



# Budget Update

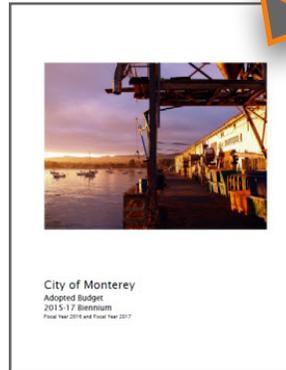
BY FINANCE DIRECTOR JULIE PORTER

The City has weathered the Conference Center renovation on remarkable footing with an ending balance in FY16 of over \$4 million and a projected operating surplus this year. Our hotels have continued to maintain growth in occupancy and rates, translating to increasing hotel tax. Along with a rising property tax base and a stable sales tax, Monterey has been able to maintain a strong revenue base.

Some challenges exist for the next biennial budget cycle. Changes by the CalPERS Board of Administration to actuarial formulas will result in a significant increase to the City's cost for retirement benefits. Significant capital improvement needs remain for our city buildings and facilities. We will also be reevaluating our current reserves to be ready to withstand catastrophic or economic events.

The next Biennial budget is scheduled for Council presentation on May 24 and potential adoption June 6, 2017. We encourage you to attend and participate in this process.

## Current Budget



**A Biennium budget is a two year budget. The fiscal year (FY) runs from July 1 to June 30. The current budget is for FY 2015 - 2017. Learn more on the Budget page at [monterey.org/finance](http://monterey.org/finance)**

## State of the City 2017 - In case you missed it - #ICYMI

The annual State of the City takes place each March, hosted by the Monterey Commercial Property Owners Association, the Monterey County Hospitality Association, the Monterey Peninsula Chamber of Commerce, and the Old Monterey Business Association.

Monterey Mayor Clyde Roberson and City Manager

Michael McCarthy talk about the current status of and future goals for Monterey's economy, tourism, military, housing, infrastructure and development, and other important topics.

The public is invited but in case you missed it, here's a video of this year's State of the City address.



# Neighborhood Improvement Program Schedule

There's more to go in this season's Neighborhood Improvement Program (NIP). Project selection is scheduled to go to the City Council on April 27. Then there are three more meetings you can participate in before the final selection of projects gets presented to Council on June 20.

Contact the Engineering Office with any questions, (831) 646-3921, or view the NIP Meeting Schedule at [monterey.org/NIP](http://monterey.org/NIP).



<https://youtu.be/zuVPdv4HK8s>

## Grants bring walking and biking safety programs to life

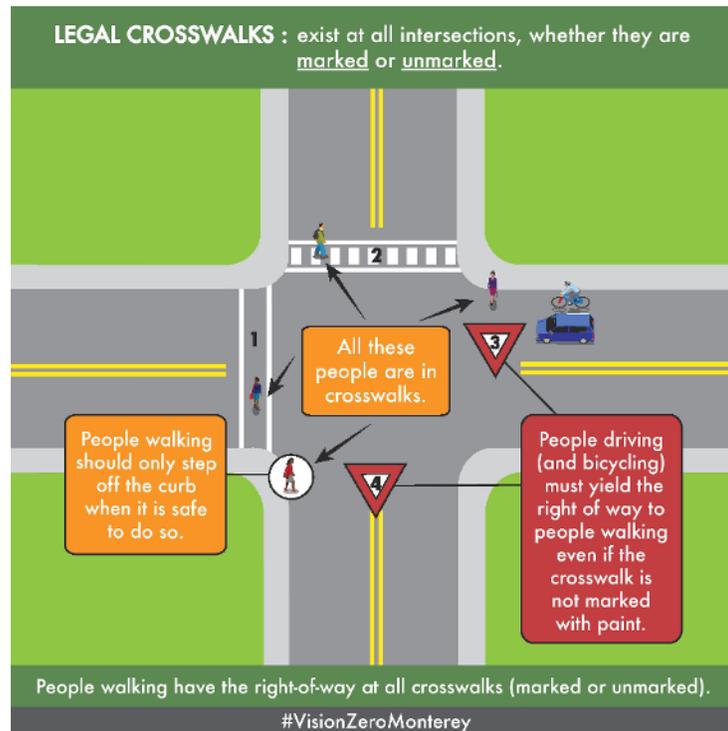
BY TRANSPORTATION PLANNER STEFANIA CASTILLO

Remember when you saw those teenagers riding their bikes without helmets? Or when that kid just dashed across the intersection against the light? Remember how your heart skipped a beat as that car zipped past you? I bet you were thinking “that is not safe!”

