

# CITY FOCUS

Spring 2012



## HISTORIC LANDMARK DISTRICT

BY COMMUNICATIONS MANAGER ANNE MCGRATH

### INSIDE THIS ISSUE:

<i>Recreation Registration</i>	<b>2</b>
<i>Dog Friendly</i>	<b>2</b>
<i>MSC Turns 20!</i>	<b>3</b>
<i>Library Survey</i>	<b>4</b>
<i>City Innovations</i>	<b>5</b>

A survey of historic resources within the City of Monterey found that 12 additional properties are eligible for inclusion, alongside the 30 Monterey properties currently listed, in the National Register of Historic Places. The survey was conducted to meet revised requirements of the National Park Service for National Historic Landmark Districts.

In 1970, Old Town Monterey was designated a National Historic Landmark District (NHLD) by the National Park Service. In 2011, the City hired Architectural

Resources Group of San Francisco to reconfirm the Historic District boundaries and meet revised requirements for achieving Historic Landmark District status.

The survey identified two potential historic districts: a downtown commercial historic district and a residential historic district in the Oak Grove neighborhood because of its connection with the historic Hotel Del Monte. Fifty-three properties within the survey area are already designated as historic resources on a national, state or local level.

The [Downtown Area Historic Context and Reconnaissance Survey](#) also produced a "reconnaissance" level list of properties that may qualify as historic resources on a national, state or local level. The survey suggested that 12 properties be added to the National Register and that two properties be recommended for inclusion in the downtown historic district.

The survey is a planning document that streamlines the plan review process, and provides a basis for determining which properties are historic.

### Save the Date!

Monterey Police

Town Hall Meeting

May 2

6:30 p.m.

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## MONTEREY AFTER MIDNIGHT

BY SGT. MIKE SARGENT

The Monterey Police Department will hold a Town Hall Meeting on May 2nd at 6:30 p.m. at the Monterey Institute of International Studies, Irvine Auditorium, 499 Pierce St, Monterey.

The meeting will feature a presentation "Monterey After Midnight, Controlling Alcohol Related Crimes" pre-

sented by Lieutenant Jeff Jackson and California Alcoholic Beverage Control Agent Marsha Ferguson. The meeting also will include information from Chief of Police, Phil Penko.

This town hall meeting is an important opportunity for Monterey community members to personally interact

with the officers who are policing the community. We hope to see you there!

If you have any questions, please send an email to Sergeant Michael Sargent at [sargent@ci.monterey.ca.us](mailto:sargent@ci.monterey.ca.us)

For more information on the Monterey Police Department, visit us anytime at [montereypolice.org](http://montereypolice.org)

## REGISTER FOR SUMMER REC PROGRAMS

BY RECREATION SUPERVISOR SHANNON LEON

It's time to plan for Summer 2012! Sign up now for summer camps, field sports and ongoing classes and programs.

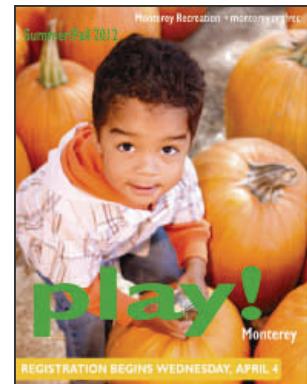
Space is available for all of our popular programs including Whispering Pines Day Camp, Camp Quien Sabe Youth Overnight Camp, Camp Quien Sabe Family Camp Weekend, Sports Camp Plus, Cheerleading Camp, British Soccer Camp, Camp Lots-O-Tots and much more!

We also offer fun arts and crafts classes, educational and fun Preschool programs,

friendly afterschool and school break programs, exercise and fitness opportunities, educational workshops and much more.

Check out what's going on at your neighborhood community center or the Monterey Sports Center by visiting [www.monterey.org/sportscenter](http://www.monterey.org/sportscenter) or by calling 646-3866 for details.

Open registration for all programs is available in person or online at [www.monterey.org/rec](http://www.monterey.org/rec)  
(Online registration requires prior activation.)



*The Activities Guide is available online and at Community Centers.*

## TSUNAMI READY MONTEREY

BY EMERGENCY SERVICES COORDINATOR DAVID POTTER

The City of Monterey is working towards being a Tsunami Ready city as part of a National Weather Service program. The Tsunami Ready program's main goal is to increase public safety during tsunami emergencies.

Informational meetings are being held with neighborhood and business associations in the affected areas, with support

from various state and local agencies. The focus of these meetings is to raise awareness of possible tsunami impacts and the Tsunami Ready process, including the placement of advisory signs.

Signs that identify the tsunami hazard zones, evacuation routes and advise "Go To High Ground in Case of Earthquake,"

are currently being installed in the affected areas.

The primary benefit of the Tsunami Ready program is that our community will be better prepared to save lives in a tsunami emergency.

