

Del Monte Forest Property Owners

a non-profit California Corporation

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FORESTNEWS

The Del Monte Plan – 1966 excerpted by Neal Hotelling

Prior to becoming known as Pebble Beach Company in 1979, the company was known as Del Monte Properties Company and was headed by company founder Samuel F. B. Morse (1885-1969) for its first fifty years. In 1966 during Morse's waning years, the company produced a major

county planning document, "The Del Monte Plan," to outline his future plans for the development based on the philosophy that guided his stewardship of the Del Monte Forest to that point. As we look at the history of the environmental stewardship of Del Monte Forest, we excerpt the Foreword of that document.

The Del Monte Properties planning report was prepared under the supervision of Mr. S.F.B. Morse—Chairman of the Board and Chief Executive Officer. He assumed control of properties as liquidator of Pacific Improvement Company in 1915. With Mr. Herbert Fleishhacker and friends, he organized Del Monte Properties Company and has been chief executive officer of the Company since 1919. Mr. Morse formulated the philosophy and executed the policies which have made Del Monte Forest world renowned as a vacation resort and a fine place to live. He received many honors, latest an LLD from the University of California, Santa Cruz, in recognition of his conservation and beautification efforts on the Monterey Peninsula. He was designated "Citizen of the Year 1965" by the Monterey Peninsula Chamber of Commerce. Thanks to the inspired leadership of Mr. Morse, and his farsightedness, Del Monte Properties Company will be able to continue its policy of land development with maximum conservation of scenic beauty.

Planning begins with an appreciation of what we have, of the special qualities of the land, and proceeds to our needs for its use. Monterey Peninsula lands

are a unique blending of climate, hills and sea, of pine, cypress and sand, of history, literature, and art that sets the area apart. Therefore, in addition to the usual uses of man for his day-to-day purposes, this area has become a mecca for those from less favored or despoiled areas who need to renew their spirit in the clean air, on the unspoiled beaches, amid the scenic and cultural attractions of the Monterey Peninsula.

With the Del Monte approach, the public gains as much from privately owned lands as it does from public parks. Every year, thousands of visitors pay the road maintenance charge at the entrance to the Seventeen Mile Drive because the simple human pleasures which are preserved within the gates are worth paying for.

The scenic attributes of the Monterey Peninsula, including unpolluted air and water, and the historical and cultural significance of development to date, constitute an unparalleled environment which has world-wide recognition and incalculable market value.

S.F.B. Morse, still in charge as Chairman of the company at age 81, reviews the 1966 Del Monte Plan with Aime "Tim" Michaud, president of the company from 1963-1970.

- Photo courtesy of the Pebble Beach Company Lagorio Archive



For more on the legacy of Forest stewardship, See pages 3 & 4



The DMFPO Board of Directors is looking back with pleasure at the accomplishments of 2012 and looking forward to another productive year in 2013.

We are especially pleased that, for the second consecutive year,

the Pebble Beach Company ("PBC") allocated \$1 million (double the historical annual amount) for road improvements. There was a whirlwind of contracted road work accomplished this past November, and a contingent of PBC staff will continue year-round routine road maintenance such as filling pot holes. Additionally, the Community Services District ("PBCSD") does a fine job of repairing roads dug up for various projects. Much time, effort and revenue is devoted to improving Forest roads.

In early 2013, DMFPO board directors will conduct the third annual survey of the entire circuit of roads in the Forest. The results will be used to assist PBC in its budgeting process. Board directors will also meet with PBC Chief Executive Officer, Bill Perocchi and other top managers regarding roads maintenance and other subjects of mutual concern.

Current and former DMFPO directors and presidents are appointed to: the PBCSD Board of Directors; the Del Monte Forest Conservancy (formerly Foundation); the Open Space Advisory Committee; PB Community Advisory and Architectural Review Boards; and the County Land Use Advisory Committee.

The DMFPO semiannual meetings of 2012 were wonderful successes, the seminars in the spring and late fall were both well received, and the *ForestNews* newsletter continues to garner fine reviews. The minutes of board and committee meetings can be found at the redesigned <https://www.dmfpo.org> web site, as well as crime and traffic enforcement statistics from local law enforcement. A slide presentation given by Dave Stoldt, General Manager of the Monterey Peninsula Water Management District at the November semiannual meeting is also available on the DMFPO web site for viewing. Forest photographs are also on display.