The City of Monterey earned two highly competitive grants from the California Office of Traffic Safety (OTS) in the amount of \$110,000 in November 2015 and \$74,000 in October 2016. The first grant launched Walk & Bike Safe in Monterey – an interactive public education program focusing on educating children and seniors as safe pedestrians and bicyclists.

Hundreds of young children received their first safety messages at over 20 fun Walk & Bike Safe events in Monterey events. Parents left better equipped to be active role models and mentors in traffic safety for their children. In the first year, the program successfully reached over 3,000 children who were trained to safely cross the street and ride their bikes. Furthermore, over 10,000 residents, visitors and

seniors were engaged. Over 4,000 coloring books, safety brochures, bike lights, reflective snap bracelets and 700 bike helmets were distributed. To learn more about this program, visit the Walk & Bike Safe page.



The program's successful kick-off year paved the way to seek additional funding to continue providing and pursuing innovative traffic safety efforts. The second grant will help fund Walk & Bike Safe in Monterey for another year and kick start Vision Zero Monterey – an international road traffic safety movement rooted in the philosophy that loss of life from traffic crashes is not acceptable or inevitable. Vision Zero encourages us to imagine a future in which we can prevent fatal and injury crashes, prioritizing safety over all other interests. The

City of Monterey is working to develop a Vision Zero Action Plan. To learn more, visit the Vision Zero page.

Through these efforts, we hope to inspire others – both at home and elsewhere – to bike and walk safely.

# Monterey joins community choice energy

BY SUSTAINABILITY COORDINATOR TED TERRASAS

[MontereyRecycles.org](http://MontereyRecycles.org)



## RENEWABLE ENERGY

Electricity Generation  
MBCP adds clean electricity to the grid.



## SAME SERVICE AS ALWAYS

Electricity Delivery  
PG&E provides transmission, repairs, billing and service.



## YOUR COMMUNITY CHOICE

A Greener Electricity Option  
You can choose MBCP for cleaner energy, stable prices and local jobs.

The Mayor and Council voted unanimously to move ahead as a member in the Community Choice Energy Program. What does this mean for you? You will have an opportunity to choose to stay with PG&E, or to move to alternative energy choices.

Monterey Bay Community Power is a regional project among local government agencies that aims to provide electricity to residents and businesses throughout Monterey, San Benito and Santa Cruz Counties through the Community Choice Energy (CCE) model. CCE enables communities to choose clean-source power at a cost equivalent to PG&E, while retaining PG&E's role in maintaining power lines and providing customer service.

The CCE model helps ensure local economic vitality keeping money from rates paid by local customers stays local. Surplus revenues that would normally flow to PG&E will stay in the community to help fund renewable energy projects, create jobs and stimulate the economy.

To learn more, read the **FACT SHEET**, watch the video and visit the Monterey Bay Community Power website at [montereybaycca.org](http://montereybaycca.org)



<https://youtu.be/2gY6AkwdluY>



**Watch for next steps at [montereyrecycles.org](http://montereyrecycles.org)**

## Sign up to stay in touch and get involved



The City of Monterey continues to evolve their communications strategy to help you stay in touch and be involved.

We encourage you to sign up to receive the quarterly City Focus newsletter as well as other topics of interest in

your email box. Topics include housing, planning and community development, recreation, history and cultural arts, construction updates, the environment, news from the library, and what's happening at the harbor.

You can now subscribe to receive City Council and Planning Commission agendas via email. Manage all your email subscription choices at: [monterey.org/I-Want-To/Subscribe-to](http://monterey.org/I-Want-To/Subscribe-to)

# Housing Programs Office at a glance - part 2

In the last issue of City Focus, *Winter 2017*, we gave an overview of Housing Office responsibilities: Property Management, Community Development Block Grants (CDBG), and Homeownership Programs.

In part two of this series, we continue with more details on Housing Office programs and what to look forward to in the coming months. We created a video and accompanying flyer that provides a snapshot of programs, accomplishments, funding sources, and grant disbursements.

