



League of Women Voters of Monterey County



The

VOTER



Celebrating the Merger of LWVMP & LWVSV since 2013 / November 2017, Volume 90, Number 3

Wednesday, November 8, 2017

Pros and Cons: Who Should Own the Monterey Peninsula's Water Distribution System?"

Representatives from **Public Water Now (PWN)** (www.publicwaternow.org) and from **California American Water (CalAm)** (www.amwater.com/caaw) will address questions related to the proposed **November 2018 initiative to buy the local assets of CalAm** (force public ownership of the now-private water system). The issues to be discussed include management, decision-making, water quality, rates, customer relations, and how well the **Monterey Peninsula Water Management District** might compare should they take over management of the water system.

Public Water Now will be represented by **Michael Baer** and **Doug Wilhelm**. CalAm will be represented by **Catherine Stedman**, Central California Manager of External Affairs and **Evan Jacobs**, Northern California Manager of External Affairs.

All speakers will address CalAm's performance and how MPWMD might perform regarding: ***maintaining viability of resources***, including water quality, environmental standards, and maintaining a sustainable water supply; ***maintaining physical assets*** including long-range plans for maintenance and improvements; ***setting fair and responsible rates***, including costs that address unapproved future projects in a transparent manner, and providing rate information to the public; ***maintaining an efficient local office*** (including responding quickly to complaints, providing well-trained staff and responsive management, through transparent decision-making processes); and ***why voters should support or oppose the proposed initiative***.

Beverly Bean beverlygb@gmail.com

LWVMC November 8, 2017 General Meeting

12 noon **Lunch** / 12:30 to 1:30 **Presentation**

(Lunch \$17 per person: main course, salad, beverages, & dessert by **The Valley Grille**).

Reservations are a must for lunch!

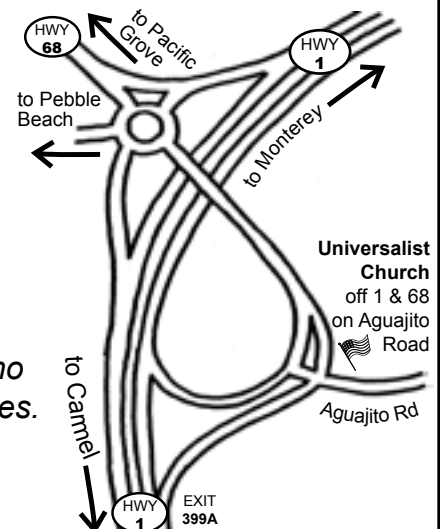
Contact Beverly Bean by Saturday, November 4.

(phone 484-2451 or e-mail beverlygb@gmail.com)

Pay at the door for lunch; meeting/presentation is **FREE**.

Reminder: The League pays the caterer in advance for everyone who makes a luncheon reservation, and guarantees a minimum of attendees.

L&L meets at: **Unitarian Universalist Church** <http://uucmp.org>
490 Aguajito Road / Carmel CA 93923 (831) 624-7404



★ ★ ★ PRESIDENT'S MESSAGE NOVEMBER 2017 ★ ★ ★

Many thanks to all our fabulous board members, especially **Vice President Nancy Selfridge** for conducting the September meetings during my absence. I'm delighted to say my 9,000 mile road trip to my 50th high school class reunion was awesome.

We are very grateful that our **October Lunch and Learn** yielded a detailed list of issues and concerns already being addressed by **Congressman Jimmy Panetta** during his busy first nine months. His dedication to public service comes from his previously successful military and community legal roles. We thank Congressman Panetta for inspiring us and for representing us as a leader and problem solver, from support for veterans to agricultural and environmental issues, on both the national and local stages.

Thanks to all our members for the stellar turn-out for the October meeting, and for spreading the word regarding our upcoming exciting **Lunch and**

Learn programs. Our local chapter is only as good as our members support and involvement.

In addition: **Webmaster Bob Evans** is working on updates to our LWVMC site; meetings and studies are ongoing for **Natural Resources, Campaign Finances, FORA, and Special Events**. Contact me or the individual Chair for updates. As always, members are welcome to attend on a drop in basis if you're interested in contributing to the discussions.

No action or communication has been taken since the last Board, so there is no **"Where the Action Is"** column for this issue of the Voter.

I am open to any suggestions for future meetings and/or topics, and if you have questions or concerns regarding our chapter, I'm willing to talk.

Thank You!

Judi
jlehman@redshift.com

BENEFIT OF SPECIAL EVENTS: CHARITABLE DONATIONS

The LWVMC Committee on Special Events continues to study the positive and negative impacts of large special events in Monterey County. Our collective research has so far yielded some interesting information which we are summarizing as we go along.

