

**Salinas City Center Improvement Association  
Board of Directors Meeting  
235 Monterey Street  
Salinas, California 93901**

**Board Meeting Minutes: February 8, 2017**

**Present:** Catherine Kobrinsky Evans, Frank Saunders, Margaret D’Arrigo Martin, Brian Finegan, Fred DeYoung, Meryl Rasmussen, Gaylon Haney, Jeff LaTourette and Greg Piini.

**Absent:** Peter Kasavan, Larry Bussard, Jim Gattis and Jeff LaTourette.

**Guests:** Lisa Brinton, Senior Planner-City of Salinas; James Kendall-Mahoney Commercial; Jenna Hanson Abramson-Mavelle Media; Jeanna Sutton.

**Staff:** Ken Steen-SCCIA District Manager

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
1. <b>Introductions</b>	Catherine Kobrinsky Evans, President, called the meeting to order at 3pm. Board and Guest Introductions (See above)	<b>No action taken.</b>
2. <b>Special Guest: SPD Chief Adele Frese</b>	Chief to re-schedule as she needed to attend to a sick family member.	<b>No action taken.</b>
3. <b>Consent Agenda:</b> <Approval of January 11, 2017 Board Meeting Minutes. <Approval of January 31, 2017 Financials (Balance Sheet & Operating Statement).	< Minutes for January 11, 2017 Board Meeting & Financials for January 31, 2017 were reviewed.	<b>Action Taken:</b> <b>Approval of Minutes and Financials.</b> <b>Motion: Fred DeYoung.</b> <b>Second: Gaylon Haney.</b> <b>Unanimous approval by the Board.</b>
4. <b>President’s Report:</b>	<Catherine recognized and extended congratulations to both newly elected Board members: Meryl Rasmussen and Joel Panzer. <At next Board meeting (3/08), Catherine would like to review the original list of SCC goals as the Association approaches the annual meeting scheduled for April 12 <sup>th</sup> . <Sal Jiminez plans to develop mixed use project on his northeast corner Main/Monterey Street property. Applying to remove City easement partition of the property. <Sal plans to additionally redevelop the former Esperanza Market property with mixed use (southeast corner Main/Monterey). <City in discussion to enter into MOU with TAMC re: development of the train station. MOU and Council minutes to be distributed.	<b>No action taken.</b>
5. <b>Committee Reports:</b>		
• <b>Executive Committee</b>	<Action Item: Approval of addition of 401 Monterey Street/Brad Slama property to the SCCIA District. <See President’s comments above. <b><u>Annual Meeting: April 12, 2017.</u></b>	<b>Action Taken:</b> <b>Approval of 401/Slama property.</b>

		<b>Motion: Jeff LaTourette. Second: Margaret D'Arrigo Martin. Unanimous approval by the Board.</b>
<ul style="list-style-type: none"> <li>• <b>SOBO Committee</b></li> </ul>	<p>&lt;Frank provided update on security. Two (2) person patrols continue with defined schedule.</p> <p>&lt;SOBO Committee met (2/08) with SPD Police Chief Adele Frese, who shared her goals and challenges. Was very community engaged and supportive. Biggest challenge: recruiting new officers.</p> <p>&lt;Power Washing/Concrete Cleaning: Frank has engaged at no cost a power wash vendor to do trial cleaning of both sides of 200 block.</p> <p>&lt;Hope Services: SOBO would like to further review other vendors so determine if other vendors are more efficient, practical and economical vis-à-vis Hope Services. Board members expressed concern with regard to idle workers; Frank to send letter to Hope.</p> <p>&lt;SOBO to approach City again re: necessary repairs and to establish baseline for SCC services. DM to meet with Lisa (2/09) to discuss list and approach to Public Works. Letter to follow.</p> <p>&lt;City has posted new “No Loitering” signs that include No Camping and No Trespassing downtown.</p> <p>&lt;Taxi Parking Zones: Removal of zones on Traffic Commission Agenda for 2/09. SCC to monitor decision and removal.</p> <p>&lt;SOBO Committee member Joel Panzer suggested that SOBO acknowledge the buildings and improvements by Bruce Taylor and Jim Gattis among others.</p> <p>&lt;Struve &amp; LaPorte conditions have improved along with more constructive interaction by Pastor, First Community Church with neighbors and SCC.</p> <p><b>Next Meeting:</b> 3/02/17 (201 Main Street).</p>	<b>No Action Taken.</b>
<ul style="list-style-type: none"> <li>• <b>DISI Committee</b></li> </ul>	<p>&lt;DISI announced that Jenna Hanson Abramson, owner of Mavelle Media, has been contracted to provide social media services to SCC. Her accounts include Carmel Plaza.</p> <p>&lt;DISI plans to do SCC mixer March 7<sup>th</sup> from 4:30 to 6PM with downtown Merchants with informal format at Farmer’s Union Pour House.</p> <p>&lt;Light pole banners ordered and to be installed by end of February 2017.</p> <p>&lt;Meryl and Margaret to work with TMD on press release for two (2) new Board members.</p> <p>&lt;DISI working on joint logo bibs for Hope Services and SCC.</p> <p>&lt;DISI working offline on various ongoing projects.</p> <p>&lt;Support letter requested by Race of Thrones and Colmo Del Rodeo events.</p> <p><b>Next Meeting:</b> TBD @ 1:30 at Taylor Bldg.</p>	<b>No Action Taken.</b>
<ul style="list-style-type: none"> <li>• <b>Land Use Committee</b></li> </ul>	<p>&lt;LUC met 1/26/17: City of Salinas “Housing Target Market Study” (HTMS) draft was released to LUC though to</p>	<b>No Action Taken.</b>