We are also updating our method of sending out news via email. Now you can subscribe to Housing News and receive information on current projects that affect you and encourage your involvement. Subscribe at [monterey.org/housing](http://monterey.org/housing).

If you are already on an email list to receive updates from the Housing Office, we will merge your email address automatically into this new email system. You can manage your subscription at any time, to receive more or fewer City-related topics of interest.

The Housing Programs office also has a new address: 353 Camino El Estero. The office moved to make room for the Van Buren Senior Affordable Housing Project.

Much more information about services and programs offered are available online at [monterey.org/housing](http://monterey.org/housing), or contact the Housing Programs office at (831) 646-3995.

**MISSION**  
"The Housing Office develops and administers various programs to implement City housing policies that seek to enhance affordable housing opportunities and support local non-profit agencies providing services to special needs populations."

**ACCOMPLISHMENTS**  
FY2015-2017, approximately \$2 million was programmed and will be spent for all of the City's CDBG activities:  
 • 509 below market rate, deed-restricted affordable rental and ownership housing units maintained, administered and monitored.  
 • Since 2010, over \$380,000 granted to local non-profits through the Public Service Grant Program.  
 • Three street reconstruction projects completed in low-income areas.  
 • Monterey Peak reconstruction project under construction in a low-income area.  
 • \$860,500 provided to rehabilitate homeless facilities owned by Veteran's Transition Center, Interim Inc. and Community Human Services.  
 • Three housing units purchased for resale to low income first-time home buyers.  
 • Van Buren Senior Housing – 3 Extremely Low Income, 12 Very Low Income and 3 Low Income units.  
 • Monterey Hotel Apartments – 3 Very Low Income, 9 Low Income and 6 Median Income units.

**FUNDING SOURCES**  
Community Development Block Grant (CDBG), Successor Housing Agency Housing Asset Fund, HOME Funds (Federal funds received from CA)

**PUBLIC SERVICE GRANTS 2015-16**

AGENCY	AMOUNT AWARDED	PERSONS SERVED
Alliance on Aging	\$ 11,170.00	360 Persons
Community Human Services	\$ 13,170.00	338 Persons
Food Bank MoCo	\$ 14,170.00	293 Persons = 687 food units
Interim, Inc.	\$ 17,170.00	20 Persons
J. Kerne Pool	\$ 7,170.00	32 Persons
Legal Services for Seniors	\$ 8,670.00	286 Persons
Meals on Wheels	\$ 7,670.00	225 Persons
Salvation Army	\$ 17,170.00	31 Persons
Project Sentinel	\$ 7,170.00	3 Persons

Subscribe to Housing News at [monterey.org/housing](http://monterey.org/housing) (831) 646-3995 • 353 Camino El Estero

<https://youtu.be/ZUHqCyVcmmc>



# Spring cleanup for fire safety

BY FIRE PREVENTION TECHNICIAN KATHLEEN BATTAGLIA



Spring is here and your thoughts may be turning to that dreaded ritual of spring cleaning. With it comes a timely reminder to keep your home safe from the threat of fire. In an effort to make this "Spring Cleanup" a fire safe one, Monterey Fire Department provides the following safety tips:

- **Ensure smoke alarms are installed** inside every bedroom, outside each sleeping area and on every level of the home, including the basement.
- **Smoke alarms with non-replaceable 10-year batteries** are designed to remain effective for up to 10 years. If the alarm chirps, warning that the battery is low, replace the entire smoke alarm right away.
- **Smoke alarms with any other type of battery** need a new battery at least once a year. If an alarm "chirps," warning the battery is low, replace the battery right away.
- **Test your smoke alarms monthly** by pushing the test button.

- To help prevent nuisance alarms, gently **vacuum your smoke alarm** every six months or as needed.
- **Replace all smoke alarms every 10 years** or as recommended by the manufacturer.
- **Change batteries** in flashlights and carbon monoxide detectors.
- **Clean your garage** of stored newspapers or other rubbish that can fuel a fire.
- **Clean the lint filter** before or after each load of laundry. Remove lint that has collected around the drum.
- **Keep the area around your dryer clear** of things that can burn, like boxes, cleaning supplies and clothing.
- **Check electrical cords** to make sure they are not running across doorways or under carpets. Extension cords are intended for temporary use.
- **Have a qualified electrician add more receptacle outlets** so you do not have to use extension cords.
- **Keep outdoor debris or dead vegetation away** from the house.
- **Remove all dead plants, grass and weeds.**
- **Remove dead or dry leaves and pine needles** from your yard, roof and rain gutters.
- **Keep tree branches 10 feet away** from your chimney and other trees.
- **Properly dispose of oily or greasy rags.** If these items must be stored, they should be kept in labeled, sealed, metal

containers.

