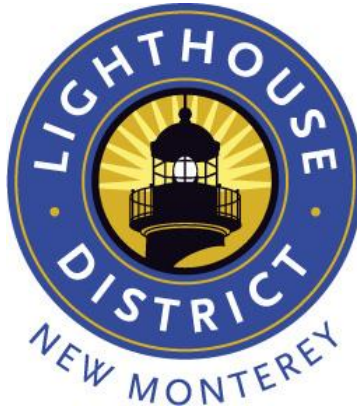


NEW MONTEREY BUSINESS ASSOCIATION

2018

WORK PLAN



A community of Businesses united to achieve the common goals of economic vitality and to reaffirm the spirit of New Monterey.

COMMITTEES

EXECUTIVE **Page 2**

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ORGANIZATION COMMITTEE

FINANCES ▲ POLICIES ▲ STAFF REVIEWS ▲ NOMINATIONS ▲ BYLAWS

Mission: Oversees board and staff operations including bylaws, policies and finances. Ensure Association is smooth running and represents its members and serves as liaison between the district, other business districts and the city and residents.

1. Objective Update Membership Directory to include contact names, fax numbers and **email addresses**. Include key neighborhood resident contacts.

Task Leader NMBA Staff
Due Date Ongoing
2. Objective Establish Lighthouse District as a business and tourist destination by ensuring open communication between Board, membership, neighborhood and the City

Task Leader NMBA Board
Due Date Ongoing
3. Objective Work with *Hyperlinked Web Services* to keep LighthouseDistrict.net current with news, upcoming events and business information within the New Monterey Business Association / Lighthouse District; use to promote the district to residents, visitors and current and prospective businesses.

Task Leader NMBA Board
Due Date Ongoing
4. Objective Continue to encourage use of “Lighthouse District” in promotional materials.

Task Leader NMBA Staff
Due Date Ongoing
5. Objective: Continue to develop the New Monterey Business Association Liaison with the New Monterey Neighborhood Association to address common concerns.

Task Leader: Association President / NMBA Staff
Due Date: Ongoing
6. Objective: Evaluate progress of Work Plan – Report to full Board
Task Leader: Executive Committee / Staff
Due Date: October 2018

NMBA 2018

7. Objective: Survey NMBA Membership to evaluate how the Association is representing the needs of the members. Use personal visits / the website and the Newsletter to communicate with members.

Task Leader: Association Vice President
Due Date: Ongoing

8. Objective: Offer Associate membership to businesses located outside of the BID, but within the Associate Membership boundaries as defined in the NMBA Associate Membership Policy eligibility statement.

Task Leader: Association President / Staff
Due Date: Ongoing

PROMOTION COMMITTEE

MARKETING ▲ EVENTS ▲ TRANSPORTATION

MISSION: To promote the Lighthouse District as a destination for shopping, dining and services to both residents and visitors.

1. Objective: Continue and expand efforts to make the Lighthouse District a destination commercial district. Expand efforts to define the district as resident serving, while also encouraging greater visitor patronage throughout the district.

Task Leader: Promotion Committee Chair / Staff
Due Date: Ongoing

2. Objective: Welcome and encourage Defense Language Institute students to think of the Lighthouse District as their “downtown,” through the website and by educating member businesses of the economic impact DLI, NPS, and MIIS students have on the district.

Task Leader: Promotion Committee Chair / Staff
Due Date: Ongoing

3. Objective: Continue to promote the Lighthouse District with co-op newspaper ads, bag stuffers, rack cards and / or other printed materials. Encourage greater “cross-promotion” between businesses within the district.

Task Leader: Promotion Committee Chair / Staff
Due Date: Ongoing

4. Objective: Continue to host fun community events such as *Movie in the Park*, *Halloween on Lighthouse*, *Small Business Saturday* and promotionally targeted *Lighthouse Avenue Sidewalk Sales*.

Task Leader: Promotion Committee Chair / Staff
Due Date: Summer and Fall

5. Objective: Encourage merchant participation with *Movie in the Park* in cooperation with the Monterey Fire Department.

