

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

Board Meeting Minutes: July 12, 2017

Present: Catherine Kobrinsky Evans, Frank Saunders, Brian Finegan, Fred DeYoung, Meryl Rasmussen, Greg Piini, Gaylon Haney, Jeff LaTourette.

Absent: Margaret D'Arrigo Martin, Peter Kasavan and Joel Panzer.

Guests: Jeanna Sutton; Lisa Brinton-City of Salinas; James Kendall-Mahoney; James Sang; Jenna Hanson.

Staff: Ken Steen-SCCIA District Manager

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
1. Introductions	Catherine Kobrinsky Evans, President, called the meeting to order at 3pm. Board and Guest Introductions (See above)	No action taken.
2. Consent Agenda: <Approval of June 14, 2017 Board Meeting Minutes. <Approval of June 30, 2017 Financials (Balance Sheet & Operating Statement).	< Minutes for June 14, 2017 Board Meeting & Financials for June 30, 2017 were reviewed.	Action Taken: Approval of both Minutes and Financials: Motion: Brian Finegan. Second: Gaylon Haney. Unanimous approval by the Board.
3. President's Report:	<Catherine summarized SCC attendance at City Council Meeting July 11 th . SCC sent a formal letter beforehand to Mayor and Council to provide comments and recommendations on the Housing Target Market Analysis ("HTMA) and the Parking Study, both to be presented to Council by City Staff July 11 th . <Various SCC Board Members spoke to points the City should take under consideration and to act upon. <Consensus by attendees was that Council made good comments. <Per prior Board Meeting, SCC to put together a formal letter to send to the Association Membership re: continued and heightened concerns about the activity at the First Methodist Church.	No Action Taken.
4. Committee Reports:		
<ul style="list-style-type: none"> • Executive Committee 	<None. See President's report above.	No Action Taken.
<ul style="list-style-type: none"> • SOBO Committee 	<SOBO met July 6, 2017. <Security: Uretsky hours to be adjusted to later in the evening (move two (2) hours later to 2 AM. ~SOBO would like to see City Attorney, SPD and District Attorney manage and enforce restraining orders better along with "Stay Away" orders. ~RFP for private security for Salinas City facilities	No Action Taken.

	<p>distributed; projected implementation September 1, 2017. ~Frank encouraged property owners and merchants to install surveillance. One merchant/committee member and one Association member have recently used Shane Trevino. Committee to see if “group package discounts” be available. <u><Maintenance:</u> <New Image Landscape: Begin Tier 1 on 8/01/17. <Several negative comments forwarded about the change from prior vendor. <Positive comments included improved services including plants, spraying and potential separate power washing. New Image considered best service and within SCC budget. Next Meeting: No meeting in August. September 7, 2017 at 201 Main at 10 AM.</p>	
<ul style="list-style-type: none"> • DISI Committee 	<p><Jenna reported website/face book metrics: 130 face book touches per week. 8,500 posts; 1,000 folks engaging page. <Branding considered improved month over month. <Jenna obtained SCC “pop up” banners for the Forbes Agritech Summit. Banners posted at registration entrance and in reception area. <DISI planning to do seasonal banners, shopping bags to be distributed at Farmers Market and umbrellas with SCC logo. SCC coasters distributed to downtown restaurants. Next Meeting: TBD as needed.</p>	No Action Taken.
<ul style="list-style-type: none"> • Land Use Committee 	<p><LUC met June 29th. <Brian reported that Committee and City Staff had a stimulating meeting. <Discussion of HTMA and Parking Study in preparation for the City Council meeting July 11, 2017. <Sub-Committee continuing to obtain attorney to assess the merits of an action against the City re: Church activities. <401 Monterey Street: Density exception under consideration to allow 16 units to include 2 affordable units. <Further discussion of Church given the type of activities on the site. To determine if CUP in place or not. <Discussion by City Staff member of “adaptive re-use” in terms of changing commercial use to residential use in existing downtown buildings. <HTMA discussion included demand for housing, shortage of housing and affordable housing. Demand for studios and one bedroom as smaller units. <Staff identified City parking lots 3, 5 and 12 as potential developable lots. Lot 12 considered most developable first. Some lots include deed restrictions that would require lot to convert to original use. Separately, need County support for those lots that will eliminate County’s modular units. <James Serrano, City of Salinas to be invited to next LUC meeting (7/27; note available 8/31) to present balance of Council slides and update on proposed City Parking Management Plan. To discuss street flow and finalized W. Alisal street design. Next Meeting: July 27th at 11 AM at Brian’s office.</p>	No Action Taken.
5. Update on Pending Projects-status		
<ul style="list-style-type: none"> a) Electeds Ad-Hoc Task Force 	<p><Fred reported that he and Catherine continue to meet with electeds, in particular County Supervisors, Salinas City</p>	No Action Taken.

