

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Meeting
Thursday, May 11th at 10:00am
CSUMB @ Salinas City Center
Salinas, CA 93901

Agenda

1. Call to Order & Introductions – Steve Ish
2. Public Comment (Limited to 2 minutes per person)
3. Consent Agenda [Action Item]
 - a. Approve Minutes: March 9th 2023 Board Meeting
 - b. Approve Minutes: April 13th 2023 Special Board Meeting
 - c. Approve Financial Reports: April 2023
4. District Coordinator Presentation
 - a. Ped Traffic/Parking Statistics
 - b. SOBO Statistics
 - c. Vacancies
5. Mid-Year Update District Goals & Objectives, Work Plan and Budget for FY 2022-2023 [Action Item]
 - a. Executive Committee
 - b. Budget
 - c. District Identity and Streetscape Improvements (DISI)
 - d. Sidewalk Operation and Beautification & Order (SOBO)
 - e. Land Use Committee (LUC)
6. New Business [Action Item]
 - a. Board Member Appointments
 - b. Scramble Crosswalk Discussion
 - c. ITC/Heritage Park Discussion
 - d. Salinas City Center Arch Update

7. Next meeting: July 13th, 2023 at 10AM Location CSUMB@Steinbeck
8. Adjourn

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item be transacted or discussed by posted at least 72 hours prior to a regular meeting. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Greg Hamer at greg@salinascitycenter.com or (831) 877-0997 at least 48 hours prior to the meeting.

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Minutes
Thursday, March 9th at 10:00am
Salinas, CA 93901

Minutes

		Present	Absent
Board President	Steve Ish	X	
Board Vice President	Catherine Kobrinsky Evans	X	
Board Treasurer	Greg Piini	X	
Board Secretary	Meryl Rasmussen		X
Board Member	Audrey Wardwell	X	
Board Member	Jay DeSerpa	X	
Board Member	Peter Kasavan		X
Board Member	Jason Retterer	X	
Board Member	Joel Panzer	X	
Board Member	Frank Saunders	X	
Board Member	Greg Findley		X
Board Member	Larry Bussard	X	
Board Member	Kurt Dillard		X
Board Member	James Kendall	X	
District Coordinator	Gregor Hamer		X
Government Affairs Director	Kevin Dayton	X	

Guests: none

Item	Discussion	Action
1.	Call to Order Steve Ish 10:06am	None
2.	Denise Estrada made public comments on the Heritage Park concept at the Intermodal Transportation Center.	None
3.	By voice vote, the Board approved January 12, 2023 minutes as amended. By voice vote, Board approved financial statements.	(Kendall/Bussard M/S/A). Motion Passes (Panzer/Saunders M/S/A).

		Motion Passes
4.	By voice vote, the Board authorized district coordinator and the SOBO committee to prepare a job description and seek qualified applicants for a position for Salinas City Center maintenance.	(Kobrinsky-Evans/Saunders M/S/A). Motion Passes
5.	<p>On behalf of the DISI Committee, Audrey reported on progress toward installation of a mural in the alley between Patria and La Fogata, a revised monthly banner program for Main Street, a pub crawl organized by restaurants for St. Patrick's Day, and improvements to electrical boxes on street poles.</p> <p>On behalf of the SOBO Committee, Joel reported that some SOBO responsibilities have shifted to the District Coordinator.</p> <p>On behalf of LUC, Jason deferred to Government Affairs Director Kevin Dayton, who reported on Downtown parking management documents, permit process review by the City of Salinas Business Development Committee, and the city's proposed film permit process and the future of film projects in the Downtown.</p> <p>Greg Piini reported on property assessments for the Salinas City Center Community Benefit District.</p>	None
7.	None	None
8.	Meeting Adjourned 11:20	None

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Minutes
Thursday, April 13th at 10:00am
Salinas, CA 93901

Minutes

		Present	Absent
Board President	Steve Ish	X	
Board Vice President	Catherine Kobrinsky Evans	X	
Board Treasurer	Greg Piini	X	
Board Secretary	Meryl Rasmussen	X	
Board Member	Audrey Wardwell	X	
Board Member	Jay DeSerpa	X	
Board Member	Peter Kasavan	X	
Board Member	Jason Retterer		X
Board Member	Joel Panzer		X
Board Member	Frank Saunders	X	
Board Member	Greg Findley	X	
Board Member	Larry Bussard	X	
Board Member	Kurt Dillard		X
Board Member	James Kendall		X
District Coordinator	Gregor Hamer	X	
Government Affairs Director	Kevin Dayton	X	

Guests: none

Item	Discussion	Action
1.	Call to Order Catherine Kobrinsky Evans 10:20am	None
2.		None
3.	By voice vote, the Board approved the 2022 Annual Report with amended edits.	(Greg P/Bussard M/S/A). Motion Passes
4.	None	None
5.	Meeting Adjourned 11:30	None



Steinbruner • Hill
Certified Public Accountants

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 a statement of assets, liabilities and fund balance – cash basis as of April 30, 2023, and the related statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis for the five months then ended, in accordance with the cash basis of accounting, 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 statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis 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 the statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis.

The financial statement is 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.

The supplementary budget information contained in the statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information is the responsibility of management. The supplementary budget information was subject to our compilation engagement. We have not audited or reviewed the supplementary budget information and do not express an opinion, a conclusion, nor provide any assurance on such information.

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 statement, they might influence the user's conclusions about the Company's assets, liabilities, fund balance, revenues and expenses. Accordingly, the financial statement is 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
May 8, 2023

Steinbruner Hill, Inc.

3771 Rio Rd. Ste. 103A ♦ Carmel, CA 93923

928 E. Blanco Rd. Ste. 200 ♦ Salinas, CA 93901

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Salinas City Center Improvement Association

Statement of Assets, Liabilities and Fund Balance - Cash Basis

As of April 30, 2023

ASSETS

Current Assets	
Bank Accounts	
Checking - Operating Acct	\$ 376,513.80
Checking - Grants Acct	116,036.48
SVFWF Checking	-
Total Bank Accounts	<u>492,550.28</u>
Total Current Assets	<u>492,550.28</u>
Fixed Assets	
Vehicle	18,000.61
Accumulated Depreciation	(819.00)
Total Fixed Assets	<u>17,181.61</u>
Other Assets	
Organizational Costs	50,000.00
Accumulated Intangible Assets	(27,917.00)
Total Other Assets	<u>22,083.00</u>
TOTAL ASSETS	<u><u>\$ 531,814.89</u></u>

LIABILITIES AND FUND BALANCE

Liabilities	
Debt	\$ 15,000.00
Total Liabilities	<u>15,000.00</u>
Fund Balance	
Fund Balance - SOBO	178,039.96
Fund Balance - DISI	89,405.98
Fund Balance - Admin	72,810.56
Fund Balance - Conting/Reserves	36,257.30
Fund Balance - Grants	116,036.48
Fund Balance - SVFWF	-
Subtotal - Cash Fund Balance	<u>492,550.28</u>
Fund Balance - Other	24,264.61
Total Fund Balance	<u>516,814.89</u>
TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 531,814.89</u></u>

(See accompanying accountants' report)

Salinas City Center Improvement Association
Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2022-2023 - Cash Basis
For the Five Months Ended April 30, 2023

	SOBO				DISI				Administration			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income												
Assessments	\$ 195,835.56	\$ 274,200.00	\$ 78,364.44		\$ 71,806.37	\$ 100,540.00	\$ 28,733.63		\$ 45,694.96	\$ 63,980.00	\$ 18,285.04	
Grants	-	-	-		-	-	-		-	-	-	
SVFWF	-	-	-		-	-	-		-	-	-	
Plus: FY 2021-22 Carryover	155,506.02	155,506.02			47,643.48	47,643.48			49,461.55	49,461.55		
Reallocation of 2021-22 Carryover	(40,000.00)	(40,000.00)			10,000.00	10,000.00			30,000.00	30,000.00		
Total Income	\$ 311,341.58	\$ 389,706.02	\$ 78,364.44		\$ 129,449.85	\$ 158,183.48	\$ 28,733.63		\$ 125,156.51	\$143,441.55	\$ 18,285.04	
Expenses												
Bank Service Charges	-	-	-		-	-	-		22.00	200.00	178.00	89%
Formation Costs Payback	-	-	-		-	-	-		-	-	-	
Insurance	-	-	-		-	-	-		2,214.00	2,300.00	86.00	4%
Professional Services	-	-	-		-	-	-		-	-	-	
Accounting	-	-	-		-	-	-		9,695.16	11,500.00	1,804.84	16%
Legal	-	-	-		-	-	-		-	2,000.00	2,000.00	100%
Other	-	-	-		-	-	-		7,285.00	10,000.00	2,715.00	27%
Total Professional Services	-	-	-		-	-	-		16,980.16	26,000.00	9,019.84	35%
Office												
Rent/CAM/Utilities	-	-	-		-	-	-		2,552.47	6,000.00	3,447.53	57%
Office Annual Cleaning	-	-	-		-	-	-		-	600.00	600.00	100%
Office Furnishings/Paint	-	-	-		-	-	-		-	1,500.00	1,500.00	100%
Computer / Internet	-	-	-		-	-	-		877.64	2,500.00	1,622.36	65%
Total Office	-	-	-		-	-	-		3,430.11	10,600.00	7,169.89	68%
Staff												
Payroll - Wages & Taxes	19,986.45	56,000.00	36,013.55	64%	12,614.77	35,000.00	-		16,360.53	44,000.00	27,639.47	-
Workers Comp Insurance	1,421.49	4,000.00	2,578.51	64%	75.00	-	-		89.15	1,000.00	910.85	-
Government Affairs	-	-	-		-	-	-		13,250.00	26,000.00	12,750.00	49%
Total Staff	21,407.94	60,000.00	38,592.06	64%	12,689.77	35,000.00	22,310.23	64%	29,699.68	71,000.00	41,300.32	58%
SOBO												
Sidewalk Ops (Maintenance)	53,198.33	135,000.00	81,801.67	61%	-	-	-		-	-	-	
Beautification/Order(Security)	58,695.35	120,000.00	61,304.65	51%	-	-	-		-	-	-	
Total SOBO	111,893.68	255,000.00	143,106.32	56%	-	-	-		-	-	-	
DISI												
District Identity	-	-	-		18,620.67	57,000.00	38,379.33	67%	-	-	-	
Streetscape Improvements	-	-	-		8,733.43	26,000.00	17,266.57	66%	-	-	-	
Total DISI	-	-	-		27,354.10	83,000.00	55,645.90	67%	-	-	-	
Extra Budget Expenses												
Collection Loss	-	-	-		-	-	-		-	-	-	
Taxes	-	-	-		-	-	-		-	250.00	250.00	100%
Total Expenses	133,301.62	315,000.00	181,698.38	58%	40,043.87	118,000.00	77,956.13	66%	52,345.95	107,850.00	55,504.05	51%
Net Income	62,533.94	74,706.02			31,762.50	40,183.48			(6,650.99)	35,591.55		
Total Cash Balance as of 04/30/23	\$ 178,039.96				\$ 89,405.98				\$ 72,810.56			

