

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

Board Meeting Minutes: December 7, 2016

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

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

Guests: Steve McShane-City Councilman, City of Salinas; Lisa Brinton, Senior Planner-City of Salinas, Jeanna Sutton, Leticia Bugarin-Cushman & Wakefield, James Kendall-Mahoney Commercial and Amy Wu-*Salinas Californian*

Staff: Ken Steen, 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 October 12, 2016 Board Meeting Minutes. <Approval of November 30, 2016 Financials (Balance Sheet & Operating Statement).	< Minutes for November 9, 2016 Board meeting & Financials for November 30, 2016 (Fiscal Year End) were reviewed.	Action Taken: Approval of Minutes and Financials. Motion: Gaylon Haney. Second: Fred DeYoung. Unanimous approval by the Board.
3. President’s Report:	Deferred to Committee Reports.	No action taken.
4. Committee Reports:		
• Organization Committee	<2015-16 Fiscal Year accomplishments along with 2016-17 goals to be posted on SCC website. <u>Annual Meeting:</u> 1 st week of April 2017.	No action taken.
• SOBO Committee	<Committee to review level of Uretsky patrol hours for first ninety (90) days of 2017 to be able to stay within SOBO budget. <Discussion included (1) reduce morning hours (2) Rotate shift start times with reduced hours to create unpredictability of patrols and (3) level of hours in evenings. <Catherine emphasized and Board agreed that SCC security is the highest priority of the Association. <Concrete cleaning: Pacheco Carpet to be contracted to do trial cleaning of both sides of the 200 block (beginning 12/11 to last a week), trial not to exceed \$2,800 as condition for future cleaning consideration. <Armbands for security and maintenance with SCC logo under consideration. <2015-16 Fiscal Year accomplishments along with 2016-17 goals to be posted on SCC website.	No Action Taken.

	Next Meeting: 1/05/17(10 AM/201 Main).	
<ul style="list-style-type: none"> • DISI Committee 	<p><Website development with Coastal Marketing Group to be completed and live by mid December.</p> <p><Light pole banners to be designed and installed subject to City approval.</p> <p>< To obtain testimonials from property owners and merchants re: SCC.</p> <p><SCC posted “shop small Saturday” on Face Book page.</p> <p><City of Salinas to hold “Community Café” on 12/12 to discuss streetscapes. Flyer to promote event to be distributed.</p> <p><Downtown Salinas Community Meeting to be planned for merchants. See new business below.</p> <p><2015-16 Fiscal Year accomplishments along with 2016-17 goals to be posted on SCC website.</p> <p>Next Meeting: TBD @ 1:30 at Taylor Bldg.</p>	No Action Taken.
<ul style="list-style-type: none"> • Land Use Committee 	<p><City of Salinas contracted “Housing Target Market Study” (HTMS) has been drafted. LUC to review when available in January.</p> <p><Traffic/Parking Study by City consultants near completion and will be reviewed for alignment considerations with HTMS.</p> <p><Rabobank building (301 Main) sold (to Ken Slama) and in escrow. Preliminary plans are to convert upper floors to residential and maintain retail on first floor.</p> <p><Ken Slama to be invited to next LUC meeting. Discuss permitting process.</p> <p><Chinatown Bridge: May not be in planning with City; clarification requested.</p> <p><Community Café (12/12) promoted in hopes that LUC members will attend.</p> <p>< Updated electronic version/link of Downtown Vibrancy Plan to be re-emailed to Board prior to 12/12 Community Café.</p> <p><Fred requested update on traffic patterns, DVP proposed changes and bike lanes under consideration.</p> <p><Transfer CalTrans management of Market Street @ Salinas/Monterey Streets to City in negotiation and requires City Council direction.</p> <p><LUC to continue to obtain role of LUC in terms of regulations and authority within City. LUC wants to be contributor to improvement process versus impediment.</p> <p><Bruhn Building: Lisa reported that asbestos may now be removed and the City is reviewing the status of structural engineering.</p> <p><2015-16 Fiscal Year accomplishments along with 2016-17 goals to be posted on SCC website.</p>	No Action Taken.

	Next meeting: December 22 nd at 11:00 AM @ Brian Finegan's office.	
5. Update on Pending Projects-status		
a) Electeds Ad-Hoc Task Force	<p><Fred updated meetings with city and county officials. Two (2) new Salinas city council members elected.</p> <p><Fred and Catherine met with new County Supervisor Mary Adams.</p> <p><Fred met with new Pastor (Steve Lundin) of First Methodist Church to share concerns and goals. Potential further meeting with the Church's leadership council.</p> <p><Discussion with Church about moving church soup kitchen to Chinatown.</p> <p><Board would like to have more merchant leadership within the merchants. Frank Savino and Joel Panzer approached though no firm indication that they or others to lead.</p> <p>< Lisa that courthouse walkway project is moving along though no timeline given.</p> <p><DM reported that warming shelter is uneventful and security is provided by Kismet. First Alarm provides train station security. Uretsky provides parking lot security.</p>	No Action Taken.
b) Property Owner Master List	<Master District Property Owner List compilation by Greg Piini and Ken Steen continues to be updated with outstanding information. Post cards printed for pending mailing to property owners to request information from specific property owners.	No Action Taken.
6. Property Ownership Changes & New Businesses	<p><All Pro Bail Bonds has leased the former Main Street Pilates space on the corner of Monterey/Gabilan Streets.</p> <p><Dr. Zewert has leased space in former Alta Surgery Center (San Luis at Monterey Sts).</p> <p>< Hispanic furniture store reported to have leased space in Taylor building.</p> <p><Preliminary report indicates Salinas Californian my move to Kasavan & Pope building on Lincoln at Clay.</p> <p><Amy Wu of Salinas Californian attended meeting and will contact new and existing District businesses to do stories</p>	No Action Taken.
7. New Business	<p><Board discussed both (a) a joint "Downtown Salinas Community Meeting" by/between City of Salinas and SCC to include all committees to be presented to the merchants and (b) a social mixer with SCC and the merchants.</p> <p><DISI committee member and Cushman Wakefield realtor Letticia Bugarin attended the meeting and shared her experience from Century City with these types of events and offered to assist. She has worked with other BID's like SCC.</p>	No Action Taken.

	<p><Councilman McShane proposed the format of a Community meeting and provided a flyer for a potential event at City Rotunda on 2/13/17. DISI to discuss further.</p> <p><Steve outlined that the Council has new members that may bring changes.</p> <p><Steve mentioned that SCC may be eligible for a “Community Development Business Grant” (CDBG) and encouraged SCC to obtain more information and eligibility requirements. May be a fund source for Rotary Way Finder project.</p>	
8. Public Comment	No public comment.	No Action Taken.
9. Set Next Meeting Date	<i>January 11, 2017 at 235 Monterey Street at 3 PM.</i>	No Action Taken.
10. Adjourn	4:25 PM	Unanimous Board Approval.

Submitted By:

**Kenneth Steen Jr.-District Manager, SCCIA
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