- **If you store gasoline,** keep it outside your home in a shed or detached garage. Keep only small quantities in tightly sealed containers. Use gasoline only as a motor fuel - never as a cleaning agent.
- **Use outdoor barbecue grills with caution.** Place in a safe area away from building, windows, heating, ventilation and air conditioning units or places with high/dead vegetation.
- **Never use gasoline to start the fire,** and don't add charcoal lighter fluid once the fire has started.
- **Use barbecue grills outside only** - not under overhangs or balconies, and away from combustibles.
- **Check your propane barbecue grill hose for leaks and cracks;** never store propane indoors.

If you have any questions or would like clarification on any fire safety tips please call Monterey Fire Department at (831) 646-3900.

[MontereyFireDept.org](http://MontereyFireDept.org)

# Ocean Safety

BY LIEUTENANT  
ETHAN ANDREWS

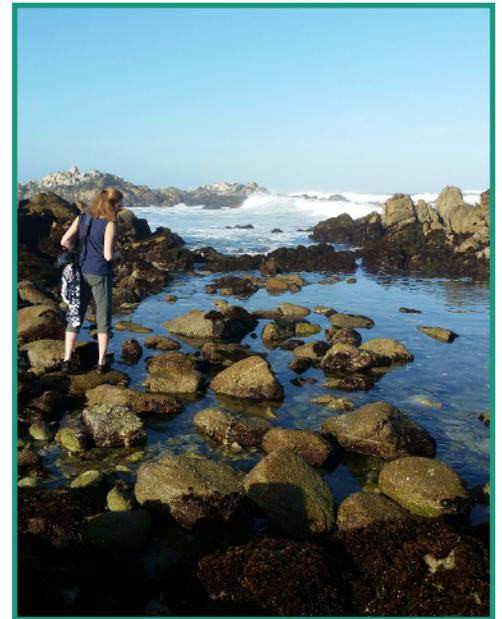


With warmer weather upon us many people will be flocking to the beach for sun, sand, and surf. Keep in mind these tips to ensure your time at the beach is a safe one.

Swimming in the ocean takes different skills, so before you get your feet wet, it's best to learn how to swim in the surf. While you're enjoying the water, keep alert and check the local weather conditions. Make sure you swim sober and never swim alone. Even if you're confident in your swimming skills, make sure you have enough energy to swim back to shore.

Other beach safety tips to keep in mind:

- Have young children or inexperienced swimmers wear U.S. Coast Guard-approved life jackets in and the around water.
- Don't dive headfirst — protect your neck. Check for depth and obstructions before diving, and go in feet first the first time.



- Pay especially close attention to children and elderly persons when at the beach. Even in shallow water, wave action can cause a loss of footing.
- Keep a lookout for aquatic life. Water plants and animals may be dangerous. Avoid patches of plants. Leave animals alone.

[MontereyPolice.org](http://MontereyPolice.org)



## NSVMAD works to stop mosquitos after heavy rainy season

BY NSVMAD DISTRICT  
MANAGER KEN KLEMME

The Northern Salinas Valley Mosquito District was established in 1950 for the residents of the Northern Monterey County. NSVMAD is an Independent Special District much like a Fire District, which is trained to control bugs that can make people sick.

"Protecting people and pets from disease is our main priority," said District Manager, Ken Klemme. "We encourage everyone to call our office if they notice mosquitos around their home. We consult and educate residents along with treating for mosquitos or larvae. Many people wonder about the products we use to control the larvae, and we are proud to say we use products that are organic and typically target only mosquito larvae."

Because of the abundance of rain we have received this year, mosquito

officials have been extremely busy. They recommend people drain containers left with standing water around local homes. If residents would like to keep water in rain collection devices, they should call for free mosquito fish or install a screen on containers to keep mosquitos out.