(See accompanying accountants' report)

Salinas City Center Improvement Association
Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2022-2023 - Cash Basis
For the Five Months Ended April 30, 2023

	Contingency/Reserves				SUBTOTAL SOBO, DISI, ADMIN, & CONTIGENCY				Grants Funds			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income												
Assessments	\$ 13,055.70	\$ 18,280.00	\$ 5,224.30		\$ 326,392.59	\$457,000.00	\$ 130,607.41		\$ -	\$ -	\$ -	
Grants	-	-	-		-	-	-		136,000.00	-	-	
SVFWF	-	-	-		-	-	-		-	-	-	
Plus: FY 2021-22 Carryover	28,305.10	28,305.10			280,916.15	280,916.15			7,866.73	7,866.73	-	
Reallocation of 2021-22 Carryover	-	-	-		-	-	-					
Total Income	\$ 41,360.80	\$ 46,585.10	\$ 5,224.30		\$ 607,308.74	\$737,916.15	\$ 130,607.41		\$ 143,866.73	\$ 7,866.73	\$ -	
Expenses												
Bank Service Charges		-	-		22.00	200.00	178.00	89%	30.25		(30.25)	
Formation Costs Payback	5,103.50	5,000.00	(103.50)	-2%	5,103.50	5,000.00	(103.50)	-2%			-	
Insurance			-		2,214.00	2,300.00	86.00	4%			-	
Professional Services			-		-	-	-				-	
Accounting			-		9,695.16	11,500.00	1,804.84	16%			-	
Legal			-		-	2,000.00	2,000.00	100%			-	
Other			-		7,285.00	10,000.00	2,715.00	27%			-	
Total Professional Services	-	-	-		16,980.16	26,000.00	9,019.84	35%	30.25	-	(30.25)	
Office			-		-	-	-				-	
Rent/CAM/Utilities			-		2,552.47	6,000.00	3,447.53	57%			-	
Office Annual Cleaning			-		-	600.00	600.00	100%			-	
Office Furnishings/Paint			-		-	1,500.00	1,500.00	100%			-	
Computer / Internet			-		877.64	2,500.00	1,622.36	65%			-	
Total Office	-	-	-		3,430.11	10,600.00	7,169.89	68%	-	-	-	
Staff			-		-	-	-				-	
Payroll - Wages & Taxes			-		48,961.75	135,000.00	86,038.25	64%			-	
Workers Comp Insurance			-		1,585.64	5,000.00	3,414.36	68%			-	
Government Affairs			-		13,250.00	26,000.00	12,750.00	49%			-	
Total Staff	-	-	-		63,797.39	166,000.00	102,202.61	62%	-	-	-	
SOBO			-		-	-	-				-	
Sidewalk Ops (Maintenance)			-		53,198.33	135,000.00	81,801.67	61%			-	
Beautification/Order(Security)			-		58,695.35	120,000.00	61,304.65	51%			-	
Total SOBO	-	-	-		111,893.68	255,000.00	143,106.32	56%	-	-	-	
DISI			-		-	-	-				-	
District Identity			-		18,620.67	57,000.00	38,379.33	67%			-	
Streetscape Improvements			-		8,733.43	26,000.00	17,266.57	66%	27,800.00		(27,800.00)	
Total DISI	-	-	-		27,354.10	83,000.00	55,645.90	67%	27,800.00	-	(27,800.00)	
Extra Budget Expenses												
Collection Loss	-	9,140.00	9,140.00	100%	-	9,140.00	9,140.00	100%			-	
Taxes					-	250.00	250.00	100%			-	
Total Expenses	5,103.50	14,140.00	9,036.50	64%	230,794.94	554,990.00	324,195.06	58%	27,830.25	-	(27,830.25)	
Net Income	7,952.20	32,445.10			95,597.65	182,926.15			108,169.75	7,866.73		
Total Cash Balance as of 04/30/23	\$ 36,257.30				\$ 376,513.80				\$ 116,036.48			

(See accompanying accountants' report)

Salinas City Center Improvement Association
Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2022-2023 - Cash Basis
For the Five Months Ended April 30, 2023

	SVFWF				GRAND TOTAL			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income								
Assessments	\$ -	\$ -	\$ -		\$ 326,392.59	\$ 457,000.00	\$ 130,607.41	
Grants	-	-	-		136,000.00	-	(136,000.00)	
SVFWF	2,500.00	-	-		2,500.00	-	(2,500.00)	
Plus: FY 2021-22 Carryover	12,955.15	12,955.15	-		301,738.03	301,738.03	-	
Reallocation of 2021-22 Carryover								
Total Income	\$ 15,455.15	\$ 12,955.15	\$ -		\$ 766,630.62	\$ 758,738.03	\$ (7,892.59)	
Expenses								
Bank Service Charges		-	-		22.00	200.00	178.00	89%
Formation Costs Payback		-	-		5,103.50	5,000.00	(103.50)	-2%
Insurance			-		2,214.00	2,300.00	86.00	4%
Professional Services			-		-	-	-	
Accounting			-		9,695.16	11,500.00	1,804.84	16%
Legal			-		-	2,000.00	2,000.00	100%
Other	15,455.15		(15,455.15)		7,285.00	10,000.00	2,715.00	27%
Total Professional Services	15,455.15	-	(15,455.15)		16,980.16	26,000.00	9,019.84	35%
Office			-		-	-	-	
Rent/CAM/Utilities			-		2,552.47	6,000.00	3,447.53	57%
Office Annual Cleaning			-		-	600.00	600.00	100%
Office Furnishings/Paint			-		-	1,500.00	1,500.00	100%
Computer / Internet			-		877.64	2,500.00	1,622.36	65%
Total Office	-	-	-		3,430.11	10,600.00	7,169.89	68%
Staff			-		-	-	-	
Payroll - Wages & Taxes			-		48,961.75	135,000.00	86,038.25	64%
Workers Comp Insurance			-		1,585.64	5,000.00	3,414.36	68%
Government Affairs			-		13,250.00	26,000.00	12,750.00	49%
Total Staff	-	-	-		63,797.39	166,000.00	102,202.61	62%
SOBO			-		-	-	-	
Sidewalk Ops (Maintenance)			-		53,198.33	135,000.00	81,801.67	61%
Beautification/Order(Security)			-		58,695.35	120,000.00	61,304.65	51%
Total SOBO	-	-	-		111,893.68	255,000.00	143,106.32	56%
DISI			-		-	-	-	
District Identity			-		18,620.67	57,000.00	38,379.33	67%
Streetscape Improvements			-		36,533.43	26,000.00	(10,533.43)	-41%
Total DISI	-	-	-		55,154.10	83,000.00	27,845.90	34%
Extra Budget Expenses			-		-	9,140.00	9,140.00	100%
Collection Loss	-	-	-		-	250.00	250.00	100%
Taxes			-					
Total Expenses	15,455.15	-	(15,455.15)		274,080.34	554,990.00	280,909.66	51%
Net Income	(15,455.15)	12,955.15			188,312.25	182,926.15		
Total Cash Balance as of 04/30/23	\$ -				\$ 492,550.28			

(See accompanying accountants' report)

Salinas City Center Improvement Association
Comerica Operating Bank Account
November 30, 2022 - May 4, 2023

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
Beginning Balance						281,027.88
11/30/2022	Expense		AT&T		-111.73	280,916.15
12/01/2022	Check	2687	Gaylon Haney	December '22 rent	-420.00	280,496.15
12/01/2022	Check	2686	Gaylon Haney	Voided - Print by error	0.00	280,496.15
12/02/2022	Check	2700	Monterey County Weekly	Account Key# CSALC Inv#11/10/22CSALC	-160.00	280,336.15
12/02/2022	Check	2704	MCA Consulting LLC	Inv 553	-95.00	280,241.15
12/02/2022	Check	2705	Coastline Marketing Group, Inc.	Inv 98676	-200.00	280,041.15
12/02/2022	Check	2701	Labor Issues Solutions, LLC (Kevin Da	Voided - INV#2022-10 SCCIA	0.00	280,041.15
12/02/2022	Check	2702	Allied Universal Security Services	Inv#13498501,13526096,13546569	-6,681.68	273,359.47
12/02/2022	Check	2703	Jenna Hanson	Inv: Dec-22	-4,798.25	268,561.22
12/05/2022	Payroll Check	DD	Kevin A. Hayes	Pay Period: 11/16/2022-11/30/2022	-1,427.34	267,133.88
12/05/2022	Payroll Check	DD	Gregor Hamer	Pay Period: 11/16/2022-11/30/2022	-2,487.99	264,645.89
12/05/2022	Check	EFT	State Compensation Insurance Fund	policy 9287059	-882.14	263,763.75
12/05/2022	Payroll Check	DD	*Amy N. Nohr	Pay Period: 11/16/2022-11/30/2022	-529.05	263,234.70
12/05/2022	Expense		Go Daddy		-37.99	263,196.71
12/05/2022	Payroll Check	DD	Gregor Hamer	Pay Period: 11/01/2022-11/15/2022	-526.47	262,670.24
12/07/2022	Tax Payment		IRS	Tax Payment for Period: 11/30/2022-12/02/2022	-88.28	262,581.96
12/07/2022	Tax Payment		CA EDD	Tax Payment for Period: 11/30/2022-12/02/2022	-6.35	262,575.61
12/09/2022	Tax Payment		IRS	Tax Payment for Period: 12/03/2022-12/06/2022	-1,129.03	261,446.58
12/09/2022	Tax Payment		CA EDD	Tax Payment for Period: 12/03/2022-12/06/2022	-216.27	261,230.31
12/19/2022	Check	2710	Laura Harris Consulting	Inv #Sali20221105,Sali20221205	-5,500.00	255,730.31
12/19/2022	Check	2709	Allied Universal Security Services	Inv#13586049,13618365	-4,253.44	251,476.87
12/19/2022	Expense		Go Daddy		-20.17	251,456.70
12/19/2022	Check	2707	Labor Issues Solutions, LLC (Kevin Da	INV#2022-11 SCCIA	-2,650.00	248,806.70
12/19/2022	Check	2708	Monterey County Weekly	Account Key# CSALC Inv#11/30/22CSALC	-2,279.21	246,527.49
12/21/2022	Check	2711	Allied Universal Security Services	Inv#13645296	-2,176.00	244,351.49
12/22/2022	Check	2713	Steinbruner Hill CPAs	Inv#7584,7585 &7640	-3,694.00	240,657.49
12/23/2022	Journal Entry	SH_122322		Tax Payment	-2,487.98	238,169.51
12/23/2022	Journal Entry	SH_122322		Tax Payment	-211.26	237,958.25
12/23/2022	Journal Entry	SH_122322		Tax Payment	-1,003.37	236,954.88
12/23/2022	Journal Entry	SH_122322		Tax Payment	-1,310.23	235,644.65
12/30/2022	Expense		AT&T		-111.73	235,532.92
12/30/2022	Journal Entry	SH_123022		Assessments transferred from City of Salinas	326,392.59	561,925.51
01/01/2023	Check	2712	Gaylon Haney	January '23 Rent	-420.00	561,505.51
01/04/2023	Check	2714	Allied Universal Security Services	Inv#13666611,13692488	-4,670.00	556,835.51
01/04/2023	Check	2717	Kelly Productions	Inv#82295,82515,82611,82296, 82410,82589.	-3,015.00	553,820.51
01/04/2023	Check	2715	B-Impressed	Bill BS02003276A	-114.31	553,706.20
01/04/2023	Check	2716	Antoine D Cameron	Inv#0001	-400.00	553,306.20
01/05/2023	Check	2718	Labor Issues Solutions, LLC (Kevin Da	INV#2022-12 SCCIA	-2,650.00	550,656.20
01/13/2023	Expense		Comerica	service charge	-22.00	550,634.20
01/19/2023	Journal Entry	SH_011923		Payroll	-1,292.46	549,341.74
01/19/2023	Journal Entry	SH_011923		Payroll	-2,530.00	546,811.74
01/19/2023	Journal Entry	SH_011923		Payroll	-964.74	545,847.00
01/19/2023	Journal Entry	SH_011923		Payroll	-184.73	545,662.27
01/19/2023	Journal Entry	SH_011923		Payroll	-238.95	545,423.32
01/20/2023	Check	2722	Allied Universal Security Services	Inv#13781438,13781431,13728260,13766363	-8,558.00	536,865.32
01/20/2023	Check	2721	Monterey Signs	Inv#22061 & 22230	-8,000.00	528,865.32
01/20/2023	Check	2719	Allied Universal Security Services	Inv#13498501,13526096,13546569	-6,681.68	522,183.64
01/20/2023	Check	2720	Jenna Hanson	Inv: Dec-22	0.00	522,183.64
01/20/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 01/01/2023-01/15/2023	-2,530.00	519,653.64

