

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

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

**Present:** Catherine Kobrinsky Evans, Frank Saunders, Margaret D'Arrigo Martin, Fred DeYoung, Meryl Rasmussen, Gaylon Haney, Greg Piini, Jeff LaTourette, Peter Kasavan and Joel Panzer.

**Absent:** Brian Finegan

**Guests:** James Kendall-Mahoney; James Sang; Jim Lundeen; Jenna Hanson Abramson; Jim Riley; Trish Sullivan; Paul Wilcox; Steve Furtado; Patricia Minnis; Cheri Hitchcock; Larry Bussard; David Wynn.

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

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
<b>1. Introductions</b>	Catherine Kobrinsky Evans, President, called the meeting to order at 3pm. Board and Guest Introductions (See above)	<b>No action taken.</b>
<b>2. Consent Agenda:</b> <Approval of September 12, 2017 and October 11, 2017 Board Meeting Minutes. <Approval of October 31, 2017 Financials (Balance Sheet & Operating Statement).	< Minutes for September 12, 2017 and October 11, 2017 Board Meetings & Financials for October 11, 2017 were reviewed.	<b>Action Taken:</b> <b>Approval of both Minutes and Financials:</b> <b>Motion: Fred DeYoung.</b> <b>Second: Jeff LaTourette.</b> <b>Unanimous approval by the Board.</b>
<b>3. President's Report:</b>	<Catherine reminded committees to complete budgets for Fiscal Year 2017-2018 (December 1, 2017 through November 30, 2018). <Catherine reviewed the City's Street Improvement Plan meeting and indicated the disappointment in the presentation by City Staff. <Five (5) County reported Hepatitis A cases year to date.	<b>No Action Taken.</b>
<b>4. Committee Reports:</b>		
<ul style="list-style-type: none"> <li>• <b>Executive Committee</b></li> </ul>	<None. See President's report above.	<b>No Action Taken.</b>
<ul style="list-style-type: none"> <li>• <b>SOBO Committee</b></li> </ul>	<SOBO met November 2, 2017. < <u>Maintenance</u> : Frank reviewed that New Image Landscape does Tier I and Hope Services does Tier II. < <u>Security</u> : Uretsky doing good job of patrolling and reporting incidents in the District. SOBO would like to have Salinas PD prosecute more incidents. <Frank reviewed a list of Accomplishments for 2017 and Goals for 2018 (on file with the Board) that included among others better trash management, increased lighting, rehabilitation by the City of water/irrigation in the District, mapping of the No Camping restrictions for the District, obtain more photos of incidents and forming a better alliance with Salinas PD.	<b>No Action Taken.</b>

	<b>Next Meeting:</b> November 30, 2017 at 10 AM at 201 Main.	
<ul style="list-style-type: none"> <li>• <b>DISI Committee</b></li> </ul>	<p>&lt;Committee working on changing SCC logo banners with holiday banners for the holiday season.</p> <p>&lt;Committee working on lighting trees for the holidays. Will obtain contractor to install the lighting when determined.</p> <p>&lt;DISI tracking and promoting upcoming events on Face Book and website, including Veterans Day Parade, Holiday Parade of Lights, Shop Small Saturday and Comic Con.</p> <p>&lt;DISI to work on promotion with CSUMB at Salinas Center as CSUMB rolls out the new Arts &amp; Culture project.</p> <p>&lt;Jenna indicated that there have been 27,000 hits on Face Book, 2,000 comments and 3,000 comments on District restaurants.</p> <p>&lt;Swag including hats, coasters and environmentally safe shopping bags with SCC logo has been obtained. Swag provided to Board and will be distributed to District. Swag “Welcome” bags to be assembled and distributed.</p> <p>&lt;Committee provided list of 2017 Accomplishments and 2018 Goals (on file) along with Budget.</p> <p>&lt;Goals include among others more pro-active involvement with City on the Downtown Vibrancy Plan (DVP), work with Rotary on the “entrance” arches at San Luis/Main and Central/Salinas Streets downtown and year round promotion of downtown, more social media postings. Video of Salinas City Center buildings in production for distribution to various hospitality locations in Monterey.</p> <p><b>Next Meeting:</b> TBD as needed.</p>	<b>No Action Taken.</b>
<ul style="list-style-type: none"> <li>• <b>Land Use Committee</b></li> </ul>	<p>&lt;LUC met September 28th.</p> <p>&lt;Due to Brian’s surgery, the October 26<sup>th</sup> meeting was a study session, which included among other things discussion of the EDE, a request to have the more active merchants form a merchant advisory committee. Construction transition discussed to include signage, City promotion budget, upgrade of utilities and more discussion of the first steps to implement the Downtown Vibrancy Plan.</p> <p>&lt;Gonzales was compared to Salinas. Cited Mann Packing.</p> <p><b>Next Meeting:</b> November 30th at 11 AM at Brian’s office.</p>	<b>No Action Taken.</b>
<b>5. Update on Pending Projects-status</b>		
<ul style="list-style-type: none"> <li>a) <b>Property Owner Master List</b></li> </ul>	<p>&lt;Master District Property Owner List contact compilation by Greg Piini and Ken Steen continues to be further updated with assistance.</p> <p>&lt;After last group distribution of the SCCIA bulletin, several email addresses were changed by recipient and the contact list was further updated.</p>	<b>No Action Taken.</b>
<b>6. Government Affairs Director Report</b>	<p>&lt;Kevin reported his concern that the Downtown Vibrancy Plan (DVP) needs continuous push by SCCIA to avoid further delays and implementation.</p> <p>&lt;Working on Coalition Building.</p> <p>&lt;Discussed concerns re: CEQA requirements in terms of the General Plan. Clarification needed.</p> <p>&lt;Planning Commission to hold public hearing to discuss EDE on November 15, 2017 at City Hall Rotunda @ 3:30 pm. Council to review Planning Commission recommendations at Council meeting December 5, 2017.</p>	