Our technicians are checking common mosquito sources on a daily basis, but also rely on residents to report any suspicious water that may breed mosquitos. After almost seven decades of service within our district, education and community involvement are at the forefront of our mission to keep residents informed and safe from mosquito borne illnesses.

NSVMAD contact information:  
342 Airport Blvd., Salinas, CA 93905  
(831) 422-6438  
[info@montereycountymosquito.com](mailto:info@montereycountymosquito.com)  
[montereycountymosquito.com](http://montereycountymosquito.com)

## New format coming to Monterey Channel play lists



More improvements are coming to the Monterey Channel. This summer watch for upgrades to programming with a new layout for on-demand meetings as well as all of the great City-produced programs. Search for programs easier in this new format.

The Monterey Channel broadcasts a wide array of programs of about the City and its services as well as City Council, Planning Commission, Neighborhood Improvement Program Committee and other meetings. Watch the Monterey Channel on cable TV channel 25, streamed LIVE and on-demand on the web.

Channel 25 is operated by Access Monterey Peninsula, a nonprofit organization contracted by the City to provide media services to our community.

Contact AMP at (831) 333-1267 or visit [www.amppmedia.org](http://www.amppmedia.org)

[monterey.org/TV](http://monterey.org/TV)

## 3rd annual Language Capital of the World® Cultural Festival in Monterey

FREE EVENT - JOIN THE CELEBRATION!

MAY 7th - 10:30 AM - ALVARADO STREET

Line up along Alvarado Street by 10:30 AM sharp and watch the 3rd annual Language Capital of the World Cultural Festival® make its way to Custom House Plaza for one jammed-packed day of celebration!



Enjoy dozens of exciting international performances and unique cultural activities at the free Language Capital of the World® Cultural Festival on Sunday, May 7, 2017 in the Custom House Plaza in downtown Monterey.

Get all the details at [www.lcowfest.com](http://www.lcowfest.com). Presented by the Rotary Club of Monterey.



Some photos by Peter Monteforte Photography

A new "Little Library" was proudly unveiled in Montecito Park in early February. The Little Library contains books for all ages to borrow and bring back, 24-hours a day, seven-days a week. The Little Library was a gift of the Friends of the Monterey Public Library and is maintained by the Bookmobile staff, which visits the site weekly as a regular part of their rounds.

There are over a dozen Little Libraries on the Monterey Peninsula, some of them registered with the non-profit organization "Little Free Libraries" which "inspires a love of reading, builds community, and sparks creativity by fostering neighborhood book exchanges around the world." There are also many other informal book exchanges operating locally in front yards, physician's offices, coffee houses and other sites where people might look for reading material. In Monterey, there are two Little Libraries in public parks - one in Via Paraiso Park, and now, one in Montecito Park. They all share the goal of making free books readily accessible to readers of all ages and backgrounds.

For the ribbon cutting ceremony for the new "Little Library" in Montecito Park, a throng of nearby residents joined in the celebration at what is growing into one of the more active and popular Bookmobile stops in Monterey's outlying areas. This is one of the first steps in a more comprehensive

plan, funded by the Neighborhood Improvement Program, to develop the park with ball courts, landscaping and other amenities.

Meanwhile, Bookmobile staff and the Recreation division are discussing possible ideas for a more holistic program of service at Montecito Park during summer months, when the neighborhood children do not have access to resources available to them at school.

To learn more about how the library, the City and the Friends continue working to build a community of readers, visit us on the web at [monterey.org/library](http://monterey.org/library).



*Photo: Mayor Clyde Roberson cuts the ribbon on the newest "Little Library" with the help of Richard Ruccello, board member of the Friends of the Library.*

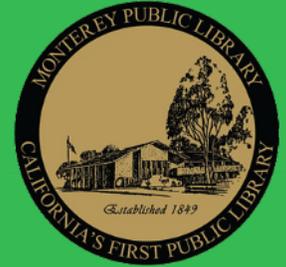


Come celebrate the completed renovation of Montecito Park with the City of Monterey and the Villa Del Monte Neighborhood Association on Saturday, May 20, 2017. Meet the Golden State Warriors mascot, participate in a ribbon cutting ceremony at 11:30 a.m., and cheer on the finalists in a Three Point Shootout contest at 1:00 p.m. Prizes include a basketball signed by Draymond Green and a jersey signed by Kevon Looney of the Golden State Warriors.