Task Leader: Promotion Committee / Board / Staff
Due Date: Fall

NMBA 2018

6. Objective: Support and participate in the City and regional promotions such as *Buy Local* and *Imagine Monterey*.
Task Leader: Promotion Committee Chair / Staff
Due Date: Ongoing
7. Objective: Promote the Lighthouse District as a green commercial district. Create a rack card listing businesses that sell previously used goods and / or are green in other ways.
Task Leader: Promotion Committee Chair / Staff
Due Date: Ongoing
8. Objective: Encourage use of the Lighthouse District logo by merchants in their own promotional materials.
Task Leader: Promotion Committee Chair / Staff
Due Date: Ongoing
9. Objective: Partner with the New Monterey Residents Association to encourage greater support of the business district by directing residents to the Lighthouse web site for promotions and information.
Task Leader: Promotion Committee Chair / Staff
Due Date: Ongoing
10. Objective: Add a sense of whimsy to the street with public art.
Task Leader: Promotion Committee Chair / Staff
Due Date: Ongoing
11. Objective: Explore ways to utilize Lighthouse Avenue sidewalks for "Sidewalk Sales" and / or outdoor displays to promote the district for holidays / festivals, etc. using the NMBA Master Encroachment Permit.
Task Leader: Promotion Chair / Committee
Due Date: May 2018
12. Objective: Encourage residents to use the lawns at Scholze Park as a green oasis along the street.
Task Leader: Promotion Committee Chair / Staff
Due Date: Ongoing

NMBA 2018

13. Objective: Incorporate social media strategies into events and promotion.
Task Leader: Promotions Committee Chair / NMBA Board
Due Date: Ongoing
14. Objective: Replace worn street banners with new banners.
Task Leader: Promotions Committee Chair / NMBA Board / Staff
Due Date: Ongoing
15. Objective: Develop market strategy to encourage 2019 AT&T Pro Am Golf Tournament visitors to patronize New Monterey Lighthouse District shops and restaurants.
Task Leader: Promotions Committee Chair / NMBA Board / Staff
Due Date: Ongoing
15. Objective: Restaurants group to have co-op advertising / events as a draw to invite customers into the district.
Task Leader: Promotions Committee / NMBA Board / Lighthouse Restaurants / Staff
Due Date: Ongoing

LUST COMMITTEE

LAND USE ▲ STREETSCAPE ▲ TRANSPORTATION

Mission: Plan and oversee implementation of land use plans, development standards, design guidelines and public improvements; Plan and oversee all forms of transportation and parking.

1. Objective: Monitor plans for new and remodeled buildings to ensure consistency with the Lighthouse Specific Plan, Design Guidelines, appropriate streetscape improvements and pedestrian orientation to eliminate dead zone areas along Lighthouse Avenue.

Task Leader: Promotion Committee Chair / Staff

Due Date: Ongoing

2. Objective: Work with the City and NIP to fund, implement and complete the remainder of the Scholze Park Frontage Improvement Project.

Task Leader: NMBA Board / Staff

Due Date: Ongoing

3. Objective: Help implement the Lighthouse Avenue Specific Plan.

Task Leader: NMBA Board / Staff

Due Date: Ongoing

4. Objective: Work with the City to secure water, whenever available, for Lighthouse Avenue development projects that will help create greater economic vitality within the District.

Task Leader: NMBA Board / Staff

Due Date: Ongoing

5. Objective: Encourage new and existing properties to implement Streetscape / Design components.

Task Leader: NMBA Board / Staff

Due Date: Ongoing

6. Objective: Work with the City to develop better wayfinding signage to direct pedestrians using the Recreation Trail to Lighthouse Avenue.

Task Leader: NMBA Board / City Liaison / Staff

Due Date: Ongoing

NMBA 2018

- 7. Objective: Encourage City Council to reestablish City Façade Program.
Task Leader: NMBA Board / City Liaison / Staff
Due Date: Ongoing

- 8. Objective: Explore ways to further the identity of Lighthouse Avenue through creative signage and branding.
Task Leader: NMBA Board / City Liaison / Staff
Due Date: Ongoing

- 9. Objective: Work with City Traffic Engineers and City Planners to elongate the parking spots along Lighthouse Avenue, making it easier to park safely on the street.
Task Leader: NMBA Board / City Liaison / Staff
Due Date: Ongoing
