



Annual Report  
April 2021



## Financial Statement



**Steinbruner ♦ Hill**

Certified Public Accountants

# **Salinas City Center Improvement Association**

**Financial Statements  
With Accountants' Compilation Report**

**November 30, 2020 and 2019**

## **ACCOUNTANTS' COMPILATION REPORT**

To The Board of Directors  
Salinas City Center Improvement Association  
Salinas, California

Management is responsible for the accompanying financial statements of Salinas City Center Improvement Association (a nonprofit organization), which comprise the statements of assets, liabilities, and net assets – cash basis as of November 30, 2020 and 2019, and the related statements of revenues, expenses, and other changes in net assets – cash basis for the years then ended, and the accompanying supplementary information contained in the statements of functional expenses – cash basis, and for determining that the cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

Management has elected to omit substantially all the disclosures ordinarily included in financial statements prepared in accordance with the cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Organization's assets, liabilities, net assets, revenues, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

We are not independent with respect to Salinas City Center Improvement Association.

*Steinbruner Hill CPAs*

Steinbruner Hill CPAs  
Carmel, California  
March 19, 2021

**SALINAS CITY CENTER IMPROVEMENT ASSOCIATION**  
**STATEMENTS OF ASSETS, LIABILITIES, AND NET ASSETS - CASH BASIS**  
**NOVEMBER 30, 2020 and 2019**  
**(See accompanying accountants' compilation report)**

	<u>November 30, 2020</u>	<u>November 30, 2019</u>
<u>ASSETS</u>		
CURRENT ASSETS		
Bank Accounts	\$ 230,315	\$ 148,426
Total Current Assets	<u>230,315</u>	<u>148,426</u>
OTHER ASSETS		
Organizational Costs	50,000	50,000
Accumulated Amortization	<u>(22,917)</u>	<u>(17,917)</u>
Total Other Assets	<u>27,083</u>	<u>32,083</u>
TOTAL ASSETS	<u>\$ 257,398</u>	<u>\$ 180,509</u>
<u>LIABILITIES AND NET ASSETS</u>		
CURRENT LIABILITIES		
Debt - City of Salinas	\$ 29,896	\$ 29,896
Payroll Tax Liabilities	<u>177</u>	<u>-</u>
Total Current Liabilities	<u>30,073</u>	<u>29,896</u>
NET ASSETS		
Temporarily Restricted	<u>227,325</u>	<u>150,613</u>
Total Net Assets	<u>227,325</u>	<u>150,613</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 257,398</u>	<u>\$ 180,509</u>

**SALINAS CITY CENTER IMPROVEMENT ASSOCIATION**  
**STATEMENTS OF REVENUES, EXPENSES, AND OTHER CHANGES IN NET ASSETS - CASH BASIS**  
**For the Years Ended November 30, 2020 and 2019**  
**(See accompanying accountants' compilation report)**

	<u>2020</u>	<u>2019</u>
REVENUES		
Assessments	\$ 455,973	\$ 462,032
Total Revenues	<u>455,973</u>	<u>462,032</u>
EXPENSES		
SOBO	202,988	281,524
DISI	113,163	95,551
Administration	63,110	39,782
Contingency/Reserves	<u>-</u>	<u>-</u>
Total Expenses	<u>379,261</u>	<u>416,857</u>
INCREASE IN NET ASSETS	76,712	45,175
NET ASSETS, BEGINNING OF YEAR	<u>150,613</u>	<u>105,438</u>
NET ASSETS, END OF YEAR	<u><u>\$ 227,325</u></u>	<u><u>\$ 150,613</u></u>

**SALINAS CITY CENTER IMPROVEMENT ASSOCIATION**  
**STATEMENTS OF FUNCTIONAL EXPENSES - CASH BASIS**  
For the Years Ended November 30, 2020 and 2019  
(See accompanying accountants' compilation report)

**For the Year Ended November 30, 2020**

	<u>SOBO</u>	<u>DISI</u>	<u>Administration</u>	<u>Contingency/ Reserves</u>	<u>Total</u>
Insurance	\$ -	\$ -	\$ 2,169	\$ -	\$ 2,169
Bank Service Charges	-	-	127	-	127
Professional Services/Legal	-	-	10,111	-	10,111
Office Rent/CAM/Utilities	-	-	5,819	-	5,819
Utilities/Computer	-	-	168	-	168
Outside Contractors	-	-	27,750	-	27,750
Salary & Payroll Expenses	-	-	11,966	-	11,966
Sidewalk Ops (Maintenance)	67,988	-	-	-	67,988
Beautification/Order (Security)	135,000	89,172	-	-	224,172
District Identity	-	23,991	-	-	23,991
Streetscape Improvements	-	-	-	-	-
Amortization Expense	-	-	5,000	-	5,000
Total Functional Expenses	<u>\$ 202,988</u>	<u>\$ 113,163</u>	<u>\$ 63,110</u>	<u>\$ -</u>	<u>\$ 379,261</u>

**For the Year Ended November 30, 2019**

	<u>SOBO</u>	<u>DISI</u>	<u>Administration</u>	<u>Contingency/ Reserves</u>	<u>Total</u>
Insurance	\$ -	\$ -	\$ 1,631	\$ -	\$ 1,631
Bank Service Charges	-	-	127	-	127
Professional Services/Legal	-	-	8,855	-	8,855
Office Rent/CAM/Utilities	-	-	4,709	-	4,709
Utilities/Computer	-	-	1,027	-	1,027
Outside Contractors	16,313	16,313	18,433	-	51,059
Salary & Payroll Expenses	-	-	-	-	-
Sidewalk Ops (Maintenance)	118,633	-	-	-	118,633
Beautification/Order (Security)	146,578	-	-	-	146,578
District Identity	-	63,278	-	-	63,278
Streetscape Improvements	-	15,960	-	-	15,960
Amortization Expense	-	-	5,000	-	5,000
Total Functional Expenses	<u>\$ 281,524</u>	<u>\$ 95,551</u>	<u>\$ 39,782</u>	<u>\$ -</u>	<u>\$ 416,857</u>