Get all the details at [monterey.org/newsroom](http://monterey.org/newsroom) or the Events Calendar on [monterey.org](http://monterey.org)

## Little libraries

BY SPECIAL SERVICES  
COORDINATOR  
JEANNE MCCOMBS



[monterey.org/library](http://monterey.org/library)

**Come  
celebrate the  
renovated  
Montecito  
Park,  
May 20**

# From totally different eyes

BY INTERN NICOLE SONNENTAG, UNIVERSITY STUDENT IN GERMANY

Every year a few students at the public administrative University in South Germany get the opportunity to do an internship abroad in the City Hall of Monterey.

Doing an internship abroad is a long process for the interns and for the City of Monterey. It takes months to prepare all the different papers and go through the process of application to get a visa for the USA.

The students in our University are allowed to do an internship abroad, in any country they like, if they are able to speak the national language of the country. You have to find a work place and apply for your internship by yourself. There is no mediation by the university and you can choose an office you like to see.

The City of Monterey offers a good opportunity for people who are interested in coming to the USA. Monterey has a really good reputation among the students. From a former intern's recommendation I decided to apply for an internship in the City of Monterey and I was luckily accepted.

After your internship offer you have to search and select an agency for completing your application process for getting a visa. You have to give them a lot of information and documents



Photo: Nicole showing the new Dennis the Menace Poster she made to display at Dennis the Menace Playground

about yourself. The city has to complete paperwork and collect documents including a training plan.

Once everything is done, a business place of the agency in the US proofs your application and if everything is alright you get a first form then the possibility for applying for a visa form. You start your application online and at the end of the process there is an interview at a consulate in Germany.

I was really nervous about the language test and interview at the consulate. In addition, I had to answer so many questions for the visa application and I had to complete several documents and gather lots of information. The whole process was really exciting and often

very challenging for me.

All interns have to coordinate the travel by themselves. You have to organize the transportation, accommodation and all of which are necessary if you are going to another country. But the City of Monterey is, throughout the process, a fantastic supporter and if you really want to do something, there is always a way.

I am really happy about my experience preparing and now experiencing this exciting internship abroad. Without a doubt it keeps me going for the future. I have more self confidence and security in the things I do. In addition, I learn many necessary things for doing my work better and get a different view about dealing with problems and finding solutions. Furthermore I have the possibility to see and learn so much about Monterey and California. It is just amazing!

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*The City Communications Staff came up with a questionnaire to learn more about our visiting German interns. Here are a couple of Nicole's answers to our questions:*

**What were your first impressions when you arrived in Monterey and what do you think is different to your German city, region or people?**

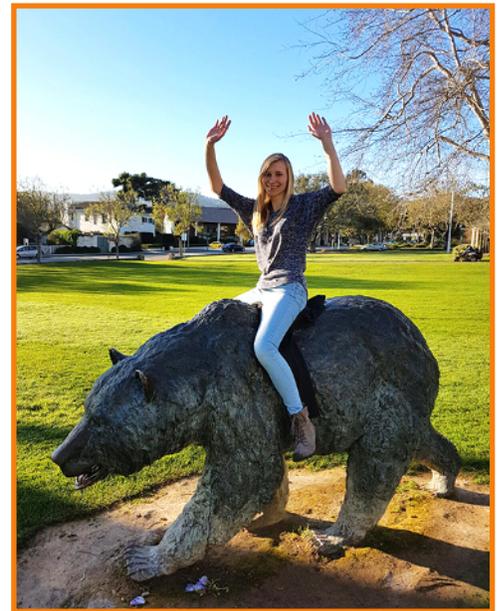
**NICOLE:** In the first hours I felt like being part of an American movie. Some things are absolutely different. Many roads, cars and other things are much bigger than in Germany. It was really exciting to see it. I was really impressed by the beautiful nature

*(article continued from page 11)*

here. The coast, the animals, and the plants - it is just awesome. I really enjoyed seeing the sea otters cuddling and the blue birds enjoying their days. I am not used to being at an ocean, so I appreciate the sea breeze and the amazing colors of the water as often I can.

***What differences do you notice working in an American office in contrast to German offices?***

**NICOLE:** In my opinion they are very similar in most things, with the exception of voice mail and social media for communication. I know no German city or town hall which uses voice mail. Furthermore, many German cities are afraid of their security by using social media. Therefore it was a great experience to work with social media in Monterey.