*In last month's Voter we provided a brief description of **Transient Occupancy Tax** revenues which fund Monterey County and city government general funds and special projects (October 2017, **"Tourists: Nuisance or Benefit?"**). In this article we explore the related issue of charitable donations. Using highest attendance as our measure, we present the four top-ranking special event sponsors to local charities.*

Golf Tournaments

The special event with the highest attendance is the **AT&T Pro-Am in Pebble Beach**. It is one of two golf tournaments hosted by the **Monterey Peninsula Foundation**, the other being the **PURE Insurance Championship**. In 2015-2016, the Foundation distributed \$10.8 million to local charities in the tri-county area (Monterey, San Benito, and Santa

Cruz Counties). Their areas of focus were arts & culture, community & environment, education, health & human services, and youth programs.



It is difficult to break out how much of the \$10.8 million were the direct result of the AT&T Pro-Am versus the Foundation's other sponsored golf tournament. In addition to the \$10.8 million donated by the

Foundation, the AT&T Pro-Am golf tournament set aside an extra \$132,300 for a variety of charities. A vast majority of the donations stayed in Monterey County, but some went outside the County. Top donations were:

\$110,000 Community Foundation for Monterey County

\$17,300 ATT STEM ZONE (various schools in Monterey County and California)

\$5,000 Abilene Christian University for the Lance and Melissa Barrow Scholarship

Car Races and Shows

The second highest attended special event is a collection of car-related shows and races at **Mazda Raceway Laguna Seca**. The non-profit **Sports Car Racing Association of the Monterey Peninsula** (SCRAMP) organizes volunteers and local companies to provide services at Laguna Seca. SCRAMP donates net proceeds to local charities and civic organizations.



Since 2014, SCRAMP and the **Monterey County Board of Supervisors**, which oversees Laguna Seca, had been in negotiations as to whether SCRAMP would continue to run Laguna Seca. In 2015, the SCRAMP board president **Gregg Curry** stated that SCRAMP *“... annually donates more than \$250,000 of its proceeds to 60 to 70 local charities and civic organizations. More than 300 local community members annually commit thousands of hours volunteering at Mazda Raceway Laguna Seca ...”*

In February 2017, SCRAMP and Monterey County settled its financial dispute and SCRAMP has been allowed to operate track operations for three more years while Monterey County searches for a new concessionaire. During this period of turmoil, it has been difficult to find records as to whether there are net proceeds from Laguna Seca events or whether donations have been made.

Car Rallies, Shows, and Sales

The third highest attended special event is **Monterey Auto Week** and **Pebble Beach Concours d'Elegance**, also known as “**Car**

Week.” The numerous events that comprise Car Week can be broken down into three types: events that donate to local charities, events that do not donate to charities because they are free events, or events that do not donate to charities because they are actually businesses/auctions. Of the events that donate to charities, the largest is the **Pebble Beach Concours d'Elegance**.

In 2016, the **Pebble Beach Company Foundation** directed \$1.75 million to 85 local non-profit educational programs, including **Boys & Girls Clubs of Monterey County**, **Kinship Center**, **Montage Health** (formerly Community Hospital Foundation), **Natividad Medical Foundation**, **Animal Friends Rescue Project**, and **United Way Monterey County**. Of the \$1.75 million, the Pebble Beach Company Foundation gave \$960,000 in local grants and scholarships. Other charities benefit by donating time in exchange for monetary donations. Still other non-profits use Concours tents to host fundraisers.

Car Week events and charities which benefit are:

Carmel Concours on the Avenue (*Carmel Foundation*)

Carmel Mission Classic & Blessing of Cars (*Knights of Columbus Carmel Mission Council, Barnyard Ferrari Event, Arts Council of Monterey County*)

The Quail, a Motorsports Gathering (*CHP 11-99 Foundation, Rancho Cielo, Naval Postgraduate School Foundation, JROTC*)
Pacific Grove Rotary Concours Auto Rally (*PG Rotary Club e.g., PG Youth Fund, PG and Carmel DARE, etc.*)

PG Wheels of the Future Car Show (*Rancho Cielo and Gateway Center of Monterey Co.*)

Little Car Show Pacific Grove (*PG Public Library, PG Youth Center, Veterans' Transition Center*)

McCall's Motorworks Revival Monterey Airport (*CHP 11-99 Foundation*)

Rolex Monterey Motorsports Reunion Laguna Seca Raceway (*SCRAMP*)

Automobilia Monterey, Seaside (*Monterey Rape Crisis Center*)

County Fair

The fourth highest attended special event is the Monterey County Fair which supports the **Monterey County Fair Heritage Foundation** (MCFHF). Today the Foundation raises funds through donations, special events (music festivals, community dinners, trade shows, weddings), and beverage concessions at the Fairgrounds.