	<p>&lt;Kevin provided summary of his November 7<sup>th</sup> email (on file with Board) that listed fourteen (14) issues and proposed actions after he/SCC met with Ray Corpuz, Salinas City Manager. At Board meeting Kevin discussed various issues including though not limited to the following:</p> <ul style="list-style-type: none"> <li>&lt;Warming Shelter: MOU vs. Requirements.</li> <li>&lt;Inadequate Downtown Police Services: Reports to Chief.</li> <li>&lt;Long Term Permanent Solution for Downtown Presence.</li> <li>&lt;Property Owner activity concerns at First United Method.</li> <li>&lt;Will Cannabis commercial activity be downtown?</li> <li>&lt;Formation of Joint Powers Agency to oversee TAMC intermodal transit center development.</li> <li>&lt;Clarify zoning for first floor use by a church.</li> <li>&lt;Recruitment of a dedicated Public Works Director. Review City's infra-structure and include SCC in advisory role.</li> <li>&lt;Lack of enthusiasm by City staff.</li> <li>&lt;Increase involvement by SCC in Planning Commission.</li> <li>&lt;Discuss concerns re: loss of Salinas business to Gonzales.</li> <li>&lt;Further discussions with City on the EDE.</li> </ul> <p>Related proposed actions listed per item in 11/07/17 email.</p>	
<b>7. Property Ownership Changes &amp; New Businesses</b>	<p>&lt;<u>Change in Property Ownership</u>: A) Beverly's was sold to New Harvest Church; Board has requested that the City clarify zoning in terms of church use on first floor of commercial property. B) To clarify if Wise Music building has been sold and Wise reported move to South Main.</p> <p>&lt;<u>New Businesses (June)</u>: Little Sicily has opened for business at 16 E. Gabilan (Traveler's Hotel bldg). No other businesses noted a new to downtown.</p>	<b>No Action Taken.</b>
<b>8. New Business:</b>	None	<b>No Action Taken.</b>
<b>9. Public Comment:</b>	<p>&lt;Steve Lundeen, Pastor of First United Methodist, expressed concern that kitchen is renovation vs. expansion.</p> <p>&lt;Trish Sullivan indicated her opinion that downtown is not clean, needs marketing/promotion and more security.</p> <p>&lt;James Sang would like to see smaller projects funded. Wants solar on top of existing light poles.</p> <p>&lt;Larry Bussard concerned about camping increase in Chinatown, looks like "third world country and downtown could become the same."</p> <p>&lt;Jim Riley expressed his disappointment with the change away from Hope Services in Tier I.</p> <p>&lt;Board agreed to allow two (2) minutes for public comment per speaker/person.</p>	<b>No Action Taken.</b>
<b>10. Legal Sub-Committee Report (Closed Session). Moved from Committee reports section of the Agenda.</b>	<p>The following action was announced at the termination of the Closed Session:</p> <p>&lt;SCCIA Legal Counsel, Pamela Silkwood, is directed to take the following actions on behalf of the Association:</p> <ol style="list-style-type: none"> <li>1. To respond to the City Attorney's inquiry.</li> <li>2. To send the 2<sup>nd</sup> letter to the City / Anastasia Wyatt regarding the Methodist Church project grant.</li> <li>3. Revise and correct the record of the SCCIA.</li> </ol>	<b>Action Taken: Direct counsel to (1) respond to City Attorney's inquiry, (2) send second letter to the City (Anastasia Wyatt) re: Methodist Church project grant and (3)</b>

		revise and correct the SCCIA record. Motion: Catherine Kobrinsky Evans. Second: Fred DeYoung. Unanimous approval by the Board.
11. Next Meeting Date:	<i>Next Meeting: December 13, 2017 at 235 Monterey Street at 3 PM.</i>	No Action Taken.
12. Adjournment:	4:35 PM	Unanimous Board Approval.

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