

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

Board Meeting Minutes: March 8, 2017

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

Absent: Greg Piini, Jim Gattis and Greg Molinari

Guests: James Kendall-Mahoney Commercial; Patricia Minnis; Larry Bussard

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 February 8, 2017 Board Meeting Minutes. <Approval of February 8, 2017 Financials (Balance Sheet & Operating Statement).	< Minutes for February 8, 2017 Board Meeting & Financials for February 8, 2017 were reviewed.	Action Taken: Approval of Minutes and Financials. Motion: Brian Finegan. Second: Jeff LaTourette. Unanimous approval by the Board.
3. President's Report:	<Catherine recognized and extended congratulations to both newly elected Board members: Meryl Rasmussen and Joel Panzer. Profiles and Press Releases noted. <Catherine mentioned City to propose increases in Development Fees. SVCC has had presentation by City. See New Business below for further discussion by Peter. < Next meeting (4/12) will be Annual Meeting. Goals, Mission, Vision, Accomplishments and Budget to be reviewed. Director elections to be ratified. <Notice of meeting will be posted on front page of website. <Goal to grow District at large.	No action taken.
4. Committee Reports:		
<ul style="list-style-type: none"> • Executive Committee 	<See President's report above. <u>Annual Meeting: April 12, 2017.</u>	No Action Taken.
<ul style="list-style-type: none"> • SOBO Committee 	<Security: Frank reported that Permit Building Stack Lot, Library and Recreation Center continue to be problem areas. City indicated that they would send out RFP for separate City contracted security; pending per City. < Warming Shelter and Mayor's House have seen increase in unfavorable activity. SCC has sent formal complaint to City/County/TAMC. No response yet. <Was reported that Federal Government requires	No Action Taken.

	<p>jurisdictions to provide warming shelter. SCC to obtain clarification. SCC emphasized need to close shelter by 4/30.</p> <p><Maintenance: SCC has sent follow up City liability/hazard letter after no response to initial letter.</p> <p><Board mentioned that maybe Board should hold back a portion of the formation cost repayments in lieu of the City not providing the required/requested repairs. Funds could be utilized by hiring Rancho Cielo students to do the work.</p> <p><SCC to meet with Mayor to discuss with City availability of grants to neighborhoods for back logged work.</p> <p><Taxi parking on Gabilan removed by City at request of SCC to Traffic Commission. Most of the non active phone booths have been removed on Main Street.</p> <p><SCC obtained proposal from New Image Landscape to compare to Hope Services. Fred suggested that a new contractor and Hope should split the work: Tier I for Hope and Tier II for New Image Landscape.</p> <p><u>Next Meeting:</u> April 6, 2017 at 201 Main Street at 10AM.</p>	
<ul style="list-style-type: none"> • DISI Committee 	<p><DISI announced that Jenna Hanson Abramson is posting SCC related, District and Merchant activity to Face Book.</p> <p><Merchant/SCC “Meet & Greet” is scheduled for March 14th at Farmers Union. Small presentation by SCC. Post Cards printed and delivered to SCC and Merchants.</p> <p><Meryl & Margaret reported that Trish Sullivan is forming a “merchant” based group. No SCC involvement.</p> <p><Eight (8) two sided banners installed; remaining eight (8) two sided banners to be installed by 3/24/17. 100 Block of Main to follow as separate request; hardware located.</p> <p><Re-branding gaining traction: “Portobello at Salinas City Center” and “First Capital Bank at Salinas City Center”.</p> <p><2017 AgTech Summit to be held at 150 Main early July.</p> <p><u>Next Meeting:</u> TBD as needed.</p>	<p>No Action Taken.</p>
<ul style="list-style-type: none"> • Land Use Committee 	<p><LUC met February 23rd.</p> <p><Bruhn Building: Owner working on plans for all retail first floor with 14 to 19 residential units above. Phase I to start with new roof and structural reinforcement.</p> <p><City in discussion to allow California Welcome Center to move to the train station.</p> <p><Mixed use retail/residential encouraged by LUC.</p> <p><Next TAMC meeting is 3/22. SCC Board sees no progress on TAMC property acquisitions and Lincoln extension.</p> <p><LUC to provide letter to Megan Hunter to request “seat at the table” for SCC, for SCC to be included in the routing list for new projects and voice concern that no implementation by City Council of “Downtown Vibrancy Plan”.</p> <p><Catherine emphasized that SCC needs to continue to “keep squeaky” with the City.</p> <p><Concerns expressed that the “Housing Target Market Study” has taken one (1) year with no final report. Report now said to be completed by end of April 2017. SCC has submitted comments on the report.</p> <p><Brian reported there is still no “change of attitudes at the Permit Center.</p> <p><u>Next Meeting:</u> March 23rd at 11AM at Brian’s office.</p>	<p>No Action Taken.</p>
<p>5. Update on Pending Projects-status</p>		

a) Electeds Ad-Hoc Task Force	<Fred reported that City is not responding to SCC requests at the Mayor meetings and that the list of concerns and issues is getting larger. Issues among many not addressed include Housing, TAMC, Permits and more. <SCC observes that leadership is weak and that the City Council is divided. Suggested that more attention needed by City government to get the council together.	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. <Meeting planned to divide list and further research.	No Action Taken.
6. Property Ownership Changes & New Businesses	<No changes in property ownership reported by DM. <New Businesses: Sandra Whittle Life Insurance (300 block of Main, Deputy Sheriff's Union Office (300), Firefighter's Union Office (300), Brian Higgins Political Consultant (300), Boost Mobile (200) and Little Mustard Seed Boutique (200). <Property Owners Calls: Jeanna Sutton (FTF), Rick DeSerpa (FTF), Jim Gattis (FTF), Sherri Herring (Call), Mike Yasin & Tony Flores (Call with meeting to follow), Sal Jiminez (Call with mtg to follow). Randy Parola/Parco: Alternative number with mtg to follow. To meet with more.	No Action Taken.
7. New Business:	City of Salinas Proposed Development Fee Increases: Peter presented report by City from SVCC Government Review Committee. Board opposition with joint letter to follow. Property taxes and other measures should cover increases. <Peter suggested that broader base should voice opposition including AIA/CCBA/SVCC along with SCC. <From 2012 to 2017: Cumulative increase 15%. < Process needs review.	No Action Taken.
8. Public Comment	No Public Comment	No Action Taken.
9. Set Next Meeting Date	<i>April 12, 2017 at 235 Monterey Street at 3 PM. Note: As Annual Meeting required by SCCIA Bylaws.</i>	No Action Taken.
10. Adjourn	4:20 PM	Unanimous Board Approval.

Submitted By:

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