DMFPO is pleased that its role as "The Voice of the Forest" continues to improve each year. There is opportunity to join us in serving as a board director beginning this year.

Don Eastman



Rebirth of the Gingerbread House Roof

Del Monte Forest Conservancy is happy to announce the renovation of the Gingerbread House roof. Much of the infrastructure has been painstakingly rebuilt and the roof entirely replaced. Conservancy board member, Zigmont "Jody" Le Towt III, coordinated and devoted months of his time and financial support to make this historic landmark a visual delight along 17 Mile drive.

The cement roof was designed and fabricated by the artist, Pedro deLemos who owned and built the house in the early 1940's. Careful pressure washing of the north side of the cottage

roof revealed the original colors of the tiles. A major challenge was to recreate the uniquely colored roof. It was necessary to measure each tile to create a diagram so that the dimensions of the original roof were replicated in the new one. Lightweight cement tiles with a colored waterproof sealer were used to fabricate the external portion of the new roof.

You are encouraged to drive by and enjoy seeing what has been accomplished. The Conservancy would like to recognize with gratitude the expertise and generosity volunteered by Carmelo Perez, Pete Scudder and John Rivers.

Pebble Beach Company takes great pride in its environmental stewardship of the Del Monte Forest and the coastline along 17-Mile Drive, sustainably managing nearly 2,500 acres of resort and recreational facilities, golf courses, shoreline, and forest open spaces. The Company and its Environmental Stewardship Manager work with an employee-based Green Team to review, improve, and implement its environmental programs. In the past decade, the Company has received more than 25 environmental awards and certifications from federal, state, and local governments, golf and hospitality organizations, Audubon International, and the Monterey Bay Area Green Business program.



The Company's philosophy on resource management has a long history and deep roots. Early development standards in the Del Monte Forest sought to enhance the natural environment through then-cutting edge deed restrictions, dedication of green space for wildlife, and limitations on tree removal. Of the many preserved areas within the Del Monte Forest, one of the more spectacular is named after the Company's founder. Morse Reserve was established in 1971 to protect special native forest habitat, which supports the threatened Gowen cypress, among other species. This location is the only place where Gowen cypress and Bishop pine grow together in the acidic soils that limit colonization by Monterey pines. Other indigenous native plants also growing in the Reserve include Bear-Grass, Manzanita, and Huckleberry. In 1976, the 84 acre Morse Reserve, as well as the 12.5-acre Crocker Grove and the 73.5 acres of Pescadero Canyon, were deeded to the Del Monte Forest Foundation (now the Del Monte Forest Conservancy "DMFC") for preservation. In 1987, the Company dedicated a conservation easement over the 372-acre Huckleberry Hill Natural Habitat area to DMFC. To date, the Company has

permanently protected over 657 acres of natural habitat within Del Monte Forest. Additionally, the Company is working with the County and the California Coastal Commission to dedicate another 635 acres of high quality habitat as part of its final Del Monte Forest Plan. When this dedication is complete, almost 25% of the Forest will be permanently protected as native habitat.

Recycling also has a long history at Pebble Beach Company. In 1919, lumber from the PG Hotel (1887-1917) was used to build The Lodge. In 1922, Del Monte Properties Co. installed compost beds, mixing manure from the U.S. Cavalry and Del Monte stables with leaf mold, kelp, and other seaweed. The Company's current green waste program composts over 2,500 tons annually. In 2008, the Company added food scraps to the list of items reused, becoming one of the first businesses on the Monterey Peninsula to compost food. In total, the Company annually diverts more than 6.5 million pounds of plastic, glass, metal, cardboard, paper, and over a dozen other materials from local landfills to recycled uses. While that figure is quite impressive, arguably the most noteworthy achievement in recycling is the Company's use of recycled water, which now meets 100% of irrigation needs of all of the golf courses in the Del Monte Forest (Pebble Beach, Spyglass Hill, Spanish Bay, Peter Hay, Cypress Point, Monterey Peninsula Country Club, and Poppy Hills), Collins Field, and the sports fields at Stevenson School. This project was made possible by the Company's sole fiscal sponsorship of a \$67M treatment and storage project at the Carmel Area Wastewater District treatment plant and the PB Community Services District's Forest Lake Reservoir. To date, the reclamation project has saved our community over 4 billion gallons of potable water!