Salinas City Center Improvement Association
Comerica Operating Bank Account
November 30, 2022 - May 4, 2023

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
01/20/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 01/01/2023-01/15/2023	-1,322.57	518,331.07
01/24/2023	Expense				-185.90	518,145.17
01/25/2023	Expense		IRS		-974.38	517,170.79
01/31/2023	Journal Entry	SH_013123		to clear out lost check 2702, it was reissued in Jan	6,681.68	523,852.47
01/31/2023	Expense		AT&T		-113.58	523,738.89
02/01/2023	Check	2725	Smith & Enright Landscaping Inc	Inv# 39780 January '23 Landscape	-8,020.00	515,718.89
02/01/2023	Check	2724	Allied Universal Security Services	Inv#13786454	-2,176.00	513,542.89
02/01/2023	Check	2723	Gaylon Haney	February '23 Rent	-420.00	513,122.89
02/02/2023	Check	2728	DMV	License # 9ALC330	-391.00	512,731.89
02/02/2023	Check	2731	Steinbruner Hill CPAs	Inv#7727	-2,299.16	510,432.73
02/02/2023	Check	2729	Allied Universal Security Services	Inv#13811272	-2,902.00	507,530.73
02/06/2023	Expense	eft	State Compensation Insurance Fund		-703.50	506,827.23
02/08/2023	Journal Entry	SH_020823		Payroll	-2,530.00	504,297.23
02/08/2023	Journal Entry	SH_020823		Payroll	-1,557.42	502,739.81
02/08/2023	Journal Entry	SH_020823		Tax Payment	-1,057.35	501,682.46
02/08/2023	Journal Entry	SH_020823		Tax Payment	-195.33	501,487.13
02/21/2023	Check	2732	Labor Issues Solutions, LLC (Kevin Da	INV#2023-01 SCCIA	-2,650.00	498,837.13
02/21/2023	Check	2733	Allied Universal Security Services	Inv#13848518,13894409,13906294	-6,745.60	492,091.53
02/21/2023	Check	2735	Smith & Enright Landscaping Inc	Inv# 40104 Labor	-2,550.00	489,541.53
02/21/2023	Check	2734	Monterey County Weekly	Account Key# CSALC Inv#12/08/22CSALC,12/01/22	-2,424.00	487,117.53
02/24/2023	Journal Entry	SH_022423		Payroll	-2,530.01	484,587.52
02/24/2023	Journal Entry	SH_022423		Payroll	-1,358.78	483,228.74
02/24/2023	Journal Entry	SH_022423		Tax Payment	-935.90	482,292.84
02/24/2023	Journal Entry	SH_022423		Tax Payment	-169.90	482,122.94
03/01/2023	Check	2736	Gaylon Haney	March '23 Rent	-420.00	481,702.94
03/01/2023	Expense		AT&T		-113.58	481,589.36
03/06/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 02/16/2023-02/28/2023	-2,530.00	479,059.36
03/06/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 02/16/2023-02/28/2023	-1,136.04	477,923.32
03/07/2023	Expense		Verizon Wireless		-139.23	477,784.09
03/10/2023	Check	2737	MCA Consulting LLC	Inv 567	-190.00	477,594.09
03/10/2023	Check	2739	Laura Harris Consulting	Inv #Sali20230305	-1,500.00	476,094.09
03/10/2023	Check	2742	Allied Universal Security Services	Inv#13965930	-2,176.00	473,918.09
03/10/2023	Check	2740	Allied Universal Security Services	Inv#13929407	-2,711.60	471,206.49
03/10/2023	Check	2741	Jenna Hanson	Inv:Jan+Feb 2023, Reimbursement.	-4,231.24	466,975.25
03/10/2023	Check	2738	Smith & Enright Landscaping Inc	Inv# 40009 February Labor	-8,020.00	458,955.25
03/10/2023	Tax Payment		IRS	Tax Payment for Period: 03/04/2023-03/07/2023	-911.86	458,043.39
03/10/2023	Tax Payment		CA EDD	Tax Payment for Period: 03/04/2023-03/07/2023	-169.04	457,874.35
03/20/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 03/01/2023-03/15/2023	-1,322.57	456,551.78
03/20/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 03/01/2023-03/15/2023	-879.44	455,672.34
03/20/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 03/01/2023-03/15/2023	-791.29	454,881.05
03/21/2023	Expense		Comerica Credit Card		-950.34	453,930.71
03/24/2023	Tax Payment		IRS	Tax Payment for Period: 03/18/2023-03/21/2023	-577.41	453,353.30
03/24/2023	Tax Payment		CA EDD	Tax Payment for Period: 03/18/2023-03/21/2023	-44.76	453,308.54
03/27/2023	Check	2743	Jenna Lewis	Reimbursement-Check background	-39.99	453,268.55
03/28/2023	Check	2744	Smith & Enright Landscaping Inc	Inv# 40231 March Landscape	-8,020.00	445,248.55
03/28/2023	Check	2745	Smith & Enright Landscaping Inc	Inv# 39290 November Landscape	-7,870.00	437,378.55
03/28/2023	Check	2746	Allied Universal Security Services	Inv#14002233,14024517,14048828	-6,528.00	430,850.55
03/28/2023	Check	2747	Rose Freidin	Invoice # 10914	-680.00	430,170.55
03/29/2023	Check	2749	Steinbruner Hill CPAs	Inv#7911	-2,222.00	427,948.55
03/29/2023	Check	2750	Steinbruner Hill CPAs	Inv#7912	-1,480.00	426,468.55

Salinas City Center Improvement Association
Comerica Operating Bank Account
November 30, 2022 - May 4, 2023

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
03/30/2023	Expense		AT&T		-113.58	426,354.97
04/01/2023	Check	2751	Gaylon Haney	April '23 Rent	-420.00	425,934.97
04/04/2023	Check	2752	Labor Issues Solutions, LLC (Kevin Da	INV#2023-02 SCCIA	-2,650.00	423,284.97
04/04/2023	Check	2753	Philadelphia Insurance Company	Pol# PHSD1776893-Acc#82448512	-1,080.00	422,204.97
04/05/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 03/16/2023-03/31/2023	-2,529.99	419,674.98
04/06/2023	Expense		Verizon Wireless		-107.11	419,567.87
04/06/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 03/16/2023-03/31/2023	-1,469.35	418,098.52
04/11/2023	Check	2755	City of Salinas	Acct No. 518/Inv#2023-00000055	-5,103.50	412,995.02
04/11/2023	Check	2756	Labor Issues Solutions, LLC (Kevin Da	INV#2023-03 SCCIA	-2,650.00	410,345.02
04/11/2023	Check	2757	Philadelphia Insurance Company	Pol# PHPK2531217-Acc#82448512	-1,134.00	409,211.02
04/11/2023	Check	2758	Smith & Enright Landscaping Inc	Inv# 40580 Aphid Treatment for Trees on 100,200,3	-1,675.00	407,536.02
04/11/2023	Check	2754	Allied Universal Security Services	Inv#14066724,14108223	-4,670.00	402,866.02
04/12/2023	Tax Payment		IRS	Tax Payment for Period: 04/05/2023-04/07/2023	-1,026.25	401,839.77
04/12/2023	Tax Payment		CA EDD	Tax Payment for Period: 04/05/2023-04/07/2023	-191.80	401,647.97
04/19/2023	Tax Payment		CA EDD	Tax Payment for Period: 01/01/2023-03/31/2023	-490.00	401,157.97
04/20/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 04/01/2023-04/15/2023	-1,402.12	399,755.85
04/20/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 04/01/2023-04/15/2023	-1,310.90	398,444.95
04/24/2023	Expense		Comerica Credit Card		-108.02	398,336.93
04/26/2023	Tax Payment		CA EDD	Tax Payment for Period: 04/19/2023-04/21/2023	-49.40	398,287.53
04/26/2023	Tax Payment		IRS	Tax Payment for Period: 04/19/2023-04/21/2023	-518.55	397,768.98
04/27/2023	Check	2761	Smith & Enright Landscaping Inc	Inv# 40440 April Landscape	-8,020.00	389,748.98
04/27/2023	Check	2759	Allied Universal Security Services	Inv#14139220,14163682	-4,352.00	385,396.98
04/27/2023	Check	2760	Smith & Enright Landscaping Inc	Inv# 39530 December Landscape	-7,870.00	377,526.98
04/28/2023	Expense		Comerica Credit Card		-1,013.18	376,513.80
05/01/2023	Check	2762	Gaylon Haney	May '23 Rent	-420.00	376,093.80
Total for 1000 Checking - Operating Acct					\$ 91,322.50	\$ 376,093.80

