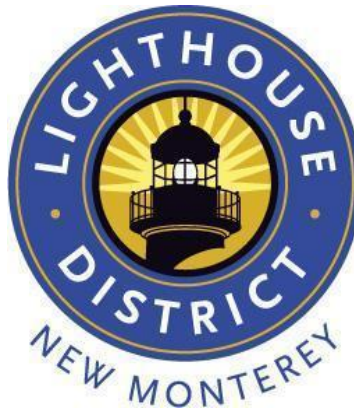


New Monterey Business Association 2024

WORK PLAN



COMMITTEES

EXECUTIVE **Page 2**

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**LAND USE, STREETSCAPE
AND TRANSPORTATION** **Page 5**

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

— *New Monterey Business Association Mission Statement*

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.

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| 1. | Objective | Update Membership Directory to include contact names 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 website to promote the district to residents, visitors and current and prospective businesses. Use the website to quickly disseminate information in a timely, proactive method. |
| | 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 2024 |

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| 7. | Objective | Continue to contact NMBA members 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 |
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| 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.

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| 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 |
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| 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 |
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| 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 |
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| 4. | Objective | Continue to host fun community events such as Movie in the Park, Trick-or-Treat on Lighthouse, Small Business Saturday and promotionally targeted Lighthouse Avenue Sidewalk Sales. |
| | Task Leader | Promotion Committee Chair / Staff |
| | Due Date | Summer and Fall |

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| 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 |
| 6. | Objective | Support and participate in City and regional promotions as they happen. |
| | 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 healthy recreation, in cooperation with Blue Zones. |
| | 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 2024 |
| 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 |

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| 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 |

LST 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.

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| 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 support, implement and help complete the remainder of the Scholze Park Improvement Project. |
| | Task Leader | NMBA Board / Staff |
| | Due Date | Ongoing |
| 3. | Objective | Continue to 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 into their facades. |
| | Task Leader | NMBA Board / Staff |
| | Due Date | Ongoing |

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| 6. | Objective | Work with the City to develop better wayfinding signage to direct pedestrians parking in the Foam/Wave Street Garage and using the Recreation Trail to Lighthouse Avenue. |
| | Task Leader | NMBA Board / City Liaison / Staff |
| | Due Date | Ongoing |
| 7. | Objective | Encourage City Council to reestablish City Façade Funding Program, or other Capital Improvement Projects along the Lighthouse Avenue corridor. |
| | 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 |
| 10. | Objective | Support public art throughout the Lighthouse District, such as murals and utility box art programs. |
| | Task Leader | NMBA Board / City Liaison / Staff |
| | Due Date | Ongoing |