Throughout the Forest, wildlife habitat areas, such as the riparian wetland along the 14th hole at The Links at Spanish Bay, are regularly maintained. These areas provide habitat and migration corridors as well as helping to naturally filter storm water. Spyglass Hill Golf Course has planted over 1,000 Monterey pines and hundreds of Coast Live Oaks, Redwoods, and Monterey Cypress along the course since 2005. Furthermore, many areas of non-native Ice Plant (Hotentott fig) have been eradicated and replaced with native sand dune plants, providing habitat for wildlife. Del Monte Golf Course has replaced many Monterey pines affected by pitch canker and bark beetle with pitch canker resistant species. These species were grown in-house by the Company's Forestry and Ecology departments and now provide habitat for bird and insect species.

In 1987, the Company created its Harbor Seal Protection Program, which provides protected areas for harbor seals nursing their pups from April to June each year along 17-Mile Drive.

At The Links at Spanish Bay and its beach, boardwalks, fencing, and signs protect native sand dune species, like the endangered Menzies' wallflower and Tiedestrom's lupine.



Audubon International has certified all four of Pebble Beach Company's golf courses through its education and certification program. In 1994, The Links at Spanish Bay was the first course in California to receive Audubon International certification, indicating that ecologically sound land management and conservation of natural resources practices are in place, including Environmental Planning, Wildlife and Habitat Management, Outreach and Education, Water Quality and Conservation, and Chemical Use Reduction and Safety.

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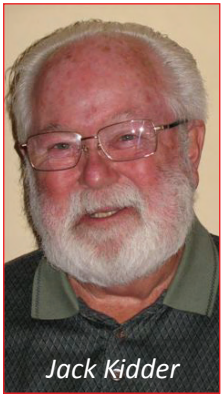
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In response to long-standing and growing concerns of Del Monte Forest residents about traffic issues the DMFPO Board of Directors in 2005 took a proactive position to address the problem. Director Gerald Verhasselt remembers a lively well attended DMFPO Neighborhood Representatives meeting on March 31, 2005 bringing the issue to the forefront. Then-DMFPO President Jack Kidder sought the input of stakeholders by forming a "Blue Ribbon Committee" consisting of members of the DMFPO Traffic and Safety Committee, representatives from the Pebble Beach Co., private golf courses, condominium homeowners' associations, Stevenson School, and involved Forest residents. The committee hired a professional consultant and jointly prepared a survey sent to each Forest resident. The response was overwhelmingly in favor of increased traffic enforcement. To accomplish this DMFPO presented its case to the Pebble Beach Community Services District ("PBCSD") Board of Directors for funding and the Local Agency Formation Commission of Monterey County for approval. Those requests were granted and PBCSD entered into a contract with the California Highway Patrol ("CHP") in October of 2006. The program has been in force for six years and has been met with almost unanimous approval (save a few unfortunate citation recipients).



DMFPO would like to thank CHP Sgt. Ray Faulk for implementing the Program, and for providing exceptional service over the years. Upon his retirement on November 14th, after 30 years with the CHP, we asked him to share some parting thoughts...

What positions have you held with CHP? I was a patrol officer from January 1983 until February 1998, heading up an undercover auto theft task force in Santa Cruz (multiagency, multistate) for 7 years, then sergeant in Monterey for six years. Not wanting to move from Monterey, after serving as acting lieutenant for 7 months in Santa Cruz, I returned to my position as sergeant in Monterey until my recent retirement.

What is your service philosophy for the Forest? In my 30 years of experience, I firmly believe that being visible by making traffic stops—to relay information, give



citations, or other active engagement—is by far the most effective deterrent for all types of crimes, from traffic violations to vandalism and theft.