Salinas City Center Improvement Association
Comerica Bank Account
November 30, 2022 - May 4, 2023

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
1050 Checking - Grants						
Beginning Balance						7,866.73
12/15/2022	Deposit			Arts Council for Monterey County	5,000.00	12,866.73
12/15/2022	Deposit			Monterey Foundation	70,000.00	82,866.73
12/16/2022	Check	202	The Christmas Light Pros		-27,800.00	55,066.73
03/01/2023	Expense				-30.25	55,036.48
03/28/2023	Deposit				25,000.00	80,036.48
03/28/2023	Deposit				36,000.00	116,036.48
Total for 1050 Checking - Grants					\$ 108,169.75	\$ 116,036.48

Salinas City Center Improvement Association Traffic Statistics



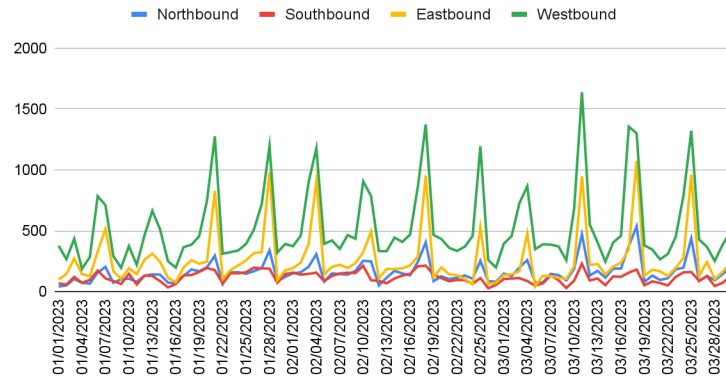
Apr 28, 2023

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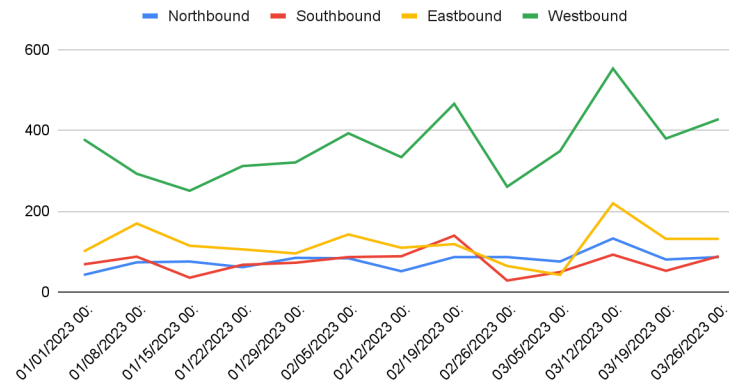
Pedestrian Traffic Statistics.....	3
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Pedestrian Traffic Statistics

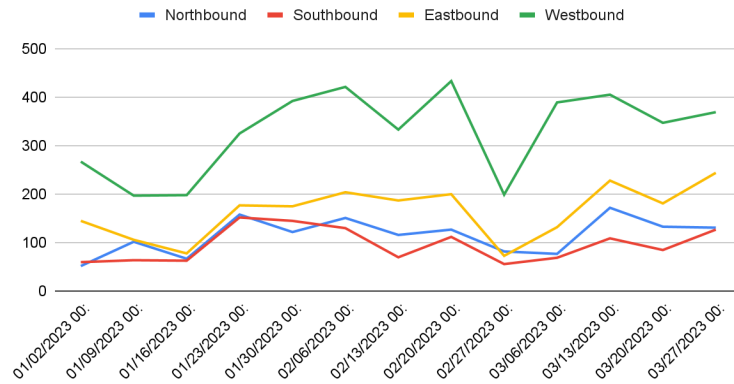
Pedestrian Count YTD



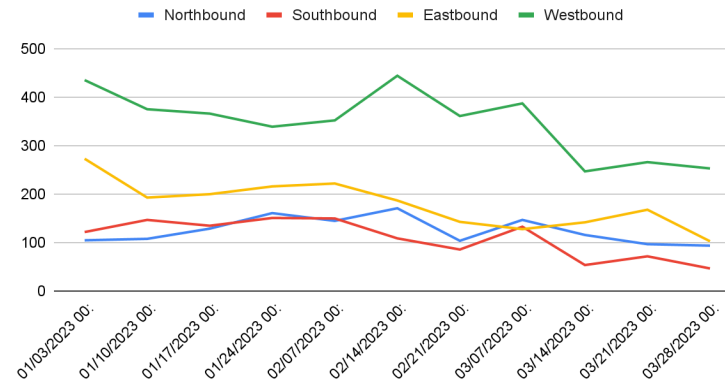
Pedestrian Count Sunday

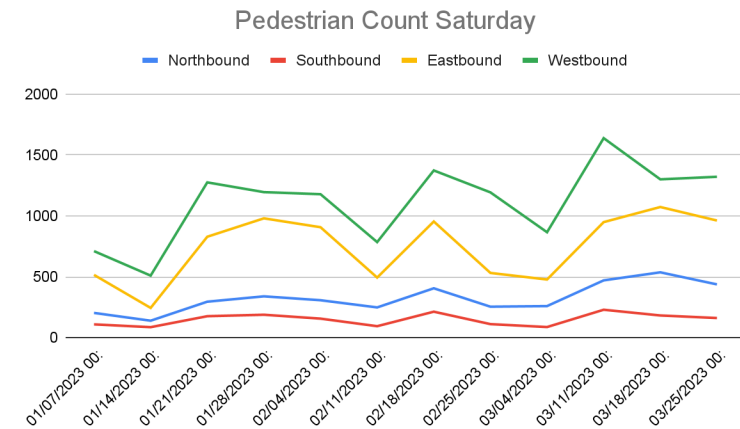
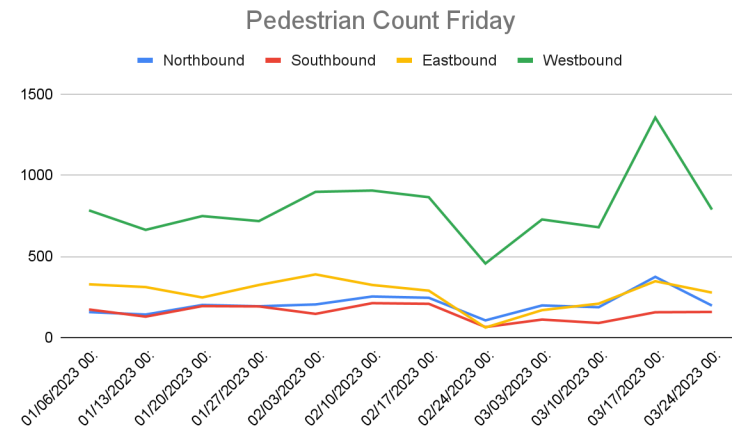
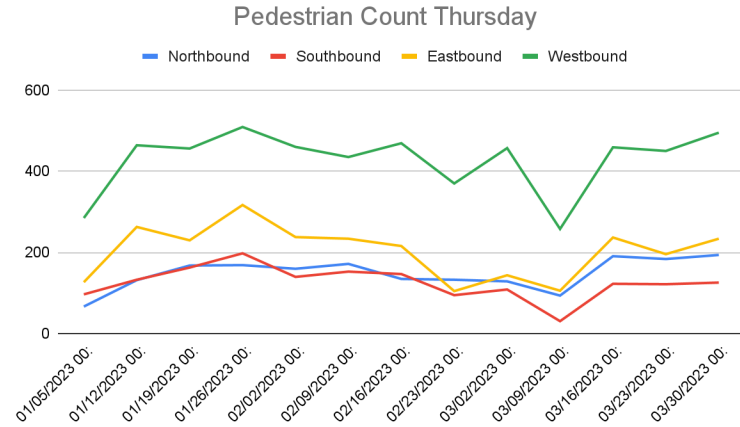
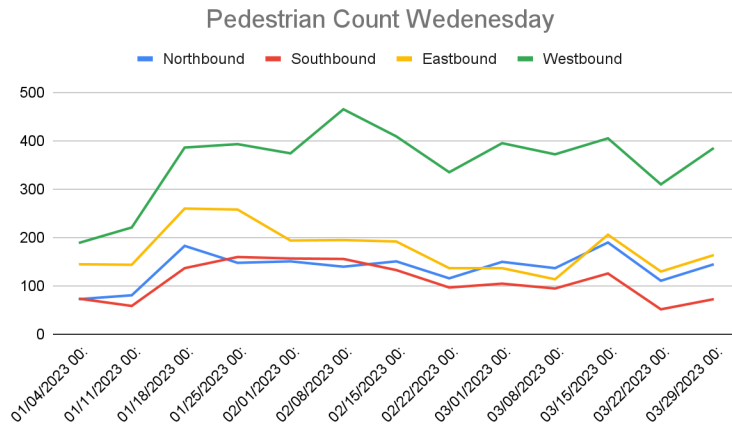


Pedestrian Count Monday



Pedestrian Count Tuesday





Salinas City Center Improvement Association Parking Statistics



Apr 28, 2023

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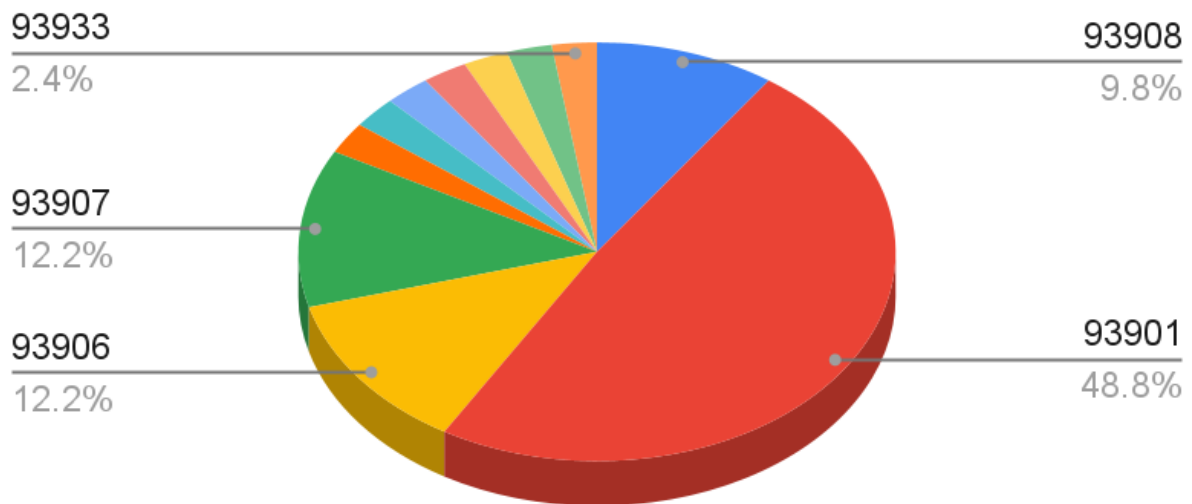
Merchant Parking Survey

Total Respondents	41
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Home ZIP Code

As you can see, the vast majority of respondents are from South Salinas. Others are from North Salinas, and a few outliers from South County and beyond.