Assessment Data April 2021



APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment
<b>SALINAS PROPERTY DATABASE</b>											
							<b>Asmnt Fees</b>				
							<b>Zone 1</b>				
							<b>Zone 2</b>				
002 163 007 000	City Of Salinas	104	Central Ave	2	0	\$ -	Bldg. SF	Lot SF	LF		
002 163 008 000	McCain Richard J	106	Central Ave	2	1,089	\$ 92.05	6,500	\$ 436.48	50	\$ 631.69	\$ 1,074.88
002 163 009 000	Tarantino John M	110	Central Ave	2	649	\$ 54.86	6,500	\$ 436.48	50	\$ 174.50	\$ 703.02
002 163 010 000	Fuentes Jose	114	Central Ave	2	1,542	\$ 130.33	11,900	\$ 799.09	50	\$ 174.50	\$ 665.83
002 163 011 000	Atwood Stephen Heron	118	Central Ave	2	2,350	\$ 198.63	12,247	\$ 822.39	50	\$ 174.50	\$ 1,103.92
002 163 012 000	Morales Maria M 2016 Trust	122	Central Ave	2	1,475	\$ 124.67	8,700	\$ 584.21	60	\$ 209.40	\$ 1,195.52
002 163 013 000	Rojas Jorge & Gladys	128	Central Ave	2	1,296	\$ 109.54	3,600	\$ 241.74	122	\$ 425.78	\$ 777.06
002 163 014 000	Herring Vincent & Sherri	47	Stone St	2	1,034	\$ 87.40	3,200	\$ 214.88	64	\$ 223.36	\$ 525.64
002 163 015 000	Lei Gouxin & Amanda Liang	43	Stone St	2	1,140	\$ 96.36	7,000	\$ 470.05	65	\$ 226.85	\$ 793.26
002 163 016 000	Carmel Hill Company LLC	33	Stone St	2	1,591	\$ 134.48	7,100	\$ 476.77	103	\$ 359.47	\$ 970.71
002 163 018 000	Cdt Cmt Steinbeck LP	10	Lincoln Ave	2	75,772	\$ 6,404.48	89,028	\$ 5,978.23	330	\$ 1,151.70	\$ 13,534.41
002 163 019 000	Mora Serafin & Virginia	28	Lincoln Ave	2	1,150	\$ 97.20	9,500	\$ 637.93	63	\$ 219.87	\$ 955.00
002 164 003 000	Islamic Community Of Salinas	35	W Market St	2	2,380	\$ 201.16	8,458	\$ 567.95	50	\$ 174.50	\$ 943.62
002 164 004 000	Islamic Community Of Salinas	33	W Market St	2	1,200	\$ 101.43	5,200	\$ 349.18	30	\$ 104.70	\$ 555.31
002 164 005 000	Islamic Community Of Salinas	31	W Market St	2	2,511	\$ 212.24	2,511	\$ 168.61	28	\$ 97.72	\$ 478.57
002 164 006 000	Bray Joanne N & Marilyn Thomas	29	W Market St	2	1,728	\$ 146.06	3,250	\$ 218.24	18	\$ 62.82	\$ 427.11
002 164 007 000	Bray Joanne N & Marilyn Thomas	23	W Market St	2	0	\$ -	12,229	\$ 821.18	64	\$ 223.36	\$ 1,044.54
002 164 008 000	Bray Joanne N & Marilyn Thomas	19	W Market St	2	10,875	\$ 919.19	5,349	\$ 359.19	31	\$ 108.19	\$ 1,386.56
002 164 009 000	Hudson Jack R & Beverly B		W Market St	2	7,690	\$ 649.98	9,050	\$ 607.71	60	\$ 209.40	\$ 1,467.09
002 164 020 000	Taylor Fresh Foods Inc	26	Central Ave	2	0	\$ -	9,234	\$ 620.06	80	\$ 279.20	\$ 899.26
002 164 021 000	McMillin Family Trust	30	Central Ave	2	1,489	\$ 125.85	8,400	\$ 564.06	63	\$ 219.87	\$ 909.78
002 164 022 000	BIFFCO LLC	34	Central Ave	2	1,867	\$ 157.80	8,177	\$ 549.09	63	\$ 219.87	\$ 926.76
002 164 023 000	Hernandez Miguel A & Bonnie-Lou	40	Central Ave	2	4,855	\$ 410.36	9,750	\$ 654.71	255	\$ 889.95	\$ 1,955.02
002 164 024 000	Hernandez Miguel A & Bonnie-Lou	27	Lincoln Ave	2	0	\$ -	6,855	\$ 460.31	45	\$ 157.05	\$ 617.36
002 164 034 000	Hudson Jack R & Beverly B	2	Salinas St	2	0	\$ -	11,261	\$ 756.18	257	\$ 896.93	\$ 1,653.11
002 164 035 000	Mirkin Bernard B		Salinas St	2	2,770	\$ 234.13	2,770	\$ 186.01	100	\$ 349.00	\$ 769.13
002 164 036 000	Salinas Gateway LP (Condo-Building)	25	Lincoln Ave	2	56,157	\$ 4,746.56	0	\$ -	0	\$ -	\$ 4,746.56
002 164 037 000	Salinas Gateway LP (Condo-Land)			2	0	\$ -	22,010	\$ 1,477.97	276	\$ 963.24	\$ 2,441.21
002 171 005 000	Transportation Agency Monterey County (TAMC)	42	W Market St	2	0	\$ -	14,989	\$ 1,006.51	248	\$ 865.52	\$ 1,872.03
002 171 006 000	Transportation Agency Monterey County (TAMC)	15	Station Pl	2	0	\$ -	5,250	\$ 352.54	35	\$ 122.15	\$ 474.69
002 171 007 000	Transportation Agency Monterey County (TAMC)	17	Station Pl	2	0	\$ -	11,770	\$ 790.36	50	\$ 174.50	\$ 964.86
002 171 008 000	Transportation Agency Monterey County (TAMC)	19	Station Pl	2	0	\$ -	12,120	\$ 813.86	60	\$ 209.40	\$ 1,023.26
002 171 010 000	Transportation Agency Monterey County (TAMC)	52	W Market St	2	0	\$ -	4,197	\$ 281.83	32	\$ 111.68	\$ 393.51
002 171 011 000	Transportation Agency Monterey County (TAMC)	54	W Market St	2	0	\$ -	6,500	\$ 436.48	50	\$ 174.50	\$ 610.98
002 171 012 000	City Of Salinas	58	W Market St	2	0	\$ -	13,020	\$ 874.29	100	\$ 349.00	\$ 1,223.29
002 171 013 000	City Of Salinas	60-68	W Market St	2	0	\$ -	12,898	\$ 866.10	230	\$ 802.70	\$ 1,668.80
002 171 023 000	Transportation Agency Monterey County (TAMC)	18	Station Pl	2	0	\$ -	15,850	\$ 1,064.33	282	\$ 984.18	\$ 2,048.51
002 171 034 000	Granary Associates	11	Station Pl	2	0	\$ -	71,578	\$ 4,806.46	38	\$ 132.62	\$ 4,939.08
002 171 035 000	City Of Salinas	60	W Market St	2	28,454	\$ 2,405.02	27,600	\$ 1,853.34	102	\$ 355.98	\$ 4,614.34
	City Of Salinas	20	Station Pl	2	0	\$ -	102,366	\$ 6,873.88	400	\$ 1,396.00	\$ 8,269.88

APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment
<b>SALINAS PROPERTY DATABASE</b>											
						<b>Asmnt Fees</b>		<b>Lot SF</b>		<b>LF</b>	
						Zone 1		0.067150		5.000000	
						Zone 2		0.067150		3.490000	