For additional information visit the [City's Emergency Resources](#) pages or [www.stormready.noaa.gov](http://www.stormready.noaa.gov).

## BEING DOG FRIENDLY IN MONTEREY

BY LT. JEFF JACKSON

Nothing is more relaxing than a stroll or a jog with your best four-legged friend. Unfortunately, such outings don't always go smoothly. It seems that despite training, dogs often still have a mind of their own.

The City of Monterey wants to keep you and your pets safe during your travels around the city. The city does have a leash law that requires you to keep

your pet leashed at all times and under your control when not on your property. This includes all beaches in Monterey as well.

The leash law requirement is for the safety of the public as well as the safety of your pets. Beaches have the potential for encounters with other dogs or with sick or injured wildlife that could prove to be dangerous to you and to your pet.

If you feel your dog needs to roam away from home, the City of Monterey Dog Park is located in the 700 block of Pearl Street, adjacent to Lake El Estero.

Please keep in mind that this is the only location in Monterey where your dog can roam off leash. Happy trails and let's keep our dogs on their leashes.

Visit the [dog park online](#).



## MSC CELEBRATES 20 YEARS!

BY FITNESS MANAGER BILL ROTHSCHILD

What started as a vision of a “swim-gym” - a recreation center built by the community, for the community – became a reality on June 1, 1992. The City Council and the Recreation Commission saw the Monterey Sports Center as a “Gift to the Community.”

When the Sports Center opened its doors, it was the first City-owned facility of its kind in California. Today, the Monterey Sports Center serves 2,500 to 3,000 people every day – over 1 million guests a year.

One of the guiding missions of the staff at the Monterey Sports Center is to enhance the health, education and well-being of the community with innovative programming and support. The Sports Center provides programs and services for all ages and abilities.

The professional staff at the Sports Center provide a clean environment and a comfortable place to spend time exercising. The fitness staff is highly educated and has excellent training and experience in supporting the fitness goals of their clients. From elite athlete to weekend warrior, youth swimmer to senior water exerciser and yoga guru to special needs participants – all call the Sports Center home.

Exercise is the key to a long, quality life-experience and local

residents know that the Monterey Sports Center is the heart of the downtown community. We know that variety is the spice of life which is why we feature over 100 group exercises every week including Hot Hula, Zumba, Aqua Aerobics, Tai Chi, Restorative Pilates, Kettlebell Training, Athletic Training, Spinning and more.

We also provide sports camps, cheerleading camps, sports leagues, teenage work experience and swim lessons to teach children life skills including the importance of working together, trusting each other and the power of teamwork. Our outstanding staff of counselors and instructors guide and lead children, many of whom have returned to bring their children through our programs and classes. Dozens of local schools and non-profits regularly contract with the Sports Center for classes, programs, and services.

As preferred providers for Medicare, Blue Cross, Blue Shield, Tricare and most major insurers, the Sports Center is considered by many the place to go for Physical Therapy in Monterey. Our Physical Therapists specialize in aquatic therapy utilizing our 92-degree, large indoor pool and also provide balance training, functional training and restorative training in our well equipped cardio

fitness and strength training facilities.

The Monterey Sports Center staff is engaged in the community, participating in Fourth of July events, agency health fairs, Good Old Days, Alvarado Tuesday Night Markets and more. We regularly present at local service clubs and school groups and provide support and instruction for more than 100 groups and non-profits throughout the year.

With the addition of the PRIMA Heart Preventative Cardiovascular Center & Institute, the Sports Center has become recognized as a focal point for promoting healthy lifestyles as the key to maintaining a high quality of life. With our medically supervised exercise program PRIMAFIT, Blood Pressure and Body Fat Screenings and our monthly Health Lecture Series, the Monterey Sports Center and PRIMA Heart have become partners in supporting the local medical community in supporting health and active lifestyles for our community residents.

The “Swim-Gym” has come a long way since 1992. As we celebrate our 20<sup>th</sup> Anniversary in June, the “Crown Jewel” of Monterey will continue to innovate, support and provide service to Monterey and peninsula residents.



***The Monterey  
Sports Center  
opened on  
June 1, 1992!***





## RESULTS OF LIBRARY SURVEY

BY SPECIAL SERVICES COORDINATOR JEANNE MCCOOMBS

The initial stage of the Library's Strategic Planning process, the community survey and conversations with community members, recently completed has reached further into our community than ever before. We heard the need for the Library as an open and shared public space, as a community and cultural center, as a source for lifelong learning and connection – in person and online. We heard concerns about the economy and qual-

ity of life in our community. We heard the desire for respectful conversations and greater civic engagement, for families to feel supported and the educational systems to be improved, for interconnectedness among diverse people of all ages. And we heard loudly and clearly the Library's value as a trusted source and essential connector (of people, resources and ideas) to build a strengthened community.