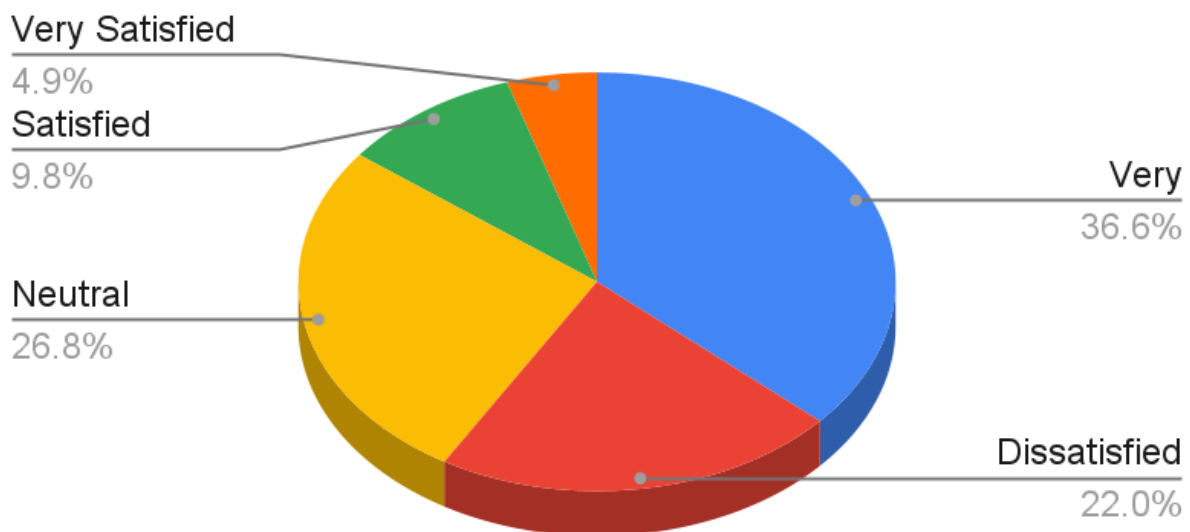
Home ZIP Code



Parking Satisfaction

Over half of the respondents rate their parking experience as bad. Common complaints are no parking is available, the parking garage is dangerous, or available spaces are too far away. One of the problems we see is that the merchants that park in SCC are parking for the majority of the workday. While long term parking should not be a problem, it does not address parking space turnover which is critical for a thriving urban core. Merchants should be encouraged to park in all-day parking spaces on permitted parking lots and garages. Short term parking spaces should be allocated to quick turnover visits for retail guests..

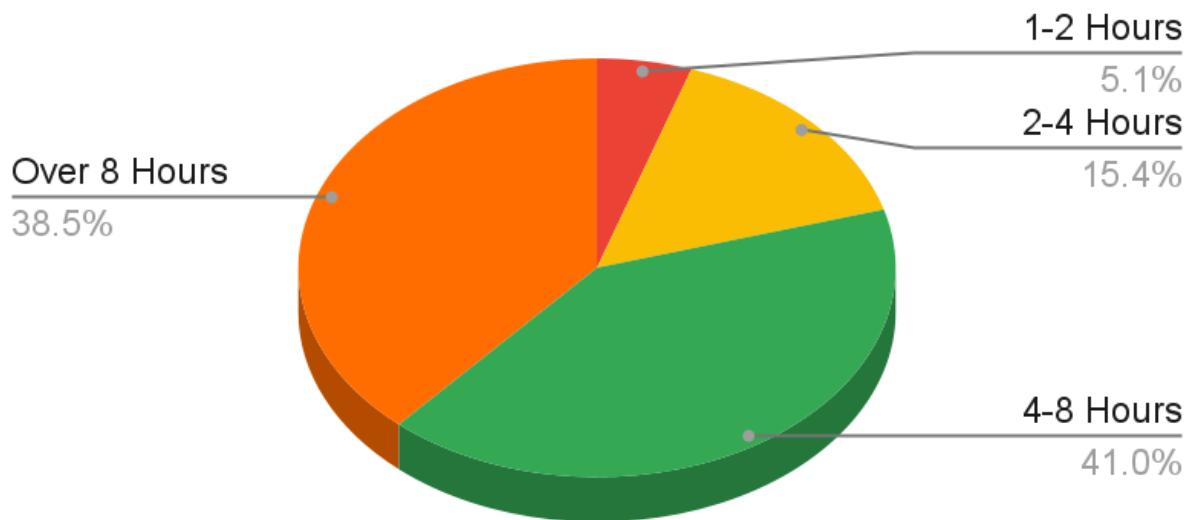
How would you rate your satisfaction with



Parking Duration

As expected, merchants park in SCC for long durations. While merchants and employees do require places to park they should be encouraged to park further away from the downtown core to allow for visitors to park on Main street and the surrounding surface lots.

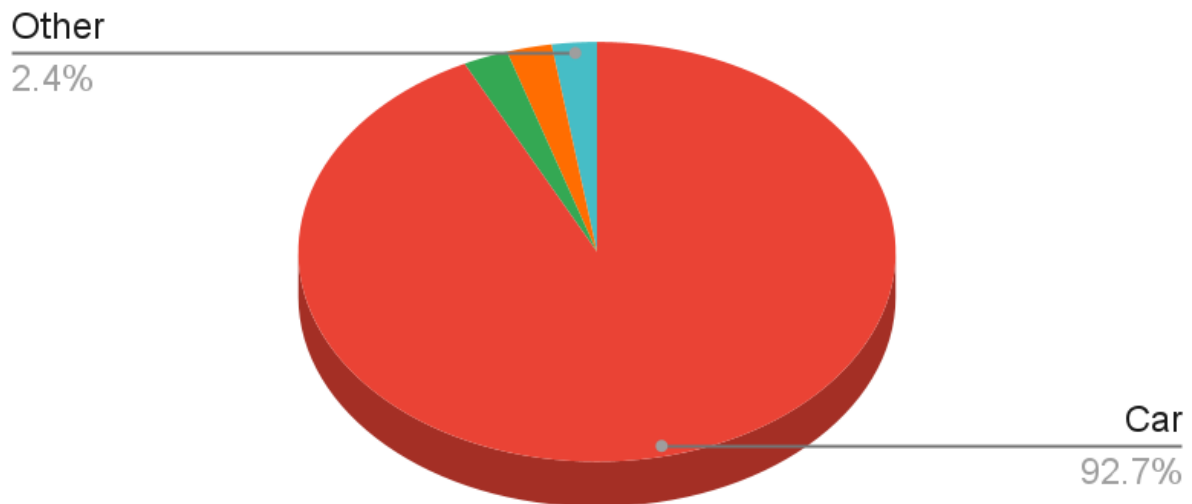
On average, how long do you park in



How do you get to work?

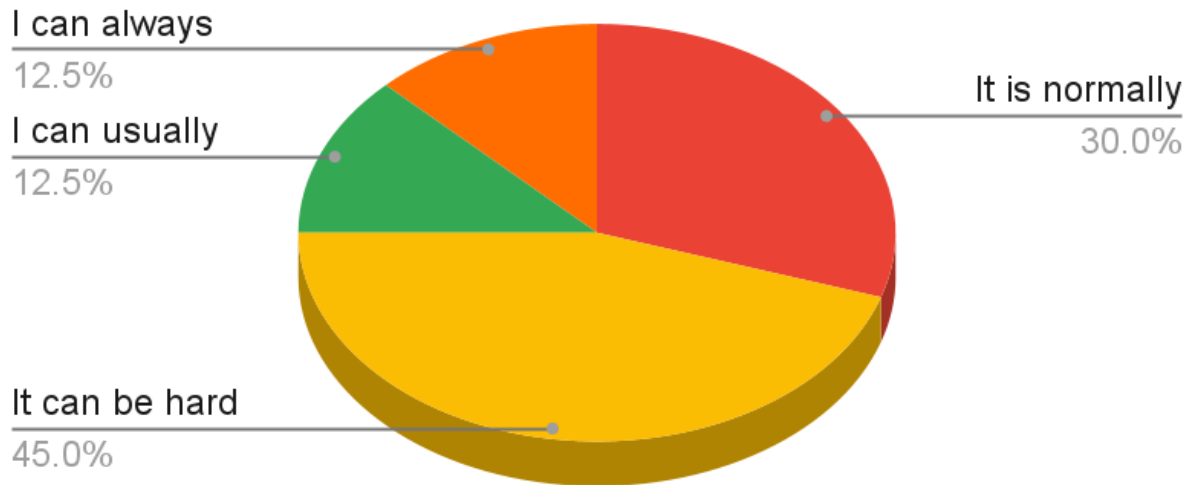
Salinas City Center merchants follow the national average of 90%+ people driving a personal vehicle to work. Very few walk, bike, or carpool.

How do you get to work?