	<p>Council members, Salinas Mayor and City Manager.</p> <p><Fred shared his comments re: the tone of the July 11th City Council meeting. Council seemed engaged on HTMA and the parking study along with comments made by SCC.</p> <p><Meryl indicated she felt the Council was supportive and wanted to move forward.</p> <p><At Council meeting, Councilman McShane said he would work with City Manager Ray Corpuz on LUC priority list.</p> <p><Brian referred to the LUC list of priorities and indicated that while they were formulated in 2016 with intent that City could complete within one year, only 10% of the list has been completed by the City year to date July 2017.</p> <p><LUC shared with the Board that “we need more Lisa(s)”.</p> <p><Fred shared that Pastor Lundeen of First Methodist Church spoke at City Council meeting in support of the Church’s activities. Pastor suggestion made that SCC sit down with Lundeen and discuss further.</p> <p><Though Mayor considered supportive, no kudos were extended by SCC to Ray during public comment.</p> <p><Next Steps: Fred encouraged the Board to engage and interact with the Council on SCC needs.</p>	
b) Property Owner Master List	<p><Master District Property Owner List contact compilation by Greg Piini and Ken Steen continues to be further updated with assistance from Larry Bussard and Patricia Minnis. Approx. 80% complete overall.</p> <p><Ken, Larry Bussard and Patricia Minnis have been meeting to divide list and further research. Though more work required, closer. Phone calls and property visits included.</p>	No Action Taken.
6. Property Ownership Changes & New Businesses	<p><<u>Change in Property Ownership</u>: 2 Salinas Street (Mason McDuffie building) sold to Rolando & Elisa Cabrera.</p> <p><<u>New Businesses (June)</u>: Bruce Julian Kitchin-Personal Injury Attorney (44 West Alisal Street); Grupo Flor Cannibis (115 Cayuga Street); Harris Associates (relocated from 2 Salinas to 450 Lincoln Street (Kasavan & Pope Building)).</p> <p><<u>Property Owner Calls</u>: Alex Dabit (Salinas Gas) (201 Monterey Street); Genesa Properties (Akshal Patel) (All Care Pharmacy)(331 Main Street); Brad Slama (401 Monterey Street); Brad Slama (301 Main Street).</p>	No Action Taken.
7. New Business:	<p><James Sang requested SCC to include further discussion of parking as pertaining to new residential downtown.</p> <p><Board would like to have more discussion re: paid vs. not paid parking along with obstacles by reduced revenue.</p> <p>< Board would like clarification of how new development fees will be applied and if applied to street improvements.</p>	No Action Taken.
8. Public Comment:	<None	No Action Taken.
9. Next Meeting Date	<i>No meeting in August. Next: September 13, 2017 at 235 Monterey Street at 3 PM.</i>	No Action Taken.
10. Adjournment	5:00 PM	Unanimous Board Approval.

Submitted By: Kenneth Steen Jr.-District Manager, SCCIA ((831) 905-1422)