You can read the complete

survey results on the Library's website at [this link](#).

The Library Board and staff appreciate the hard work, ideas, and insights of community members who helped guide the planning process, participated in group dialogues and interviews, and completed the planning survey. Thank you!

For more information about the Monterey Public Library, visit us anytime at [monterey.org/library](http://monterey.org/library).

## COST-SAVING MAINTENANCE

BY HARBORMASTER STEVE SCHEIBLAUER

Monterey's Marina has been slowly filling with sand. After much environmental review, the City received federal and state permits to dredge this clean sand and put it onto Del Monte Beach.

The City went to bid to hire a contractor to do this work, to be completed in as

many as ten phases over ten years. Competitive bids were received, but the cost was deemed to be so high that the City instead purchased a small dredge and trained Marina staff to operate it.

The first phase of dredging was completed in early March without incident. Best

of all, the City saved approximately \$200,000 by doing this phase of the work itself.

Considering that there are as many as nine more phases of dredging to go, the savings could become very large in the years to come.

Visit the [harbor and marina](#) anytime on the web.

## SEE US ON YOUTUBE, FIND US ON FACEBOOK

Connect with the  
City of Monterey on:



The City of Monterey uses social media as one of its tools for communicating with residents, businesses and visitors.

Social media sites, such as YouTube and Facebook give the City the opportunity to communicate far beyond its borders and the confines of local media. This is especially important for a community with a tourism-based economy.

YouTube provides an incredible opportunity to show people around the world video of what Monterey actually looks like.

Our YouTube videos are intended to inform residents about

programs and services and interest people in visiting the City.

Monterey maintains a [YouTube Channel](#) which currently features almost 100 videos and our videos have received 252,765 views by people in 88 countries. One of our most popular videos "What To Do in Monterey" is available in the four of the most common languages used by visitors to our City and has received more than 70,000 views.

The City also has a [Facebook page](#) which is used to communicate with a growing audience of social media users in Monterey

and around the world. Monterey's Facebook page has nearly 6,000 fans, many of them from the Bay Area who want to stay in touch with what is going on in the City.

With Facebook, we ask our fans about their favorite places or the places they would like to see in photographs.

Several city departments have Facebook pages, including the Monterey Sports Center and the Monterey Public Library.

Social media opens our communications with residents and visitors in new ways. Check out our [social media page](#) on the web.

# DO YOU KNOW YOUR HEART RISK?

BY FITNESS MANAGER BILL ROTHSCHILD

The major emphasis in health care today is on prevention. By eating correctly, making healthy lifestyle choices, controlling our weight and exercising regularly, we can improve our health and productivity and decrease our risk of developing diabetes, heart disease and stroke.

As the rates of obesity and the costs of treating disease continue to soar, health experts are advising us to spend more time out of the chair and actively pursuing life. From regular brisk walks, to exercise classes, to recreational sports leagues - we are encouraged to spend less time sitting and more time exercising.

We know that two-thirds of all men and half of all women will die from heart disease and stroke and that 64% of all individuals who die suddenly of coronary heart disease had no previous symptoms.

Do you know your risk?

PRIMA Heart at the Monterey Sports Center offers cardiovascular risk assessments & screenings, cholesterol management clinics, weight loss programs, dietary counseling, diagnostic testing and imaging, and a supervised medical fitness program called PRIMAFIT.

Early detection and preventative cardiovascular intervention is helping save lives. The PRI-

MAFIT program helps individuals with elevated risks and individuals needing to reduce weight, lower blood pressure, lower cholesterol and improve their health the opportunity to exercise with medical fitness staff on hand to guide and assist.

A recent American Heart Association video "[Just a Little Heart Attack](#)," directed by and starring Emmy-nominated actress Elizabeth Banks, illustrates the importance of understanding how important it is for all of us to take care of ourselves and to know our risk.

Share, talk, discuss and engage your family, friends, co-workers and associates.



## Council Vision

*Monterey is committed to being a model city for its quality of life driven by responsiveness of local government, historical and cultural preservation, mobility opportunities emphasizing pedestrians over vehicles, economic sustainability, a strong sense of place and good stewardship of the natural environment.*

## INNOVATION AT WORK

Across the City, departments and divisions are innovating processes, making it easier for the public and employees to access information and services. To get an idea of just how much innovation is taking place in Monterey city government, check out the [Innovation Matrix](#). That's

where you can see how many things have changed and how those changes are making a difference. It's quite remarkable!

At first glance, you might notice the number of innovations and how they are happening throughout the City. A closer reading reveals the

depth and breadth of these innovations. In the months ahead, the Innovation Matrix will be updated with more information.

So, stayed tuned and take a few minutes to check out the [Innovation Matrix](#) on the City Manager's page of the website.

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