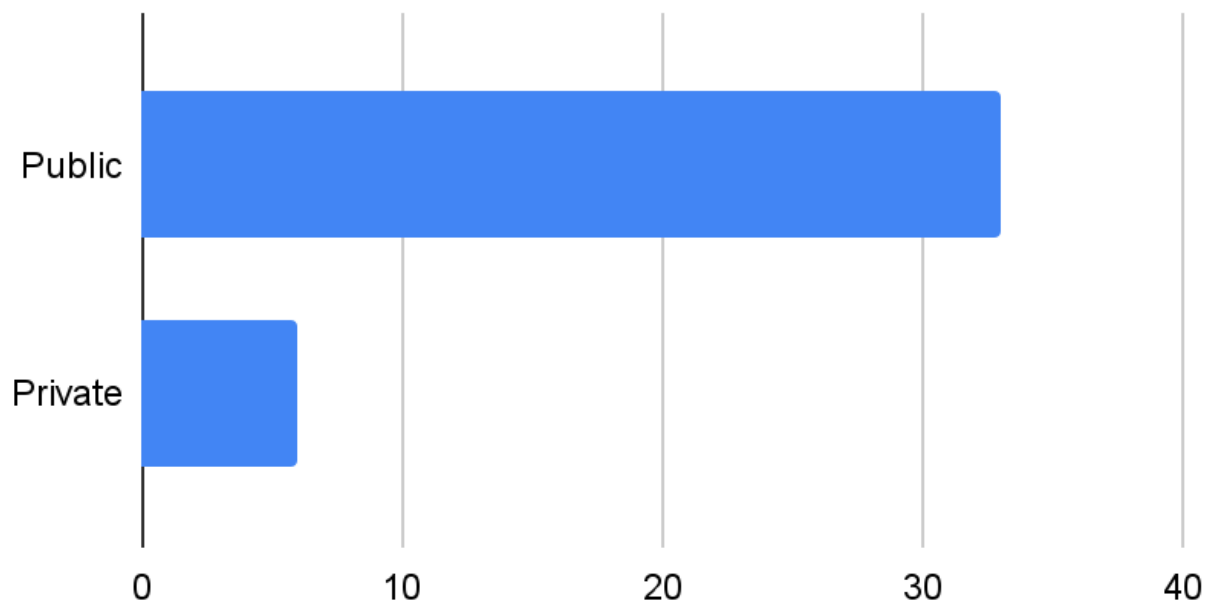
Describe Parking Availability

How would you describe the availability of



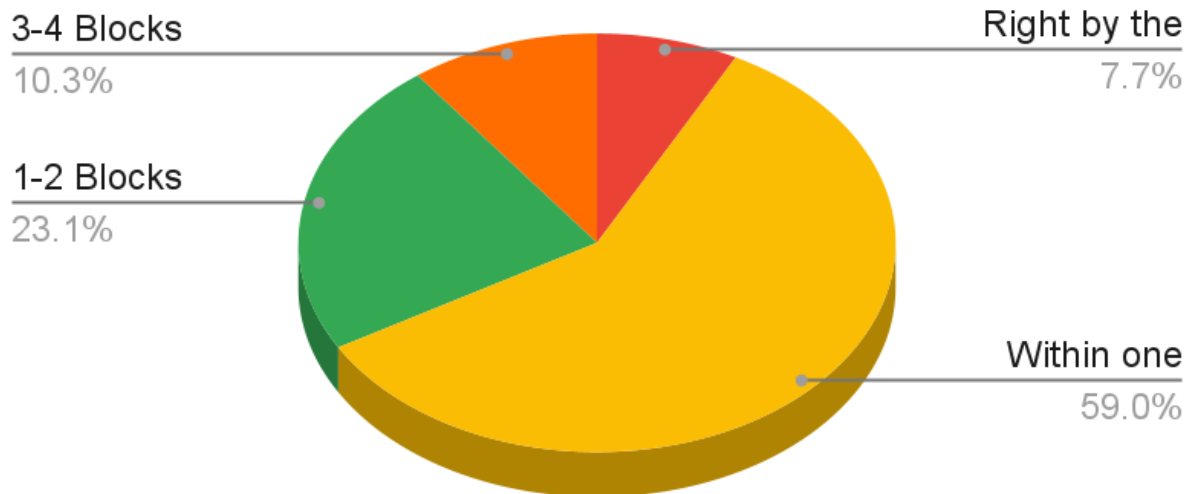
Do you park in public or private space?

Do you park in public or private space?



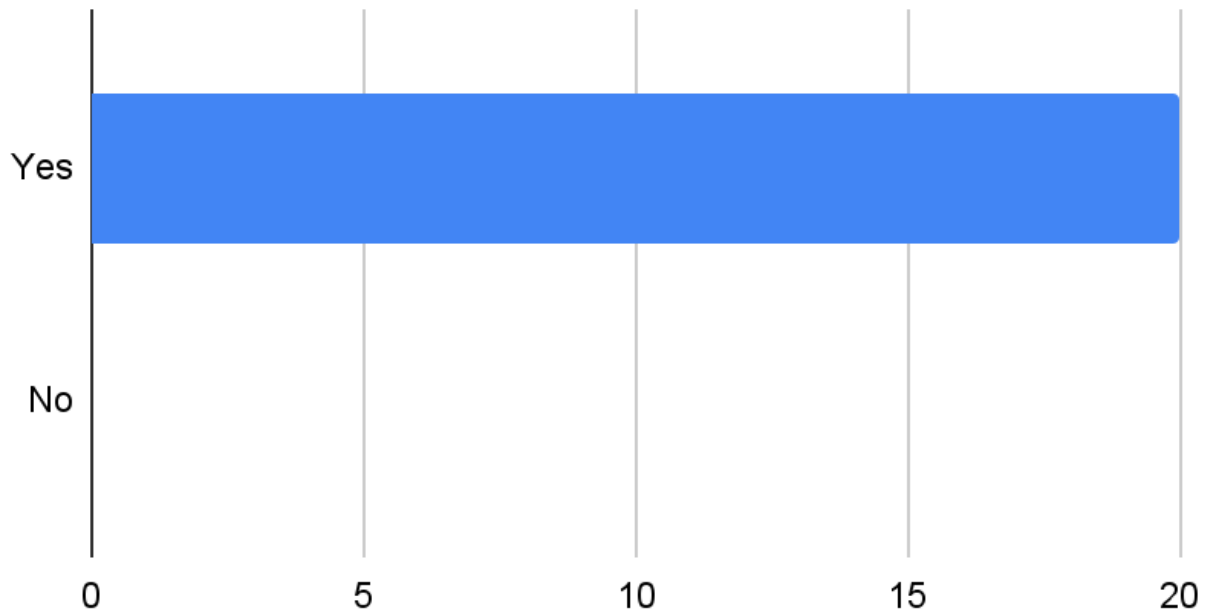
How far away do you park?

How far from your destination do you park?



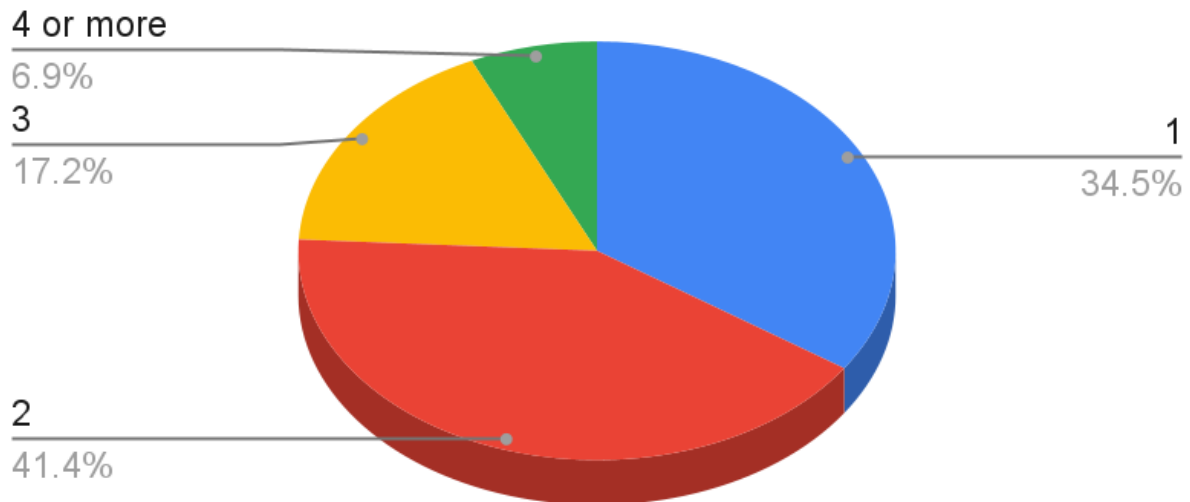
Do you move your car?

Do you move your car when the time runs



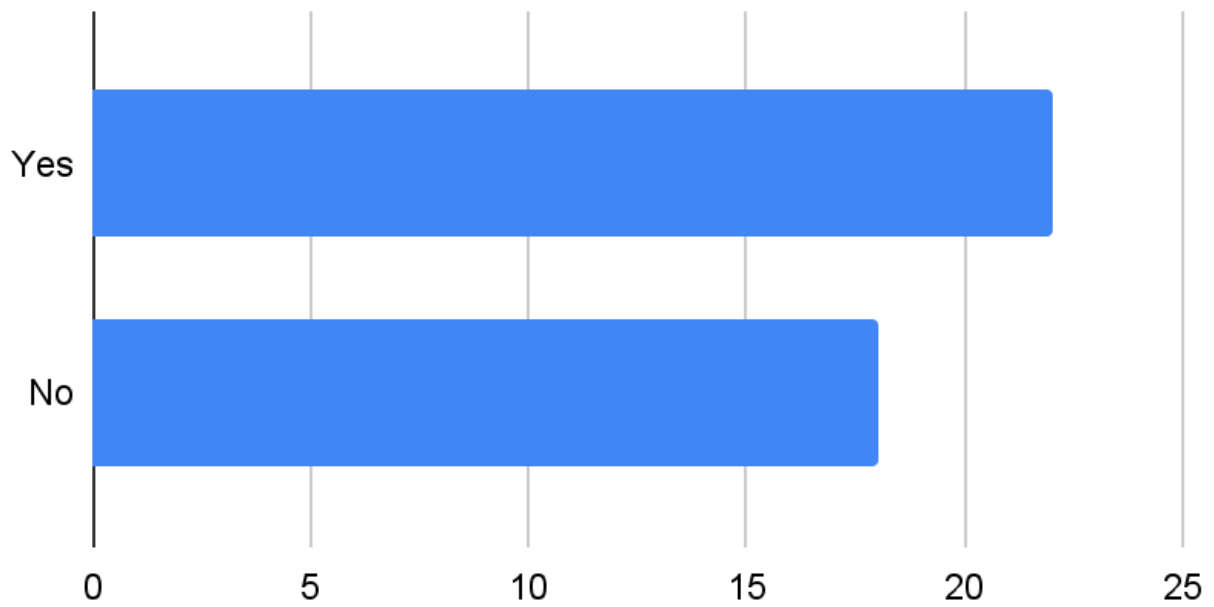
How often do you move?

How many times a day do you move your



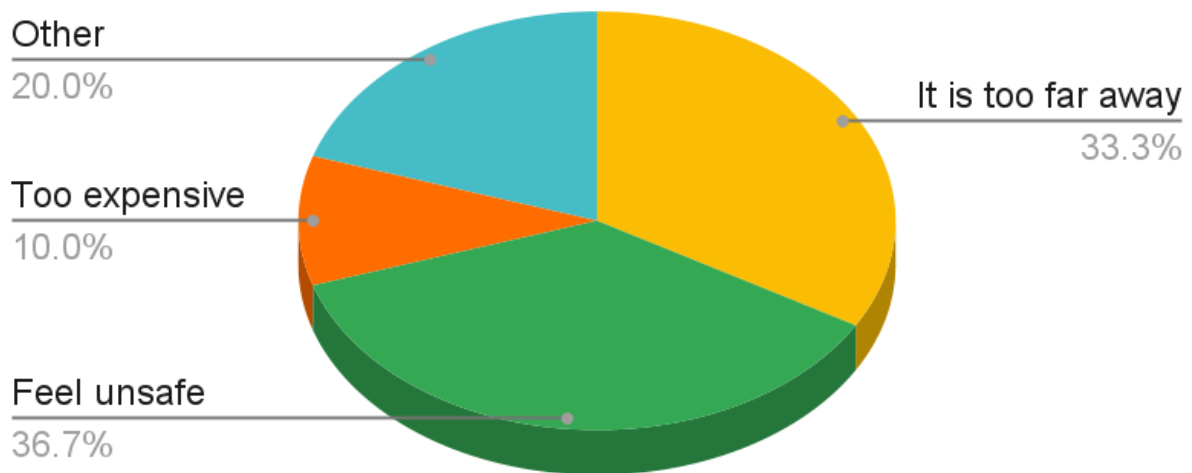
Have you used the parking garages?