002 172 001 000	Transportation Agency Monterey County (TAMC)	30	W Market St	2	0	\$ -	4,350	\$ 292.10	211	\$ 736.39	\$ 1,028.49
002 172 002 000	Transportation Agency Monterey County (TAMC)	26	W Market St	2	0	\$ -	6,387	\$ 428.89	78	\$ 272.22	\$ 701.11
002 172 010 000	City Of Salinas		W Market St	2	0	\$ -	1,610	\$ 108.11	55	\$ 191.95	\$ 300.06
002 172 011 000	Transportation Agency Monterey County (TAMC)	20	W Market St	2	0	\$ -	16,287	\$ 1,093.67	200	\$ 698.00	\$ 1,791.67
002 172 012 000	City Of Salinas	10	W Market St	2	0	\$ -	15,179	\$ 1,019.27	275	\$ 959.75	\$ 1,979.02
002 181 005 000	Jimenez Salvador	29	E Market St	2	0	\$ -	2,000	\$ 130.30	120	\$ 418.80	\$ 553.10
002 181 006 000	Jimenez Salvador	25	E Market St #27	2	0	\$ -	4,030	\$ 270.61	40	\$ 139.60	\$ 410.21
002 181 007 000	Campos Jimenez Investments Inc	23	E Market St	2	2,662	\$ 225.00	13,568	\$ 911.09	35	\$ 122.15	\$ 1,258.24
002 181 008 000	Amezua Carmen	21	E Market St	2	1,200	\$ 101.43	1,069	\$ 71.78	30	\$ 104.70	\$ 277.91
002 181 011 000	Marquez Carlos & Juana	67	E Market St #4	2	2,468	\$ 208.60	5,657	\$ 379.87	140	\$ 488.60	\$ 1,077.07
002 181 012 000	Campos Jimenez Investments Inc	35	E Market St	2	4,530	\$ 382.89	4,622	\$ 310.37	160	\$ 558.40	\$ 1,251.66
002 182 012 000	Central Coast Renewables	139	Monterey St #14	2	7,755	\$ 655.48	10,562	\$ 709.24	206	\$ 718.94	\$ 2,083.65
002 182 013 000	Slama Kenneth E	137	Monterey St	2	8,151	\$ 688.95	5,582	\$ 374.83	56	\$ 195.44	\$ 1,259.22
002 182 014 000	Slama Kenneth E	135	Monterey St	2	925	\$ 78.18	5,287	\$ 355.02	48	\$ 167.52	\$ 600.73
002 182 019 000	Campos Jimenez Investments Inc	101	Monterey St	2	3,726	\$ 314.93	8,718	\$ 585.41	160	\$ 558.40	\$ 1,458.75
002 182 020 000	Campos Jimenez Investments Inc	30	E Market St	2	0	\$ -	2,449	\$ 164.45	50	\$ 174.50	\$ 338.95
002 182 033 000	Campos Jimenez Investments Inc	111	Monterey St	2	9,143	\$ 772.79	33,000	\$ 2,215.95	303	\$ 1,057.47	\$ 4,046.21
002 184 001 000	City Of Salinas		E Market St	2	0	\$ -	31,043	\$ 2,084.54	750	\$ 2,617.50	\$ 4,702.04
002 185 011 000	Fuentes Juan	129	Main St	1	2,750	\$ 232.44	2,650	\$ 177.95	21	\$ 105.00	\$ 515.39
002 185 012 000	Lee Gin Dr. & James Sang	131	Main St	1	5,710	\$ 482.63	3,750	\$ 251.81	30	\$ 150.00	\$ 884.44
002 185 017 000	Saunders Frank H	161	Main St	1	8,357	\$ 706.36	6,175	\$ 414.65	51	\$ 255.00	\$ 1,376.01
002 185 018 000	Saunders Frank H	169	Main St #17	1	12,648	\$ 1,069.05	6,359	\$ 427.01	176	\$ 880.00	\$ 2,376.05
002 185 019 000	Taylor Fresh Foods Inc	17	E Gablian St	2	10,370	\$ 876.50	11,165	\$ 749.73	145	\$ 506.05	\$ 2,132.28
002 185 020 000	Saunders Frank H, Kelly Norwood	172	Main St	1	12,454	\$ 1,052.65	6,272	\$ 421.16	178	\$ 890.00	\$ 2,363.81
002 185 024 000	Center For Comm Advocacy A Non Profit Ca	22	W Gablian St	2	2,857	\$ 241.48	2,925	\$ 196.41	152	\$ 530.48	\$ 968.38
002 185 028 000	Rincon Del San Jon Properties	157	Main St	1	2,850	\$ 240.89	3,006	\$ 201.85	24	\$ 120.00	\$ 562.74
002 185 031 000	Green Valley Corporation	127	Main St	1	3,524	\$ 297.86	3,044	\$ 204.40	28	\$ 140.00	\$ 642.26
002 185 036 000	Salinas Urban Renewal Agency		Monterey St	2	0	\$ -	31,363	\$ 2,106.03	379	\$ 1,322.71	\$ 3,428.74
002 185 037 000	City Of Salinas	117	Main St	1	0	\$ -	11,761	\$ 789.75	62	\$ 310.00	\$ 1,099.75
002 185 038 000	City Of Salinas		Monterey St	2	0	\$ -	2,178	\$ 146.25	20	\$ 69.80	\$ 216.05
002 185 039 000	University Corp of Monterey Bay	1	Main St	1	64,585	\$ 5,458.92	59,962	\$ 4,026.45	605	\$ 3,025.00	\$ 12,510.37
002 185 042 000	University Corp of Monterey Bay		*no Site Address	2	0	\$ -	1,156	\$ 77.63	110	\$ 383.90	\$ 461.53
002 185 043 000	Taylor Salinas Property Management Co		Salinas St	2			Not provided				\$ 2,964.22
002 185 045 000	Taylor Fresh Foods Inc		Salinas St	2			Not provided				\$ 2,071.44
002 185 046 000	Ppa Properties LLC	16	W Gablian St	2	0	\$ -	23,282	\$ 1,563.39	190	\$ 663.10	\$ 2,226.49
002 185 047 000	Taylor Salinas Property Management Co	150	Main St	1			Not provided				\$ 12,991.12
002 186 001 000	Maya Salinas Old Town Cinemas LLC	153	Main St	1	54,284	\$ 4,588.25	54,284	\$ 3,645.17	310	\$ 1,550.00	\$ 9,783.42
002 186 002 000	Deserpa R Jay Ltd	155	Main St	1	1,730	\$ 146.22	1,730	\$ 116.17	60	\$ 300.00	\$ 562.39
002 186 003 000	Deserpa R Jay Ltd	145	Main St	1	1,310	\$ 110.73	1,310	\$ 87.97	60	\$ 300.00	\$ 498.69
002 231 011 000	Kobrinisky Catherine Evans	245	Monterey St	2	0	\$ -	11,000	\$ 738.65	210	\$ 732.90	\$ 1,471.55

APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment
<b>SALINAS PROPERTY DATABASE</b>											
						<b>Asmnt Fees</b>	<b>Bldg. SF</b>	<b>Lot SF</b>	<b>LF</b>		
						<b>Zone 1</b>	0.084523	0.067150	5.000000		
						<b>Zone 2</b>	0.084523	0.067150	3.490000		

002 231 012 000	Kobrinisky Samuel & Marguerite D	235	Monterey St	2	5,475	\$ 462.76	5,500	\$ 369.33	50	\$ 174.50	\$ 1,006.59
002 231 013 000	Kenedy Diana	233	Monterey St	2	5,500	\$ 464.88	5,500	\$ 369.33	50	\$ 174.50	\$ 1,008.70
002 231 014 000	Massera John V	231	Monterey St	2	0	-	5,500	\$ 369.33	50	\$ 174.50	\$ 543.83
002 231 015 000	Drew David B	225	Monterey St	2	4,975	\$ 420.50	5,500	\$ 369.33	50	\$ 174.50	\$ 964.33
002 231 018 000	Dabit Christopher R	201	Monterey St	2	1,189	\$ 100.50	11,000	\$ 738.65	210	\$ 732.90	\$ 1,572.05
002 231 023 000	SCC Property LLC	213	Monterey St	2	6,547	\$ 553.37	16,500	\$ 1,107.98	200	\$ 698.00	\$ 2,359.35
002 231 024 000	Griffin Sharon Appling	219	Monterey St	2	5,500	\$ 464.88	5,449	\$ 365.90	50	\$ 174.50	\$ 1,005.28
002 232 008 000	Raquel Sisayan LLC	335-349	Monterey St	2	13,298	\$ 1,123.99	24,400	\$ 1,638.46	322	\$ 1,123.78	\$ 3,886.23
002 232 009 000	LaValley Ronald William	329	Monterey St	2	5,750	\$ 486.01	5,725	\$ 384.43	50	\$ 174.50	\$ 1,044.94
002 232 010 000	LaValley Ronald William	325	Monterey St	2	528	\$ 44.63	5,675	\$ 381.08	50	\$ 174.50	\$ 600.20
002 232 015 000	County Of Monterey	20	E Alisal St	2	0	-	32,450	\$ 2,179.02	405	\$ 1,413.45	\$ 3,592.47
002 233 008 000	Hansen Carl J & Shirley E	340	Monterey St	2	11,593	\$ 979.88	15,188	\$ 1,019.87	243	\$ 848.07	\$ 2,847.82
002 233 009 000	Garing Ward & Gloria	367	Main St	1	17,820	\$ 1,506.20	6,200	\$ 416.33	174	\$ 870.00	\$ 2,792.53
002 233 010 000	KPM Properties LLC	361	Main St	1	6,163	\$ 520.92	6,377	\$ 428.22	50	\$ 250.00	\$ 1,199.13
002 233 011 000	JPC Estate Properties	343	Main St #357	1	16,176	\$ 1,367.24	18,531	\$ 1,244.36	151	\$ 755.00	\$ 3,366.60
002 233 012 000	Willette Jones	341	Main St	1	2,000	\$ 169.05	2,510	\$ 168.55	21	\$ 105.00	\$ 442.59
002 233 013 000	Bella Garcia Navarro	333	Main St	1	3,720	\$ 314.43	3,777	\$ 253.63	30	\$ 150.00	\$ 718.05
002 233 014 000	Ganesa Properties LLC	331	Main St	1	6,200	\$ 524.04	6,234	\$ 418.61	50	\$ 250.00	\$ 1,192.66
002 233 015 000	D & G Land Development Co	325	Main St	1	6,051	\$ 511.45	6,145	\$ 412.64	50	\$ 250.00	\$ 1,174.09
002 233 016 000	JB Salinas LLC	319	Main St	1	7,789	\$ 658.35	6,203	\$ 416.53	50	\$ 250.00	\$ 1,334.88
002 233 017 000	Muller Rita A	313	Main St	1	6,076	\$ 513.56	6,061	\$ 407.00	49	\$ 245.00	\$ 1,165.56
002 233 018 000	Gattis James L	307	Main St	1	12,710	\$ 1,074.29	6,355	\$ 426.74	51	\$ 255.00	\$ 1,756.03
002 233 019 000	Siama Kenneth E	303	Main St	1	40,365	\$ 3,411.77	6,200	\$ 416.33	174	\$ 870.00	\$ 4,668.10
002 233 020 000	Service Employees International Union Local 52	334	Monterey St	2	4,367	\$ 369.11	4,960	\$ 333.06	40	\$ 139.60	\$ 841.78
002 233 021 000	Strobel Margaret I	338	Monterey St	2	3,050	\$ 257.80	3,712	\$ 249.26	30	\$ 104.70	\$ 611.76
002 233 023 000	City Of Salinas	300	Monterey St	2	0	-	51,548	\$ 3,461.45	532	\$ 1,856.68	\$ 5,318.13
002 234 001 000	Saunders Frank H	202	Monterey St	2	957	\$ 80.89	4,250	\$ 285.39	131	\$ 457.19	\$ 823.47
002 234 002 000	Patel Kiran J	16	E Gablian St	2	11,341	\$ 958.58	4,309	\$ 289.35	50	\$ 174.50	\$ 1,422.42
002 234 009 000	Taylor Fresh Foods Inc	213	Main St	1	11,980	\$ 1,012.59	6,820	\$ 457.96	55	\$ 275.00	\$ 1,745.55
002 234 014 000	Ariano Allen D & Lynda	225	Main St	1	2,460	\$ 207.93	2,480	\$ 166.53	20	\$ 100.00	\$ 474.46
002 234 015 000	Ariano Allen D & Lynda	231	Main St	1	9,176	\$ 775.58	9,300	\$ 624.50	74	\$ 370.00	\$ 1,770.08
002 234 017 000	Central Building The	245	Main St	1	32,400	\$ 2,738.55	16,204	\$ 1,088.10	120	\$ 600.00	\$ 4,426.64
002 234 018 000	Haney Gaylon & Sharon	251	Main St	1	5,559	\$ 469.86	8,100	\$ 543.92	60	\$ 300.00	\$ 1,313.78
002 234 019 000	295 Main Street LLC	255	Main St	1	0	-	13,552	\$ 910.02	100	\$ 500.00	\$ 1,410.02
002 234 023 000	City Of Salinas	295	Monterey St	2	0	-	5,400	\$ 362.61	0	\$ -	\$ 362.61
002 234 028 000	295 Main Street LLC	222	Monterey St	1	15,000	\$ 1,267.85	25,214	\$ 1,693.12	464	\$ 2,320.00	\$ 5,280.97
002 234 029 000	City Of Salinas	222	Monterey St	2	0	-	31,147	\$ 2,091.52	300	\$ 1,047.00	\$ 3,138.52
002 234 030 000	City Of Salinas	222	Monterey St	2	0	-	916	\$ 61.51	0	\$ -	\$ 61.51
002 234 031 000	Entertainment Lane Inc	241	Main St	1	9,767	\$ 825.54	10,890	\$ 731.26	61	\$ 305.00	\$ 1,861.80
002 234 032 000	LaTourette Jefferey E & Monica	221	Main St #205	1	11,320	\$ 956.80	6,138	\$ 412.17	50	\$ 250.00	\$ 1,618.97



APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment
SALINAS PROPERTY DATABASE											
						Asmnt Fees					
						Zone 1	0.084523	0.067150	5.000000		
						Zone 2	0.084523	0.067150	3.490000		
002 234 033 000	Berkley Inc/Gerard Kehoe	201	Main St	1	0	\$ -	12,500	\$ 839.38	244	\$ 1,220.00	\$ 2,059.38
002 242 001 000	Saunders Henry E	202	Main St	1	8,928	\$ 754.62	8,928	\$ 599.52	196	\$ 980.00	\$ 2,334.14
002 242 002 000	Andrus & Company	212	Main St	1	10,292	\$ 869.91	10,245	\$ 687.95	83	\$ 415.00	\$ 1,972.86
002 242 003 000	Valverde III Efraim & Claudia	222	Main St	1	4,564	\$ 385.76	3,072	\$ 206.28	25	\$ 125.00	\$ 717.05
002 242 006 000	Zhao Wen A	230	Main St	1	2,752	\$ 232.61	2,910	\$ 195.41	23	\$ 115.00	\$ 543.01
002 242 007 000	Andrus & Company	236	Main St	1	2,975	\$ 251.46	3,298	\$ 221.46	27	\$ 135.00	\$ 607.92
002 242 008 000	RBG Inc.	238	Main St	1	10,000	\$ 845.23	6,304	\$ 423.31	51	\$ 255.00	\$ 1,523.54
002 242 009 000	E J Ratto	246	Main St	1	10,000	\$ 845.23	3,100	\$ 208.17	25	\$ 125.00	\$ 1,178.40
002 242 011 000	Breschini Gary S	254	Main St	1	4,800	\$ 405.71	4,800	\$ 322.32	24	\$ 120.00	\$ 848.03
002 242 012 000	Dillard Kurt D	256	Main St	1	2,480	\$ 209.62	2,542	\$ 170.70	20	\$ 100.00	\$ 480.31
002 242 013 000	Nham LLC	258	Main St	1	10,172	\$ 859.77	5,172	\$ 347.30	35	\$ 175.00	\$ 1,382.07
002 242 014 000	Cominos Properties LLC	4	W Alisal St	1	11,000	\$ 929.75	11,473	\$ 770.41	219	\$ 1,095.00	\$ 2,795.16
002 242 015 000	Ames Family Trust	32	W Alisal St	2	4,069	\$ 343.92	4,300	\$ 288.75	43	\$ 150.07	\$ 782.74
002 242 016 000	Ames Family Trust	40	W Alisal St	2	0	\$ -	2,200	\$ 147.73	22	\$ 76.78	\$ 224.51
002 242 017 000	Ames Family Trust	46	W Alisal St	2	11,500	\$ 972.01	5,974	\$ 401.15	165	\$ 575.85	\$ 1,949.02
002 242 018 000	Ames Family Trust	237	Salinas St	2	4,654	\$ 393.37	6,500	\$ 436.48	50	\$ 174.50	\$ 1,004.35
002 242 026 000	Sutton Jeana S	248	Main St	1	4,130	\$ 349.08	3,191	\$ 214.28	26	\$ 130.00	\$ 693.36
002 242 027 000	Taylor Fresh Foods Inc	250	Main St	1	3,248	\$ 274.53	3,002	\$ 201.58	24	\$ 120.00	\$ 596.12
002 242 028 000	Taylor Fresh Foods Inc	207	Salinas St	2	13,195	\$ 1,115.28	27,300	\$ 1,833.20	340	\$ 1,186.60	\$ 4,135.08
002 242 029 000	City Of Salinas	219	Salinas St	2	0	\$ -	16,875	\$ 1,133.16	140	\$ 488.60	\$ 1,621.76
002 242 030 000	Magdirlia Diana B & Gloria	224	Main St	1	11,573	\$ 978.18	6,162	\$ 413.78	50	\$ 250.00	\$ 1,641.96
002 242 032 000	Salinas Urban Renewal Agency	230	Main St	1	0	\$ -	1,795	\$ 120.53	22	\$ 110.00	\$ 230.53
002 242 033 000	City Of Salinas	228	Main St	2	0	\$ -	1,000	\$ 67.15		\$ -	\$ 67.15
002 242 034 000	Juarez Maria C & Jesse	231	Salinas St	2	0	\$ -	6,500	\$ 436.48	50	\$ 174.50	\$ 610.98
002 242 035 000	Pini Realty, Inc.	235	Salinas St	2	4,000	\$ 338.09	5,000	\$ 335.75	50	\$ 174.50	\$ 848.34
002 243 001 000	Finegan James Brian	58-60	W Alisal St	2	5,980	\$ 505.45	6,900	\$ 463.34	242	\$ 844.58	\$ 1,813.36
002 243 002 000	Breschini Gary S	64	W Alisal St	2	2,000	\$ 169.05	3,000	\$ 201.45	40	\$ 139.60	\$ 510.10
002 243 003 000	Minhoto Properties LP, Pini, Et al	66	W Alisal St	2	2,690	\$ 227.37	3,750	\$ 251.81	50	\$ 174.50	\$ 653.68
002 243 004 000	Santa Lucia Parlor No 97 Nsgw	76	W Alisal St	2	2,440	\$ 206.24	8,250	\$ 553.99	110	\$ 383.90	\$ 1,144.12
002 243 005 000	Pini John W	261	Lincoln Ave	2	4,877	\$ 412.22	8,400	\$ 564.06	262	\$ 914.38	\$ 1,890.66
002 244 002 000	City Of Salinas	215	Lincoln Ave	2	0	\$ -	4,600	\$ 308.89	50	\$ 174.50	\$ 483.39
002 244 098 000	City Of Salinas	210	Salinas St	2	0	\$ -	33,386	\$ 2,241.87	550	\$ 1,919.50	\$ 4,161.37
002 244 099 000	City Of Salinas	100	Howard St	2	0	\$ -	39,472	\$ 2,650.54	588	\$ 2,052.12	\$ 4,702.66
002 245 001 000	El Camino Enterprises Inc	102	Lincoln Ave	2	1,204	\$ 101.77	5,063	\$ 339.98	151	\$ 526.99	\$ 968.74
002 245 002 000	City Of Salinas	106	Lincoln Ave	2	0	\$ -	4,074	\$ 273.57	40	\$ 139.60	\$ 413.17
002 245 003 000	City Of Salinas	108	Lincoln Ave	2	0	\$ -	4,050	\$ 271.96	40	\$ 139.60	\$ 411.56
002 245 004 000	City Of Salinas	112	Lincoln Ave	2	0	\$ -	6,500	\$ 436.48	50	\$ 174.50	\$ 610.98
002 245 005 000	City Of Salinas	118	Lincoln Ave	2	0	\$ -	6,500	\$ 436.48	50	\$ 174.50	\$ 610.98
002 245 006 000	City Of Salinas	120	Lincoln Ave	2	0	\$ -	6,500	\$ 436.48	50	\$ 174.50	\$ 610.98
002 245 007 000	City Of Salinas	128	Lincoln Ave	2	0	\$ -	6,500	\$ 436.48	50	\$ 174.50	\$ 610.98

APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment
SALINAS PROPERTY DATABASE											
							Asmnt Fees				
							Zone 1	0.084523	0.067150	5.000000	
							Zone 2	0.084523	0.067150	3.490000	

002 245 008 000	City Of Salinas		W Gablian St	2	0	\$ -	8,489	\$ 570.04	191	\$ 666.59	\$ 1,236.63
002 245 009 000	Joaquin Bear LLC	118	W Gablian St	2	5,843	\$ 493.87	9,730	\$ 653.37	209	\$ 729.41	\$ 1,876.65
002 245 010 000	Pitman Robert J	125	Church St	2	4,375	\$ 369.79	6,500	\$ 436.48	50	\$ 174.50	\$ 980.76
002 245 011 000	Pitman John D & Robert J	117	Church St	2	6,000	\$ 507.14	6,500	\$ 436.48	50	\$ 174.50	\$ 1,118.11
002 245 012 000	Pitman John D & Robert J	111	Church St	2	2,360	\$ 199.47	6,500	\$ 436.48	50	\$ 174.50	\$ 810.45
002 245 014 000	Wlh Rentals LLC	109	Central Ave	2	1,347	\$ 113.85	6,500	\$ 436.48	50	\$ 174.50	\$ 724.83
002 245 015 000	Wlh Rentals LLC	119	Central Ave	2	2,160	\$ 182.57	13,650	\$ 916.60	235	\$ 820.15	\$ 1,919.32
002 245 016 000	Pitman John D & Robert J	109	Church St	2	0	\$ -	6,500	\$ 436.48	50	\$ 174.50	\$ 610.98
002 246 014 000	City Of Salinas	200-222	Lincoln Ave	2	0	\$ -	105,745	\$ 7,100.78	1320	\$ 4,606.80	\$ 11,707.58
002 247 001 000	U S A		Lincoln Ave	2	0	\$ -	37,418	\$ 2,512.62	820	\$ 2,861.80	\$ 5,374.42
002 248 002 000	Pinji Joseph J	32	W Gablian St	2	14,229	\$ 1,202.68	25,967	\$ 1,743.68	327	\$ 1,141.23	\$ 4,087.59
002 248 005 000	Taylor Fresh Foods Inc	35	Central Ave	2	5,828	\$ 492.60	13,000	\$ 872.95	230	\$ 802.70	\$ 2,168.25
002 248 009 000	Monterey-Salinas Transit	110	Salinas Rd #LOT1	2	778	\$ 65.76	18,699	\$ 1,255.64	357	\$ 1,245.93	\$ 2,567.33
002 248 010 010	Monterey-Salinas Transit	110	Salinas Rd #lot 2	2	0	\$ -	14,787	\$ 992.95	100	\$ 349.00	\$ 1,341.95
002 248 011 000	City Of Salinas	128	W Gablian St	2	0	\$ -	6,420	\$ 431.10	208	\$ 725.92	\$ 1,157.02
002 251 003 000	Magnolia Zarraga	114	Church St	2	1,496	\$ 126.45	6,200	\$ 416.33	50	\$ 174.50	\$ 717.28
002 251 014 000	Muller Rita A	123	Central Ave	2	3,834	\$ 324.06	16,900	\$ 1,134.84	260	\$ 907.40	\$ 2,366.30
002 251 015 000	Vega Nelson A Susan J	130	W Gablian St	2	5,238	\$ 442.73	9,693	\$ 650.88	220	\$ 767.80	\$ 1,861.42
002 253 028 000	County Of Monterey		*no Site Address	2	0	\$ -	134,992	\$ 9,064.71	1025	\$ 3,577.25	\$ 12,641.96
002 253 029 000	County Of Monterey	168	W Alisal St	2	0	\$ -	55,843	\$ 3,749.86	193	\$ 673.57	\$ 4,423.43
002 253 030 000	County Of Monterey	230	Church St	2	0	\$ -	45,781	\$ 3,074.19	183	\$ 638.67	\$ 3,712.86
002 253 031 000	County Of Monterey		*no Site Address	2	0	\$ -	110,381	\$ 7,412.08	954.7	\$ 3,331.90	\$ 10,743.99
002 322 016 000	JRG Leasing II LLC	318	Cayuga St	2	21,161	\$ 1,788.59	15,630	\$ 1,049.55	120	\$ 418.80	\$ 3,256.95
002 322 018 000	County Of Monterey	142	W Alisal St	2	0	\$ -	46,609	\$ 3,129.79	628	\$ 2,191.72	\$ 5,321.51
002 331 002 000	Albert Maldonado	324	Lincoln Ave	2	4,200	\$ 355.00	7,984	\$ 536.13	60	\$ 209.40	\$ 1,100.52
002 331 010 000	City Of Salinas	101	W Alisal St	2	0	\$ -	148,648	\$ 9,981.71	1649	\$ 5,755.01	\$ 15,736.72
002 335 005 000	TM14 LP	123	W Alisal St	2	34,188	\$ 2,889.67	37,026	\$ 2,486.30	805	\$ 2,809.45	\$ 8,185.42
002 341 001 000	Taylor Fresh Foods Inc	300	Main St	1	25,681	\$ 2,170.64	18,614	\$ 1,249.93	274	\$ 1,370.00	\$ 4,790.57
002 341 002 000	Ariel Theatrical Inc	320	Main St	1	6,192	\$ 523.37	6,200	\$ 416.33	50	\$ 250.00	\$ 1,189.70
002 341 004 000	Burks Cleo V	330	Main St	1	3,042	\$ 257.12	3,100	\$ 208.17	29	\$ 145.00	\$ 610.28
002 341 005 000	Serra Apartments Inc	338	Main St	1	13,089	\$ 1,106.32	12,628	\$ 847.97	102	\$ 510.00	\$ 2,464.29
002 341 006 000	Sleeper Richard D & Beverly L	344	Main St	1	11,472	\$ 969.65	6,323	\$ 424.59	50	\$ 250.00	\$ 1,644.24
002 341 007 000	Kattner Robert	350	Main St	1	7,222	\$ 610.43	6,250	\$ 419.69	50	\$ 250.00	\$ 1,280.11
002 341 009 000	Boerlin Mike	362	Main St	1	2,437	\$ 205.98	2,480	\$ 166.53	20	\$ 100.00	\$ 472.51
002 341 010 000	Haney Gaylon L	364	Main St	1	940	\$ 79.45	1,612	\$ 108.25	13	\$ 65.00	\$ 252.70
002 341 011 000	Haney Gaylon L	366	Main St	1	2,064	\$ 174.46	2,180	\$ 146.39	17	\$ 85.00	\$ 405.84
002 341 012 000	Gattis James L	376	Main St #A	1	7,500	\$ 633.92	6,200	\$ 416.33	125	\$ 625.00	\$ 1,675.25
002 341 014 000	City Of Salinas	345	Salinas St	2	0	\$ -	6,410	\$ 430.43	50	\$ 174.50	\$ 604.93
002 341 015 000	City Of Salinas		Salinas St	2	0	\$ -	6,552	\$ 439.97	50	\$ 174.50	\$ 614.47
002 341 016 000	City Of Salinas		Salinas St	2	0	\$ -	13,336	\$ 895.51	100	\$ 349.00	\$ 1,244.51

APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment
<b>SALINAS PROPERTY DATABASE</b>											
						<b>Asmnt Fees</b>	<b>Bldg. SF</b>	<b>Lot SF</b>	<b>LF</b>		
						<b>Zone 1</b>	0.084523	0.067150	5.000000		
						<b>Zone 2</b>	0.084523	0.067150	3.490000		

002 341 018 000	Gold Valley Properties LLC	333	Salinas St	2	13,176	\$ 1,113.68	19,000	\$ 1,275.85	150	\$ 523.50	\$ 2,913.03
002 341 019 000	Salinas Civic Ctr Bldg LLC	21	W Alisal St	2	18,000	\$ 1,521.41	18,982	\$ 1,274.64	280	\$ 977.20	\$ 3,773.26
002 341 020 000	Hitchcock Richard Leslie	356	Main St	1	4,250	\$ 359.22	6,200	\$ 416.33	50	\$ 250.00	\$ 1,025.55
002 341 025 000	Kawahira Lillian	385	Salinas St	2	8,500	\$ 718.45	13,000	\$ 872.95	230	\$ 802.70	\$ 2,394.10
002 342 009 000	400 Main	415	Salinas St	2	2,007	\$ 169.64	10,032	\$ 673.65	282	\$ 984.18	\$ 1,827.47
002 342 011 000	400 Main	406	Main St	1	12,985	\$ 1,097.53	31,799	\$ 2,135.30	558	\$ 2,790.00	\$ 6,022.83
002 345 016 000	Parco Family Investments LP	344	Salinas St	2	27,660	\$ 2,337.91	12,362	\$ 830.11	597	\$ 2,083.53	\$ 5,251.54
002 345 018 000	City Of Salinas	65	W Alisal St	2	0	\$ -	23,719	\$ 1,592.73	440	\$ 1,535.60	\$ 3,128.33
002 345 019 000	City Of Salinas	320	Salinas St	2	0	\$ -	51,383	\$ 3,450.37	350	\$ 1,221.50	\$ 4,671.87
002 346 001 000	3some Par-Tners LLC	328	Main St #A	1	0	\$ -	0	\$ -	0	\$ -	\$ -
002 346 002 000	3some Par-Tners LLC	328	Main St #A	1	2,677	\$ 226.27	3,099	\$ 208.10	25	\$ 125.00	\$ 559.37
002 346 003 000	3some Par-Tners LLC	328	Main St #B	2	1,567	\$ 132.45	0	\$ -	0	\$ -	\$ 132.45
002 351 008 000	PI Properties No 140 LLC	405	Monterey St	1	20,828	\$ 1,760.45	45,506	\$ 3,055.73	593	\$ 2,965.00	\$ 7,781.17
002 351 009 000	Northern Calif Savings & Loan	425	Main St	1	8,905	\$ 752.68	39,400	\$ 2,645.71	480	\$ 2,400.00	\$ 5,798.39
002 351 010 000	Yasin Fayk	27	E John St	2	756	\$ 63.90	16,568	\$ 1,112.54	298	\$ 1,040.02	\$ 2,216.46
002 355 008 000	VF & B LLC	401	Monterey St	2	8,090	\$ 683.79	18,656	\$ 1,252.75	267.23	\$ 932.63	\$ 2,869.17
<b>Totals</b>					<b>1,213,455</b>	<b>\$102,564.86</b>	<b>3,061,980</b>	<b>\$ 205,611.96</b>	<b>34,832</b>	<b>\$ 132,116.83</b>	<b>\$ 458,320.42</b>



## Operating Budget

# Salinas City Center Improvement Association

## Operating Budget Fiscal Year 2020-2021

	SOBO	DISI	Administration	Contingency/Reserves	TOTAL
<b>Income</b>					
Assessments	\$ 275,000.00	\$ 100,000.00	\$ 64,000.00	\$ 18,000.00	\$ 457,000.00
Plus: FY 2019-20 Carry Over	\$ 70,000.00	\$ 90,000.00	\$ 50,000.00	\$ 31,600.00	\$ 241,600.00
<b>Total Income</b>	<b>\$ 345,000.00</b>	<b>\$ 190,000.00</b>	<b>\$ 114,000.00</b>	<b>\$ 49,600.00</b>	<b>\$ 698,600.00</b>
<b>Expenses</b>					
Bank Service Charges	-		400.00		400.00
Formation Costs Payback	-			5,000.00	5,000.00
Insurance	-		2,300.00		2,300.00
Professional Services	-				
Accounting	-		10,000.00		10,000.00
Legal	-		2,000.00		2,000.00
Total Professional Services	-	-	12,000.00	-	12,000.00
Office					
Rent/CAM/Utilities	-		6,000.00		6,000.00
Office Annual Cleaning	-		600.00		600.00
Office Furnishings/Paint	-		1,000.00		1,000.00
Computer / Internet	-		1,200.00		1,200.00
Total Office	-	-	8,800.00	-	8,800.00
Staff	-				
Payroll - Wages & Taxes	-	-	16,000.00		16,000.00
Government Affairs	-	-	24,000.00		24,000.00
Total Staff	-	-	40,000.00	-	40,000.00
SOBO					
Sidewalk Ops (Maintenance)	120,000.00				120,000.00
Beautification / Order (Security)	134,000.00				134,000.00
Total SOBO	254,000.00	-	-	-	254,000.00
DISI					
District Identity		146,200.00			146,200.00
Streetscape Improvements		37,500.00			37,500.00
Total DISI	-	183,700.00	-	-	183,700.00
Extra Budget Expenses					
Collection Loss	5,500.00	2,000.00	1,280.00	360.00	9,140.00
Total Expenses	259,500.00	185,700.00	64,780.00	5,360.00	515,340.00
Net Income	85,500.00	4,300.00	49,220.00	44,240.00	183,260.00
Balance	\$ 85,500.00	\$ 4,300.00	\$ 49,220.00	\$ 44,240.00	\$ 183,260.00





## Annual Work Plan

# Goals & Accomplishments and 2020/21

## Salinas City Center Improvement Association

### Executive Committee

**Committee Members:** Frank Saunders, President, Kevin Saunders, Vice President, Greg Piini, Treasurer Meryl Rasmussen, Secretary

## 2020 Accomplishments

1. We met with the mayor and City Manager, on a regular basis until Covid, to discuss various issues related to construction during the Downtown Streets Project. We negotiated some parking concessions and the reduction of fees. We pushed forward the idea of outdoor dining during construction and have pressured the City to make the public space use application process easier and less costly. We have maintained a good relationship with the City Council and City officials as well as the news media with the help of our Government affairs director Kevin Dayton.
2. We continued to support the City action against the Kehoe properties and this process has helped bring about a sale of the properties to Taylor Farms. These are two of the most important undeveloped properties within the Assessment District and the future is looking much better as a result of our efforts.
3. We have asked for a long time now that the Salinas Police Department take an active step in the security of the City Center. Recently, Chief Frese assigned two officers to the City Center. We have already seen positive results of this action and I have personally met with Officer Sanchez on a number of occasions to discuss some of the transients in our City Center. He is making an effort to identify repeat offenders and to find ways to discourage their presence. Legal records are available for those on parole or probation and the more we know about them the better. He made it very clear that he needs business owners to come forward with complaints about anyone harassing customers or creating a nuisance in the City Center.
4. Finally, in spite of Covid we have continued to move the vibrancy agenda forward and we are beginning to see the results of our many efforts.