**Register by April 28: 3-on-3 Blacktop Basketball Tournament, May 6**

The 3-on-3 Blacktop Basketball Tournament is scheduled for Saturday, May 6, at the new Shoreline Park Basketball Court.

2017 will mark the City of Monterey Recreation Division's First 3 on 3 Blacktop Basketball Tournament. This fun, organized, and competitive event is for all basketball players ages 18 and over. Registration will be received by individual players only. Teams will be formed by Monterey Recreation staff. Deadline for player registration is Friday, April 28. Games will begin at 9:00am and all teams will be guaranteed a minimum of three games. Player fee is \$25 for Monterey Residents and \$32 for Other City Residents.

Shoreline Park Basketball Court opened to the public on Saturday, October 8, 2016. The \$300,000 project was funded solely by the City of Monterey Neighborhood Improvement Program (NIP). It is Monterey's first outdoor lighted basketball court.

Participants can register online at [www.monterey.org/fieldsports](http://www.monterey.org/fieldsports) or at the Monterey Recreation Office at 546 Dutra Street.

For further information on this event, please contact Monterey Recreation at (831) 646-3969.

A large black graphic with white text and a basketball. At the top, it says "MONTEREY RECREATION" in a bold, sans-serif font. Below that is a circular logo with a basketball in the center. The words "BASKETBALL" and "TOURNAMENT" are written in a circular path around the basketball. In the center of the basketball, the words "3 ON 3" are written in a large, bold font. At the bottom of the graphic, it says "SATURDAY, MAY 6, 2017" in a bold, sans-serif font, followed by "(831) 646-3969 - [www.monterey.org/fieldsports](http://www.monterey.org/fieldsports)" in a smaller font.



## 25th Anniversary celebration

BY MONTEREY SPORTS CENTER FITNESS MANAGER  
BILL ROTHSCHILD

## Monterey Recreation has a new logo

BY MONTEREY RECREATION SUPERVISOR  
SHANNON LEON

## Summer & Fall Recreation Programs Registration Available Now!

- SAVE THE DATE -

## Monterey Sports Center's 25th Anniversary Thursday, June 1st, 2017

Join the staff of the Monterey Sports Center and the community in celebrating 25 years of exceptional programming and services at our Silver Anniversary event on Thursday, June 1st. Food, music, door prizes, presentations from community leaders, and celebrity support are all part of the event with the featured events occurring in the evening between 4:30 and 8:00 p.m. Watch for details at [monterey.org/sportscenter](http://monterey.org/sportscenter).

**A look back:** Read the City Focus articles showing the beginning of construction (SPRING 1991), and the grand opening (SUMMER 1992).



Monterey Recreation is happy to announce the brand new and very first logo of our organization. After in-depth collaboration with Kelly McCay of McCay Design, we are excited to begin implementing our new identity design as we promote our programs and services. We feel the new visual identity as a whole (logo, color palette, icons, and

typography) captures the mission of Monterey Recreation, and will be an excellent identifier of our organization on all of our outreach materials. We are excited about this new opportunity to continue getting the word out about how important the concept of play! is in our daily lives. We encourage everyone to play! Monterey.



The Summer/Fall 2017 issue of *play! Monterey* (good through November) is available now. Sign up for summer camps, field sports, aquatics, gymnastics, tot classes, dance, music and drama, arts and crafts programs and much more!

**Summer/Fall Registration – Open to All! – Register Now!**  
Monterey Recreation Admin. Office, 546 Dutra Street  
Monday - Friday, 8:00am - 4:00pm

Monterey Sports Center, 301 E. Franklin Street  
Monday-Sunday

Guides and online registration are available 24/7 at [monterey.org/rec](http://monterey.org/rec). Don't delay! Our summer programs are extremely popular and can fill quickly!



# Easter Egg Hunt 2017 in photos - 1200 attendees, 8000 Easter eggs





New play structure at Window on the Bay

## City Focus Newsletter

Spring 2017  
volume xxxii, no. 2

published since 1985

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**City Focus is published by the City of Monterey's Communications & Outreach Office to inform citizens about the programs, services and activities of city government. City Focus is available by email subscription and is posted online in January, April, July and October.**