Have you used of of the parking garages in



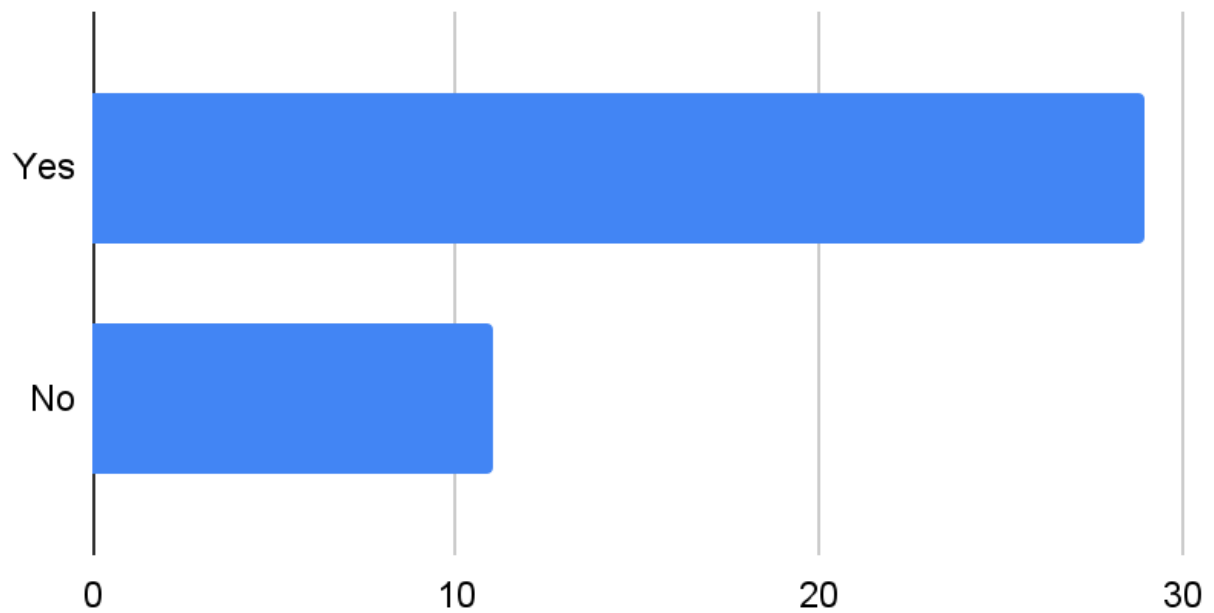
If you don't use the garages, why?

If you don't use the parking garages, why?



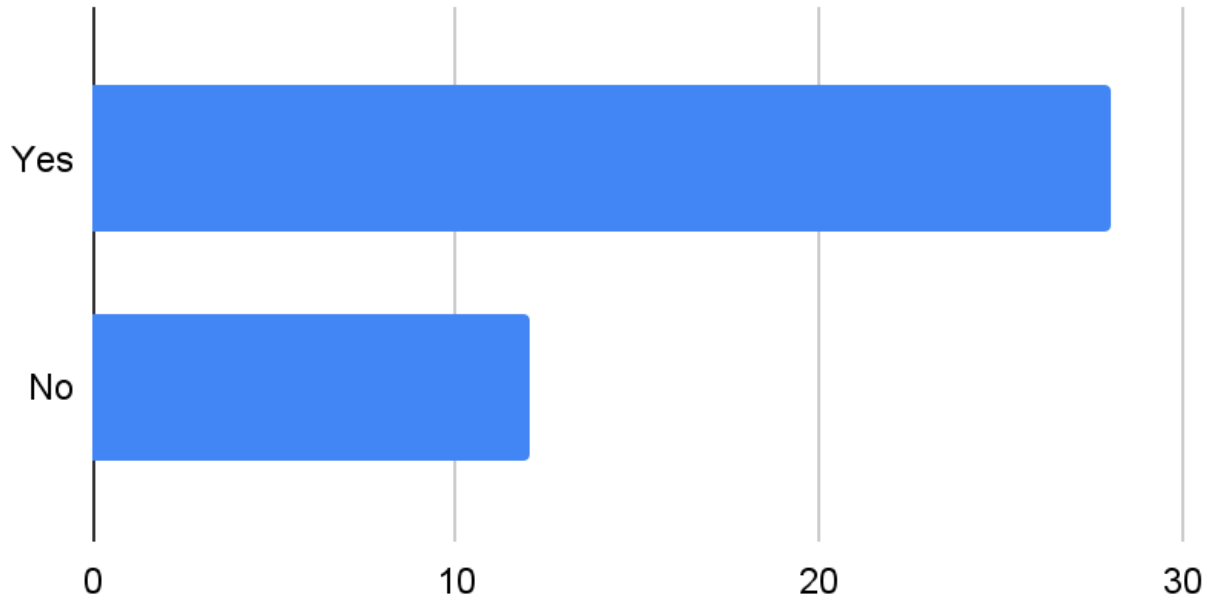
Would you use the garage if it was free?

Would you park in the garage if it was free?



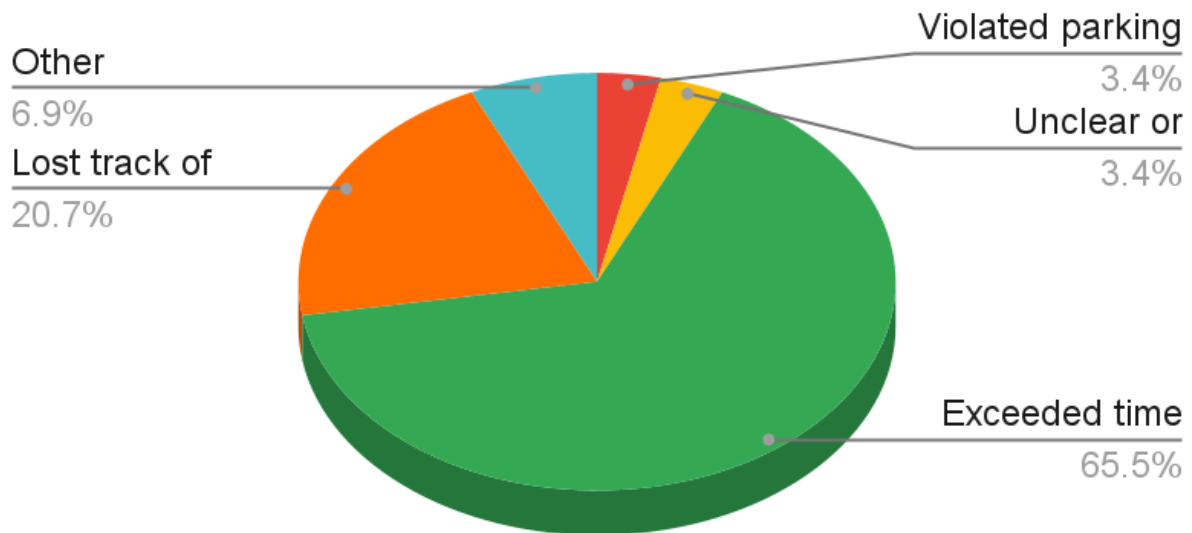
Have you ever received a parking ticket in Salinas?

Have you ever received a ticket in Salinas



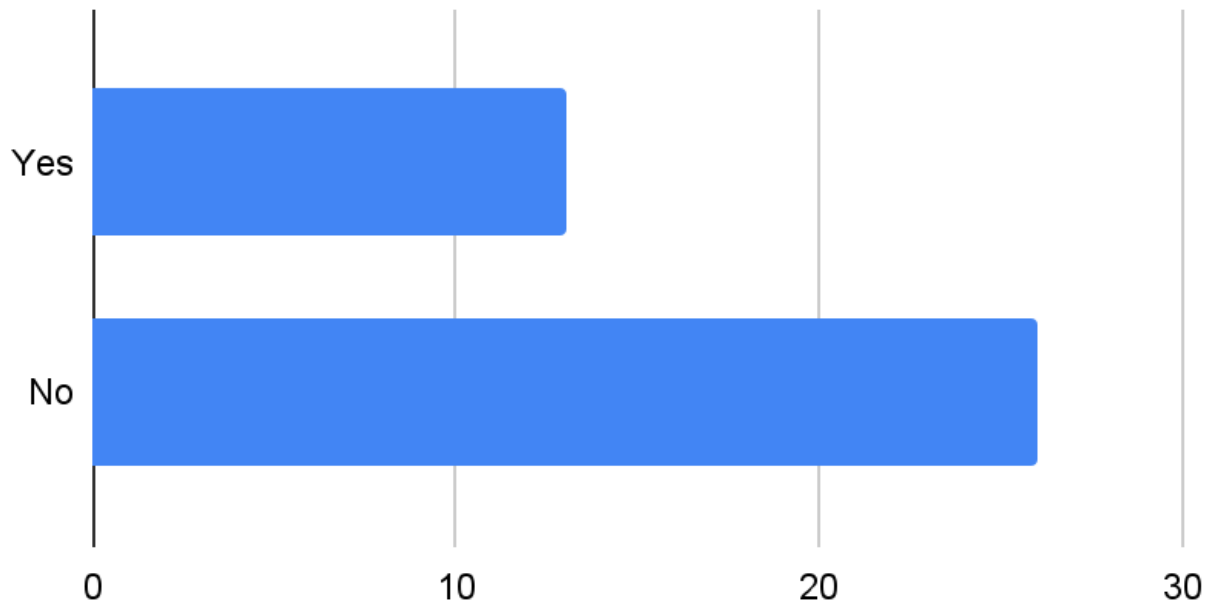
Why did you receive a ticket?

If yes, why did you receive a ticket?



Do you currently pay for a parking permit?

Do you currently pay for a parking permit?



Additional Comments

Do you have any additional comments?
Permit parking areas are too expensive and too many in our parking area. The parking garage is too far. Not everyone can leave before dark or unattended and feel unsafe.
There are many parking areas that could be converted to 2 to 3 story parking. Especially in the 300 block both sides. Farmers market on Saturdays takes a lot of parking.
Elderly and handicapped parking is minimal and does not promote demographic to come down town.
I would not mind paying for parking if it was available but most times it's sold out. Would park 2 blocks away from our business but Pájaro is full of homeless and it's a rosy parking out there.
Merchants are parking in public parking spaces on Main Street. The Blue Mortgage people are, n36 prop. are, they need to stop
Yes. The parking is very limited in down town it's hard to work in down town knowing that I have to look for parking 30 min before my shift
With all the new housing and bars it has become impossible to find parking and is only gonna get worse
Do you REALLY want to ask this.
I understand not parking on the actual Main Street to have it available to customers, but as a merchant I don't think we should have to pay for parking to be able to work. Doesn't seem fair, but what do I know 🙄
I have 8 hour shifts at work and most of the time we don't know when the tires have been marked or were too busy with our clients to remember to move car/parking
I work at a business in old town and we hear nothing but complaints all Day about the parking situation. No spots in the back usually none in the front and if you do park in the front it is almost impossible to get out of your spot. With the scatter crossing sometimes you have to sit through multiple lights just to move up one block and then do it again. It feels as if there was no thought at all about the ramification of all the new business and apartments with relation to parking.