Of beverage concession revenue, 40 percent goes to Fairgrounds operations. Of beverage concession net income, it all goes to Fairgrounds capital improvements.

The remainder of concession revenue goes to supporting **agriculture awareness activities** and **youth scholarships**. In 2017, the MCFH Foundation gave out multiple scholarships and at least one scholarship to a **Monterey County 4H** or **Future Farmer of America** member to raise a market animal.



Economic Benefits and Questions of Transparency

In summary, as a result of large special events, Monterey County receives economic benefits from increased commercial revenue, sales and hotel taxes, and jobs. In addition, the four largest special events generated at least \$12.75 million in charitable donations in 2015-2016.

While Monterey County benefits from the charitable donations of these large special events, the **LWVMC Special Events Committee** would like to see greater transparency as to how much and where all sponsors of special events bestow these donations. Some sponsors are better at informing the public than others.

The Committee also encourages charities in Monterey County to publicize how much they receive, the sources of the donations, and how the donations are used.

Kemay Eoyang,
Special Events Committee Chair
Kemay.Eoyang@gmail.com



Any person of voting age, male or female, may be a member of the League!

Renew Your LWVMC Membership.

If your membership has lapsed, please use the form below, or go to <http://lwvmryco.org>. Timely responses are appreciated as they help keep our local chapter strong.

*Renewal letter and form gone astray?
Uncertain of your membership due date?
Wish to make a donation?
Want to become a new member?*

Use the form below or contact:
Lisa Hoivik, Membership Director
LHoivik@comcast.net or 375-7765

*Checks payable to LWVMC
Mail to LWVMC PO Box 1995
Monterey, CA 93942*

Membership Levels

- ☐ \$250+ Carrie Chapman Catt
- ☐ \$200 Sojourner Truth
- ☐ \$150 Elizabeth Cady Stanton
- ☐ \$100 Susan B. Anthony
- ☐ \$ 95 Household (2 persons, 1 address)
- ☐ \$ 65 Single membership

Name(s)

Address

City

State

Zip Code

Phone

e-mail

- ☐ Send e-mail reminders for luncheons
- ☐ Call to remind me of luncheons
- ☐ Scholarship requested

Membership dues & contributions to LWVMC are not tax deductible, nor are donations to the Florence Curlee Scholarship Fund. However, donations to the League of Women Voters of California Education Fund (LWVCEF) are tax deductible.

MEMBERSHIP UPDATE

Welcome to Our Newest Member!

Andrea McDonald 719 Snyder Ave., Aromas
CA 95004, (831) 915-1968, amcd@cruzio.com

New Email Addresses

Janet Brennan Brennan_Janet@comcast.net
Jane Haines janehaines80@gmail.com

Thanks to Our LWV Education Fund Donors

Kemay Eoyang (\$100) / **Darby Worth** (\$35) /
Jane DiGiralamo (\$25)



OHMIGOSH! Despite letters to all members and our appeal last month, one third of our League still haven't renewed their **membership** yet!!!

Keep your newsletter coming, sustain League educational activities, and strengthen our goals to promote democracy! Rejoin! Thanks if you already have, and help bring lapsed members back.

Lisa Hoivik, LHoivik@comcast.net



League of Women Voters of Monterey County



Office / Board Meetings Mariposa Hall, 801 Lighthouse Avenue (corner of Irving), New Monterey CA 93940

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Send articles & updates to:

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(* = Executive Committee)



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LWVMC 2017/2018 Calendar



NOVEMBER 2017

Lunch & Learn with the League
Wednesday, 8 November, 12 noon

"Pros & Cons: Who Should Own the Monterey Peninsula's Water Distribution System?"

(see complete information on page 1)

contact Bev Bean beverlygb@gmail.com

LWVMC Board Meeting

Monday, 13 November, 4:30 pm

Mariposa Hall, 801 Lighthouse, Monterey
contact Judi Lehman jlehman@redshift.com

Natural Resources Committee Meeting

Thursday, 16 November, 12 noon

Mariposa Hall, 801 Lighthouse, Monterey
contact George Riley
GeorgeTRiley@gmail.com

NO Special Events Committee Meeting
in November due to earlier meeting Oct 30
contact K. Eoyang Kemay.Eoyang@gmail.com

DECEMBER 2017

WINTER HOLIDAY BREAK

**No Lunch & Learn, Voter, Board or
Committee Meetings**



JANUARY 2018



LWVMC Board Meeting
Monday, 8 January, 4:30 pm

Lunch & Learn with the League
Wednesday, 10 January, 12 noon

"Fort Ord Update:

Guest Speaker Alan Hoffa"

contact Janet Brennan
Brennan_Janet@comcast.net

Natural Resources Committee Meeting
Thursday, 11 January, 12 noon

Special Events Committee Meeting
Thursday, 18 January, 12:15pm