## 2021 Goals

1. The number one goal is to hire a working staff employed by SCCIA, tasked with keeping our City Center clean, secure, and free of trash and debris. Our employees would have multiple duties to include but not be limited by the following
  - walk the entire district daily
  - become familiar with all businesses in the City Center and introduce yourself whenever possible
  - keep sidewalks and trash receptacles clean and free of debris
  - remove animal and human feces when necessary
  - confront nuisance individuals and move them out of the district or call police if needed
  - Report unsafe conditions
  - Report graffiti immediately
  - answer questions of visitors to the City Center
  - Secure tables and chairs on a nightly basis
2. It is imperative that we interact with the Mayor and City Council as well as the next City Manager to further our vibrancy goals. We must keep reminding the City that the Methodist Church committed to move its food service to the new homeless shelter on Laurel when complete. We should pressure the City Manager and public works to begin cleanups of all of the campsites within the city. The trash and human waste is a terrible eye sore and health risk for the entire city.
3. We must continue to monitor the progress of the Complete streets project and make recommendations as needed.
4. We should monitor the Cities process of marketing surplus City land in the Lincoln Ave corridor and provide input to potential developers on the attributes of building in the SCCIA district. This project could include a new City Hall and Permit Center on an as yet to be determined site.
5. We should continue to work with the City and County on a large parking structure to be built on the South west corner of Church and Gabilan Streets.

6. We should continue to push for mixed use, high density housing in our district as vibrancy to a large degree is created by people living and working within the district.
7. We should continue to monitor vacant and/or blighted properties within our district and if necessary, involve the city for enforcement of codes.

**Special thanks to Fred DeYoung and Steve Ish for attending multiple meetings with Myself, The Mayor, and the City Manager in the pursuit of SCCIA Goals.**



# Goals, Accomplishments and 2020/21 Budget

## Salinas City Center Improvement Association Sidewalk Operations, Beautification, and Order (SOBO) Committee

**Committee Chair: Joel Panzer**

**Committee Members: Greg Piini, Gaylon Haney, Frank Saunders and Steve Ish**

### **Introduction**

The Sidewalk Operations, Beautification, and Order Committee (SOBO) is charged with making the Salinas City Center District (District) a safer, more family friendly place by overseeing private security and making efforts to coordinate security needs with the City of Salinas Police Department. In addition, the SOBO Committee works on beautification efforts to keep the District well maintained and landscaped for the public, merchants and property owner's enjoyment.

### **Committee Background**

The SOBO Committee was established in 2016. Over the past four years there has been a volunteer working group that addresses security and sidewalk maintenance. With Covid-19 and a variety of other factors, we have not had consistent monthly meetings to discuss present needs and issues of importance, but we have had periodic meetings to discuss specific/pending issues that need to be addressed.

As a result of Covid, SOBO discontinued use of Uretsky Security and hired Allied Security provide a patrol presence and a sense of security in the District. SOBO also lost the services of HOPE Services with the Covid pandemic. The Committee recently executed a month-to-month contract with Smith and Enright Landscaping to maintain sidewalks and gutters in Zone 2. Smith and Enright is also contracted to provide similar services in Zone 1. As funds permit, new plantings have been installed, including adding seasonal color. Landscape crews trim, sweep, weed, brush, blow and otherwise maintain the District, including litter removal. SOBO has worked with the SCCIA's DISI Committee to collaborate on security and maintenance.

## **Committee Accomplishments**

In the 2019/20 Fiscal Year, SOBO has transitioned through three separate contracts to change landscape services from New Image Landscaping to Smith and Enright, the Covid-19 switch from Uretsky Security to Allied Security and a temporary change from HOPE Services to Smith and Enright for Zone 2. Until the State of California clears HOPE to resume services, Smith and Enright will provide once a week service to Zone 2.

As with any contract change, there is a learning curve along with the time involved learning to work with new service providers to establish communications and a working relationship. I believe SOBO and its providers are now generally dialed in and there are periodic conversations and adjustments that are typical in providing service.

In addition to Covid-19, starting in April SOBO was faced with maintenance issues associated with both the construction on Main Street and associated litter and maintenance issues. Add the ongoing and increasing issues associated with Homelessness and random damage with graffiti in the downtown area, SOBO has had a fairly interesting year. The Committee was successful in gaining SCCIA Board approval to hire a new staff position that will be employed to manage litter removal on a daily basis.

The Committee was able to have three minor landscape improvements installed/upgraded by Smith and Enright. We added landscaping in the median planter located at the intersection of Monterey Street and John Street, added an aesthetic element to the planter at the corner of Alisal Street and John Street and added improved the look of the entrance to the City lot on Monterey Street at the SEIU office location.

Finally, while not an accomplishment, the Committee embarked on pressure washing. Both sides of Gabilan Street between Main Street and Salinas Streets were pressure washed. Unfortunately, the pressure washing was an overall bust. There is little access to water downtown and the firm we contracted with was unable to figure out how to access water for pressure washing. We concluded that effort when SOBO was asked to front an expensive deposit to rent a meter to access water from the fire hydrant system. Based on this attempt, we would conclude that pressure washing is a time-consuming and unproductive exercise the way it was being pursued in 2020.

## **Committee Goals**

The basic Goal of the SOBO Committee is to provide a level of service that is in line with the SCCIA Budget. We strive to continue to refine operations as comments come in from the SCCIA constituency and seasonally when the daylight hours change.

## **2020/21 Budget**

We assume that the SOBO budget will remain stable for the 2020/21 Fiscal Year with an allocation of \$273,583.00. These fees will be used for landscape maintenance, security, SCCIA administrative support and staffing, as follows:

### **Security**

We anticipate continuing with Allied Security at a cost of approximately \$119,808 a year (\$2,304.00/week). This contract provides security coverage from Monday through Saturday. We have not had any communication regarding potential cost increases for the upcoming year.

### **Landscaping – Zone 1**

We anticipate continuing with Smith and Enright for Zone 1 maintenance of approximately \$38,400 annually (\$3,200 a month). We anticipate that the City's implementation of the Main Street improvement program includes fully planting the area with new landscape material. To maintain other areas off Main Street, we would include a budget of \$3,000 for plating material (plants, bark, mulch, etc.).

### **Maintenance – Zone 2.**

Assuming HOPE Services Returns, the estimated monthly costs will be approximately \$42,000 (\$3,500/month), with an annual increase in January. Since Covid-19, we have not had any communication with HOPE Services since Pam Smith retired. Future contract discussions are anticipated when they will resume services.

In the interim, we will continue using Smith and Enright for Zone 2 maintenance at a cost \$42,120 annually (\$3,510.00/month).

### **Staff Hire – Litter Pick-up and Maintenance**

At its September 10, 2020 Board meeting, the SCCIA approved a new position for trash pick-up. The estimated 2020/21 FY costs associated with this position are approximately \$50,000/yr. This assumes this position will ultimately be a supervisor with a starting wage of \$20.00/hr. (\$41,600.00) and the remaining fees for worker's comp insurance, payroll taxes, outside services, etc. We are working with an HR consultant to go through the hiring process.

### **Conclusion**

The proposed SOBO Budget for 2020/21 is estimated at \$253,208.00, leaving a reserve of \$23,375 that may be needed for mid-year adjustments (add-on landscaping projects, Security overtime, unanticipated work needed).

We do estimate that as City work progresses on Main Street, SOBO will come back to the SCCIA Board to discuss Security and Maintenance, with the prospect of further increasing SCCIA staffing to off-set use of consultants as the Main Street project warps up.