How did your input shape the Program?

Prior to the Program, CHP was patrolling in the Forest during routine daytime hours with no flexibility for focused need. The Program was set up from the start for CHP to go beyond routine enforcement and provide such services as site security

for Indian Village and other locations experiencing problems, backup for Pebble Beach Security officers on calls, and patrol of parking lots along the coast that tend to be trouble spots. Generally, the County Sheriff handles public safety calls and CHP focuses on traffic enforcement. I have however instructed CHP officers to give their cell phone numbers to gate security when coming on shift so they can be contacted to help out with in-progress burglary, vandalism, and public disturbance calls that need immediate response.

DMFPO Director Hutchison provided a graph depicting the decrease in all types of emergency calls since implementation of the Program. Are results that dramatic? I believe the Program has had a huge impact. Traffic collisions including DUI crashes and injury collisions are way down. I feel it is a direct result of highly visible uniformed presence and the Program being flexible and proactive.

Is CHP funded by citation fees? CHP is funded in full by the State Motor Vehicle account, which is in turn funded by registration fees.

Can you share a few memorable moments? Attending PBCSD board meetings to discuss the Program has always been a pleasure. A memorable episode on patrol involved a driver that rounded a corner too fast, ending up in an unsuspecting resident's garage and catching it on fire.

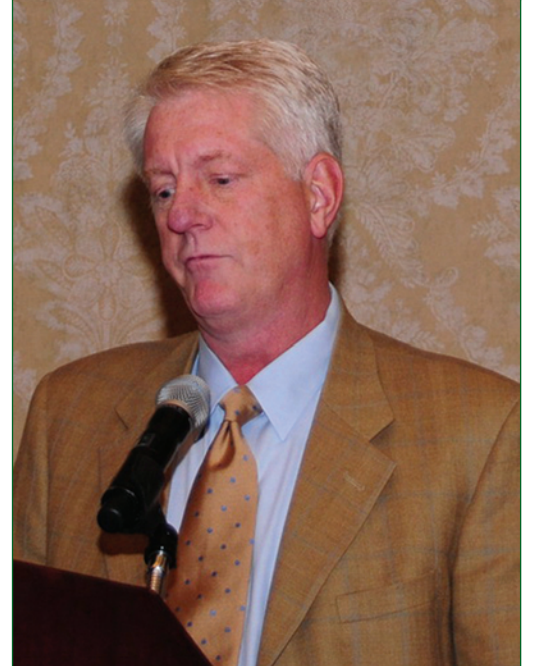
Do you have any special retirement plans? I don't think I will be returning to CHP to work as a retired annuitant, or retired "irritant," my CHP term for it. My wife, Cindy, and I hope to travel next summer, and spend time with our 24-year old son, Alexander, an amazing scholar and musician.

Del Monte Forest Property Owners would like to welcome Sgt. Chris Pia as the new CHP Enhanced Law Enforcement Program lead.

Water, Why We Worry was the topic presented at the November 11, 2012 DMFPO Semiannual Meeting held at the Inn at Spanish Bay.

Mr. David Stoldt, General Manager of the Monterey Peninsula Water Management District, gave a concise, enlightening time line of events related to Monterey Peninsula water needs, from the inception of California American Water as water purveyor for the area and the formation of the Water Management District, to current and planned projects addressing the water supply shortage. Mr. Stoldt's slide presentation can be viewed via a link on the DMFPO home page at <https://www.dmfpo.org>, or at <http://www.mpwmd.dst.ca.us/Presentations/Presentations.htm> on the Water Management District web site. Attendees took the opportunity to enjoy refreshments and chat with Mr. Stoldt during a reception following the meeting.

The next DMFPO semiannual meeting is scheduled for Sunday, May 19, 2013 from 2:00 to 4:00 pm at the Inn at Spanish Bay. All property owners who renew their DMFPO membership for 2013 beginning in January are invited to attend at no charge.



Please send us your e-mail address so we can keep in touch with you that way. It will remain confidential.

If you plan to hold an event at your home such as a garage sale, please be mindful of parking so that street or driveway access is not blocked for your neighbors or emergency vehicles!

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