	<p>remain confidential until finalized. Committee encouraged to review and comment to City.</p> <p>&lt;Bruhn Building: Lisa indicated that City is working with owner (Kehoe). Rehab proposal under review with City's Design Review Committee ("DRC"). Preliminary proposal includes seven (7) retail units (first floor) and fourteen (14) residential units (upper floors). Sale or rental to be determined.</p> <p>&lt;Greyhound Bldg: Inside to be demolished.</p> <p>&lt;Slama/Rabobank building (301 Main): Brad attended LUC. Preliminary plans are to convert upper floors to 52 residential units and maintain retail on first floor. Slama in discussion with City.</p> <p>&lt;Slama/401 Monterey: Plans: 16 studio units.</p> <p>&lt;Calif Welcome Center: ED Craig Kaufman presented plans to move to the train station. Would like SCC support. Concern about TAMC project delays discussed. SCC to send letter to City in support of move.</p> <p>&lt;Brian requested further clarification of the SCC role in the City regulatory process, including the City's review of the Adaptive Reuse Policy. SCC to send letter to City with topics to be included in the regulatory role.</p> <p>&lt;LUC continued to express concern re: the Permit Process. Lisa to discuss with City.</p> <p>&lt;Fred pointed out that there is an apparent conflict by/between City and TAMC as related to delays by TAMC and status of projects. Greg pointed out that TAMC still does not have track rights (San Jose to/from Salinas).</p> <p>&lt; <b>Next meeting:</b> February 23, 2017 at 11:00 AM @ Brian Finegan's office.</p>	
<b>6. Update on Pending Projects-status</b>		
<b>a) Electeds Ad-Hoc Task Force</b>	<p>&lt;Fred reviewed how Board membership and terms have been stabilized. No loss of Board members though would like to add three (3). A nomination committee has been formed to fill vacant Board positions.</p> <p>&lt;Fred, Catherine and Peter continue to meet with electeds.</p>	<b>No Action Taken.</b>
<b>b) Property Owner Master List</b>	<p>&lt;Master District Property Owner List compilation by Greg Piini and Ken Steen continues to be updated with outstanding information.</p> <p>&lt;Post cards mailed to property owners though very slow response with information.</p> <p>&lt;Property Owner Jeanne Sutton indicated no card received. DM to review address and issue new card.</p>	<b>No Action Taken.</b>
<b>7. Property Ownership Changes &amp; New Businesses</b>	<p>&lt;New Businesses: Studio Salon 212 (Main Street. CryoTherapy (Corner of Salinas Street and W. Alisal)</p> <p>&lt;Travel Inn though outside district may have changed owners and purchased by Raquel Sisayan, District property owner; to confirm.</p> <p>&lt;City Fourth Quarter 2016 business license list distributed to Board.</p>	<b>No Action Taken.</b>
<b>8. New Business:</b>	<p>Clarification: SCC to proceed with Mixer and defer Community Meeting for time being.</p>	<b>No Action Taken.</b>
<b>9. Public Comment</b>	<p>Greg Molinari, District property owner, provided presentation and concerns re: the delays and representations by TAMC:</p> <p>&lt;Greg provided a "ten point" response to the TAMC Board</p>	<b>No Action Taken.</b>

	<p>packet/representations, which reflected several/many inconsistencies.</p> <p>&lt;Greg provided a link to TAMC Agenda:  <a href="http://tamc.novusagenda.com/agendapublic/CoverSheet.aspx?ItemID=195&amp;MeetingID=41">http://tamc.novusagenda.com/agendapublic/CoverSheet.aspx?ItemID=195&amp;MeetingID=41</a></p> <p>&lt;Several letters from executive/senior managers were discussed by Greg as areas of concern.</p> <p>&lt;The email with the aforementioned information to be distributed to the Board and those in attendance at the 2/08 Board meeting.</p> <p>&lt;Fred requested that the City needs to provide an update on how traffic will be re-worked for each street along with a cost/budget.</p> <p>&lt;Board would like further information on the proposed “City Council” based Downtown Vibrancy Plan (“DVP”) along with an update on the plan implementation given delays.</p>	
<b>10. Set Next Meeting Date</b>	<b><i>March 8, 2017 at 235 Monterey Street at 3 PM.</i></b>	<b>No Action Taken.</b>
<b>11. Adjourn</b>	4:20 PM	<b>Unanimous Board Approval.</b>

Submitted By:

Kenneth Steen Jr.-District Manager, SCCIA  
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