# Goals and Accomplishments

## Salinas City Center Improvement Association

### District Identity & Streetscape Improvements

#### (DISI) Committee

**Committee Chair: Meryl Rasmussen**

**Committee Members: Steve Ish, Teri Belli, Teresa Slaton, Jenna Abramson, Lelyn Furey, Adrian Jimenez, Margaret D'Arrigo-Martin**

#### SCCIA DISI Committee Accomplishments and Goals

##### 2019/2020 Accomplishments:

- Maintained a monthly e newsletter that goes out to SCC stakeholders and followers
- SCCIA Business Association created to enhance communications with Merchants
- Worked closely with the City of Salinas and Construction Manager on the Streetscape Improvement Project
- Provided Streetscape Improvement construction updates to merchants
- Connected with Blue Zones to develop an Alley Activation project between Patria and La Fogata
- Installed large new banners on side streets
- Installed window displays showcasing Streetscape Improvement Project plans
- Worked with SOBO to provide additional maintenance and security for downtown
- Launched Downtown Bingo to promote business during COVID
- Created COVID informational signage for merchants and community
- Created a Downtown Dining Guide
- Installed festive lighting and decorations downtown for Christmas
- Worked with SCCIABA to produce "Light Up Downtown" walking tour
- Installed SCC branded holiday banners
- Ran advertisements on KSBW promoting the downtown during construction, COVID, and the holidays
- Partnered with CSUMB and Steve McShane on the Tree of Peace lighting event

## **2020/2021 Goals:**

- Continue KSBW commercials to welcome community to our newly enhanced downtown
- Continue involvement on the City of Salinas Streetscape Improvement Project as it wraps up
  - Construction updates to merchants
  - Additional merchant promotion to help during construction
  - Blocks parties upon completion
  - Aerial photography of downtown upon completion
- Implement downtown banner program for local business, nonprofits, and events
- Support SCCIABA on a merchant inspired project
- Produce “Welcome to Salinas City Center” bags to new merchants including swag and relevant information
- Add social media giveaways, and host social media influencer takeovers
- Add employee concierge crew to downtown to handle maintenance, light landscaping, and furniture management
- Continue community development efforts with Blue Zones
- Add economic development component to DISI
- Add lighting to trees once trees are replanted
- Continue: social media postings, monthly newsletter, support of downtown events, and Tree of Peace and other Christmas festivities

# Goals and Accomplishments and 2020/21

## Salinas City Center Improvement Association

### Land Use (LUC) Committee

**Committee Chair:** Steve Ish

**Committee Members:** Frank Saunders, Catherine Kobrinsky Evans, Peter Kasavan, Larry Bussard, Brad Slama, Greg Findley, Kevin Dayton, Amy Nohr

**Agency Liaison:** Meghan Hunter (Salinas CDD), Lisa Brinton (Salinas CDD), Christina Watson (TAMC), Laurie Williamson (TAMC)

## 2020 Accomplishments

### **1. Main Street Streetscape Project Started.**

- Engaged in 6 months of communication and collaboration with Mayor, City Manager and Public Works personnel to minimize business/shopping interruptions and developed a parking strategy for both clientele and employees.
- We compliment City Traffic Engineer, Andrew Easterling, for weekly construction e-mails with updates on work completed, scheduled work for the upcoming week and any vehicle traffic and/or sidewalk closures.

### **2. TAMC Completes First Phase of New Intermodal Transit Center.**

- An essential transportation component for the Downtown Vibrancy Plan and a key element to support housing development in downtown.

### **3. Salinas National Bank Building Housing/Retail (301 Main St.).**

- Adaptive reuse of the historic building moves into construction phase, converting former office space, 2<sup>nd</sup> floor up into residential apartments with commercial activity planned on ground floor.

**4. Taylor Fresh Foods Acquires 300 Main St. and former Greyhound Bus Station properties.**

- City of Salinas new Blighted and Vacancy Property Ordinance is working in Downtown Salinas. 300 Main Street will have retail on the ground floor and floors 2 and 3 will be home to 19 residential apartments, one & two bedroom plans.

**5. Additional Housing Opportunities Coming to Downtown**

- City of Salinas planning for eventual sale/conversion of some Downtown City owned parking lots into mixed-use development, encouraging the opportunity for more housing opportunities.

**6. Monterey County/City of Salinas Proposed New Shared Parking Structure:**

- SCCIA supports parking structure being built on corner of Church & Gabilan Streets.

**7. Streamlining City of Salinas Community Development/Permitting Process:**

- City of Salinas, SCCIA, Salinas Valley Chamber of Commerce and Salinas Valley Builders Exchange representatives began working together to streamline current permitting process.
- Example in process: Development of a New Downtown Salinas Historical Sign Ordinance permitting for signs evoking the Art Deco/Modern style of Downtown Salinas in its vibrant 1920's – 1940's era.

**8. Salinas Police Officers Assigned to Downtown Salinas:**

- September 2020, Salinas Police Department assigns two officers for foot patrol in the downtown area.
- Business owners very pleased with the addition of Community Policing in downtown.



# 2021 Proposed Goals & Objectives

## 1. Main Street Streetscape Project:

- **Present Goal:** March, 2021 is targeted completion timeline.
- **Action:** Continue weekly communication and meet w/City & Construction Team insuring project stays on-time or possibly could be completed earlier.

## 2. Develop Lincoln Ave. Masterplan (like Downtown Vibrancy Plan):

- **Goal:** Utilize local resources, local stakeholders and Staff to develop Lincoln Ave. Masterplan (like Downtown Vibrancy Plan).
- **Action:** Promote Downtown as a centralized, accessible location for local government agencies to serve the public, with the objective of encouraging more agencies/businesses to move operations into the Downtown.
- **Action:** City/County joint parking garage becomes reality.
- **Action:** MST moves from present location to Intermodal Transportation Center and/or identifies additional possible Downtown locations for consideration.

## 3. Increasing Future Parking:

- **Goal:** Create more parking for Downtown Salinas
- **Action:** Identify current parking lots best suited to become multi-deck parking structures (size of existing lots today/location).
- **Action:** Study multi-level parking structures with Commercial retail/ services, etc. on ground floor.
- **Action:** Financial estimates and possible funding sources?
- **Action:** Continue to monitor progress of County/City shared parking structure progress.

## 4. Residential Development Downtown:

- **Goal:** Create housing opportunities in Downtown Salinas Area
- **Action:** Housing incentives: examples of other Cities who've been successful in their downtowns?

- **Action:** Extend sunset on inclusionary housing relief.
- **Action:** Review new State laws relative to ADU development.

#### **5. Salinas Permitting Process**

- **Goal:** Permit Process becomes a Positive Experience for Developers, Builders, Business Owners, City Residents and City Staff.
- **Action:** SCCIA will continue to work with City Staff, Chamber of Commerce and Building Community to identify opportunities.
- **Action:** Continue collaboration with City Staff, sign manufacturers, historic preservation activists, property owners and business owners to enact New Historical Signs Downtown
- **Action: support establishment of Professional Appeals Board**
- **Action: support Over-The-Counter (OTC) permits for simple signage and retail improvements**

#### **6. Downtown Salinas Safety & Cleanliness Perception**

- **Goal:** Safe, clean and friendly community environment for All (every day & night).
- **Action:** Continuance of Community Policing Downtown (2 officers).
- **Action:** Effective lighting of streets, sidewalks and parking lots.
- **Action:** Keeping sidewalks, parking lots and streets clean ((garbage containers not overflowing, etc.)
- **Action:** Monitoring & helping homeless or others to locations providing services needed (example: Navigation Center in China town and the new City Shelter on Laurel)

#### **7. SCCIA Representatives Continue Bi-Monthly (once every 2 months) Meeting w/City Manager & Mayor.**

- **Goal:** A Top-to-Top dialogue opportunity to keep both the City and Downtown informed on activities/topics “what’s going well and where help is needed”.

#### **List of People to Thank:**

- Ray Corpuz / Jim Pia, City of Salinas (City Managers)
- Salinas City Council Members
- Mayor Joe Gunter, in memoriam



**SCCIA Annual Calendar**

**December 1, 2020-November 30, 2021**



## SCCIA Annual Calendar December 1, 2020-November 30, 2021

DATE	ITEM	DETAIL	NOTES
15-Feb	President appoints Nominations Committee	45 Days before annual meeting	BYLAWS
1-Mar	Nominations Committee sends out nomination forms	30 Days before annual meeting	BYLAWS
10-Mar	Deadline for submitting nominations to NC	20 Days before annual meeting	BYLAWS
1-Apr	Annual meeting	Election of new Directors by sitting Directors.	MDA/BYLAWS
30-Apr	Annual Report	Appointment of Officers	BYLAWS
30-Apr	Annual Financial Statement	Submit to City Clerk	BYLAWS
30-Apr	Disbursement 2 by City	Submit to City Clerk- prepared by CPA	MDA
1-Jun	Assessment Data update	Assessments Received + 50% tax exempt parcels	MDA/BYLAWS
30-Jun	Disbursement 3 by City	Submit to City Clerk + Finance Director	MDA
1-Nov	Annual Work Plan and Budget	Assesements Received + any additional amounts	BYLAWS
28-Dec	Disbursement 1 by City	Post on Website/Make Available	MDA
		Assessments Received + 50% tax exempt parcels	

SOBO Committee Meetings \*First Thursday of the Month\*

SCCIA Board of Directors Meetings \*2nd Thursday of the Month @ 10am\*

LUC Committee Meetings\*4th Thursday of the Month @10 am\*