I am on the 300 block of Main Street and my business is located upstairs. I often have to take laundry to my car. There are no loading zones which means I have to go very early in order to take my items up to the salon. I refuse to park far from my business due to the homeless and drug addicts who often are around. I have been followed, screamed at and even lunged at. If there is a garage out closer to my business it would have to have security for me to feel safe to park there.

There needs to be more parking permit areas near those businesses on the 200 block of Monterey Street and South Main. We are forced to walk from the other blocks and it is hard with all our work items especially for those with physical disabilities or pregnant.

No

This is a biased survey and needs to be amended to include information on businesses who don't park in the client parking: rear lots, Main & side streets.

1) The Salinas City Center would benefit from a dedicated Parking Officer that actually does their job. Merchants know that they have an 90% chance of not getting a ticket, because even though their tires got marked no one is coming back. 2) Delivery Trucks block parking on Main St because they can not access alley ways behind stores. 3) Although I pay for permit parking, there have been numerous occasions I could not access it because of all the people parking without permits. 4) Every afternoon there is a group of 12 to 18 year old boys that ride bikes down Main St, deliberately blocking traffic, popping wheelies, riding in/out of flow of traffic, etc. Creating an unsafe experience for customers. 5) Vendor Trucks should not be parked in front of store fronts for extended periods of time during non Farmer's Market days. 6) Customers are afraid to park behind stores, due to homeless. 7) We need metered parking with the ability to validate customers shopping with us. 8) It is unreasonable to expect merchants to park in garages 3 blocks away.

I work in downtown Salinas. Usually my work day starts around 8 am and since I get here around 7:45 I usually find parking to be very accessible. However later in the day. For example if I were to go out for lunch finding a park spot would be almost impossible which is why I choose to bring lunch . I feel it's unfair for those of us that work downtown to be moving our cars every couple hours . And struggle to get parking. I feel it's unfair for those of us that work downtown to even receive parking tickets. Us essential workers are providing revenue to downtown since we are working with clients each day. The city of salinas should provide all employees free parking !

Answers reflect CherryBean partner who drives from Santa Cruz County, applies 3 days/week (M/W/F). Vehicle is used throughout day for supply runs. Other partner walks to work.

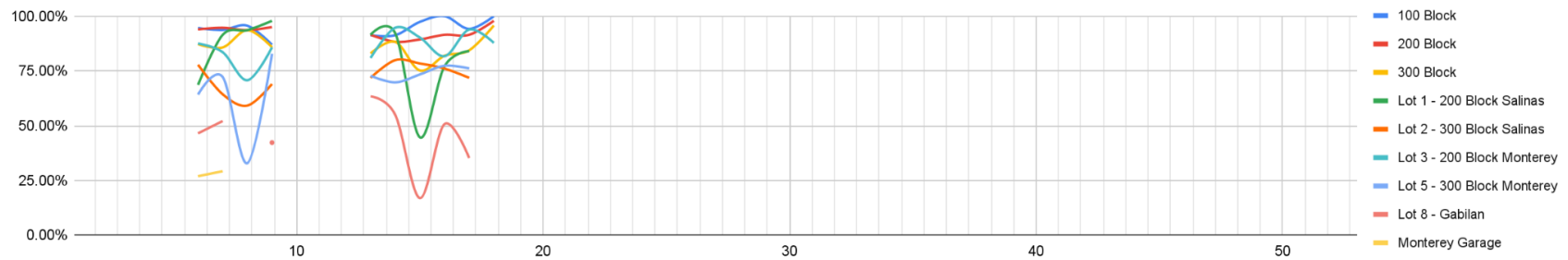
The process for buying and displaying tickets is broken. They should link it to the plates for the garage

and have it automatically renew each month.
Parking is not as bad as some want you to believe. If they can't park directly in front of where they are going, they have a meltdown
Parking is always available, people just need to move their body!
Need to make a bigger parking lot or garage with multi levels
We would like to have a parking space for all that work in old town Salinas. We spend most of the day.
Lot 5 should be made into a parking garage
Used to use the parking garage but have had my car vandalized a couple times and have been accosted by groups of teenagers several times. It's just not safe for a woman alone
Homeless in the area can be aggressive.
Don't feel safe using parking garage.
Due to construction in near by buildings, at times can be difficult to park in general parking area.

Parking Statistics

Usage graph by Week

Graph visualizes total percent utilization of each parking location by week. Gaps in the graph are due to no existing records during that time period.



Average Parking Used

Total Average by Time and Day of the Week

Average of ALL samples in ALL locations broken down by time period or day of the week.

	Available	Ave Used	Ave % Used	Sample
Total Parking	522	396.3	75.93%	200
Inc MSG	FALSE			
		Ave Used/Time	Ave % Used/Time	
9am to 11am		336.3	64.42%	54
11am to 2pm		415.0	79.50%	79
2pm to 5 pm		404.4	77.48%	59
5pm to 12am		200.0	38.31%	6
		Ave Used/Day	Ave % Used/Day	
Sunday				0
Monday		334.4	64.05%	36
Tuesday		330.1	63.23%	27
Wednesday		416.1	79.71%	52
Thursday		413.5	79.22%	46
Friday		402.3	77.06%	39
Saturday				0

Average by Location and Time of Day

Parking Stalls by Block	Available	Ave Used	Ave % Used	Sample
100 Block	23	21.8	94.57%	32
9am to 11am		21.5	93.28%	11
11am to 2pm		22.8	99.03%	9
2pm to 5 pm		21.4	93.24%	9
5pm to 12am		21.0	91.30%	2
200 Block	47	43.7	92.93%	34
9am to 11am		43.6	92.73%	12
11am to 2pm		44.4	94.50%	12
2pm to 5 pm		42.4	90.31%	9
5pm to 12am		47.0	100.00%	1
300 Block	47	40.1	85.39%	30
9am to 11am		36.2	77.02%	10
11am to 2pm		41.7	88.72%	10
2pm to 5 pm		41.6	88.56%	8
5pm to 12am		46.0	97.87%	2
Lot 1 - 200 Block Salinas	47	38.5	81.97%	21
9am to 11am		28.3	60.11%	4
11am to 2pm		41.1	87.45%	10
2pm to 5 pm		40.7	86.63%	7
5pm to 12am				0
Lot 2 - 300 Block Salinas	71	52.6	74.04%	21
9am to 11am		47.6	67.00%	7
11am to 2pm		57.3	80.63%	8
2pm to 5 pm		52.2	73.47%	6
5pm to 12am				0
Lot 3 - 200 Block Monterey	82	71.1	86.68%	25
9am to 11am		66.4	80.98%	5
11am to 2pm		75.1	91.57%	11
2pm to 5 pm		68.8	83.88%	9
5pm to 12am				0

Lot 5 - 300 Block Monterey	134	94.1	70.22%	21
9am to 11am		77.3	57.71%	3
11am to 2pm		94.0	70.15%	10
2pm to 5 pm		102.7	76.62%	6
5pm to 12am		86.0	64.18%	1
Lot 8 - Gabilan	71	34.5	48.59%	16
9am to 11am		15.5	21.83%	2
11am to 2pm		38.7	54.46%	9
2pm to 5 pm		34.6	48.73%	5
5pm to 12am				0
Monterey Garage	435	119.5	27.47%	4
9am to 11am		106.0	24.37%	2
11am to 2pm		133.0	30.57%	2
2pm to 5 pm				0
5pm to 12am				0

Average by Location and Day of Week

Parking Stalls by Block	Available	Ave Used	Ave % Used	Sample
100 Block	23	22	94.57%	32
Sunday				0
Monday		22.8	98.91%	4
Tuesday		22.0	95.65%	5
Wednesday		21.8	94.69%	9
Thursday		21.7	94.41%	7
Friday		21.0	91.30%	7
Saturday				0
200 Block	47	43.7	92.93%	34
Sunday				0
Monday		41.7	88.65%	6
Tuesday		42.0	89.36%	5
Wednesday		44.4	94.41%	8
Thursday		44.1	93.88%	8
Friday		45.3	96.35%	7
Saturday				0
300 Block	47	40.1	85.39%	30
Sunday				0
Monday		37.2	79.08%	6
Tuesday		40.6	86.38%	5
Wednesday		42.0	89.36%	8
Thursday		41.3	87.94%	6
Friday		38.8	82.55%	5
Saturday				0
Lot 1 - 200 Block Salinas	47	38.5	81.97%	21
Sunday				0
Monday		29.2	62.06%	6
Tuesday		42.5	90.43%	2
Wednesday		39.0	82.98%	4
Thursday		44.2	94.04%	5

Friday		43.0	91.49%	4
Saturday				0
Lot 2 - 300 Block Salinas	71	52.6	74.04%	21
Sunday				0
Monday		48.8	68.66%	4
Tuesday		50.7	71.36%	3
Wednesday		59.3	83.57%	6
Thursday		52.8	74.30%	4
Friday		47.5	66.90%	4
Saturday				0
Lot 3 - 200 Block Monterey	82	71.1	86.68%	25
Sunday				0
Monday		63.2	77.07%	5
Tuesday				0
Wednesday		76.0	92.68%	7
Thursday		67.9	82.75%	7
Friday		75.7	92.28%	6
Saturday				0
Lot 5 - 300 Block Monterey	134	94.1	70.22%	21
Sunday				0
Monday		68.7	51.24%	3
Tuesday		99.8	74.48%	5
Wednesday		97.6	72.84%	5
Thursday		105.8	78.92%	4
Friday		90.0	67.16%	4
Saturday				0
Lot 8 - Gabilan	71	34.5	48.59%	16
Sunday				0
Monday		23.0	32.39%	2
Tuesday		32.5	45.77%	2
Wednesday		36.0	50.70%	5
Thursday		35.8	50.42%	5
Friday		41.0	57.75%	2

Saturday				0
Monterey Garage	435	119.5	27.47%	4
Sunday				0
Monday				0
Tuesday		139.0	31.95%	1
Wednesday		127.0	29.20%	1
Thursday		107.0	24.60%	1
Friday		105.0	24.14%	1
Saturday				0

Salinas City Center Improvement Association SOBO Statistics



Apr 28, 2023

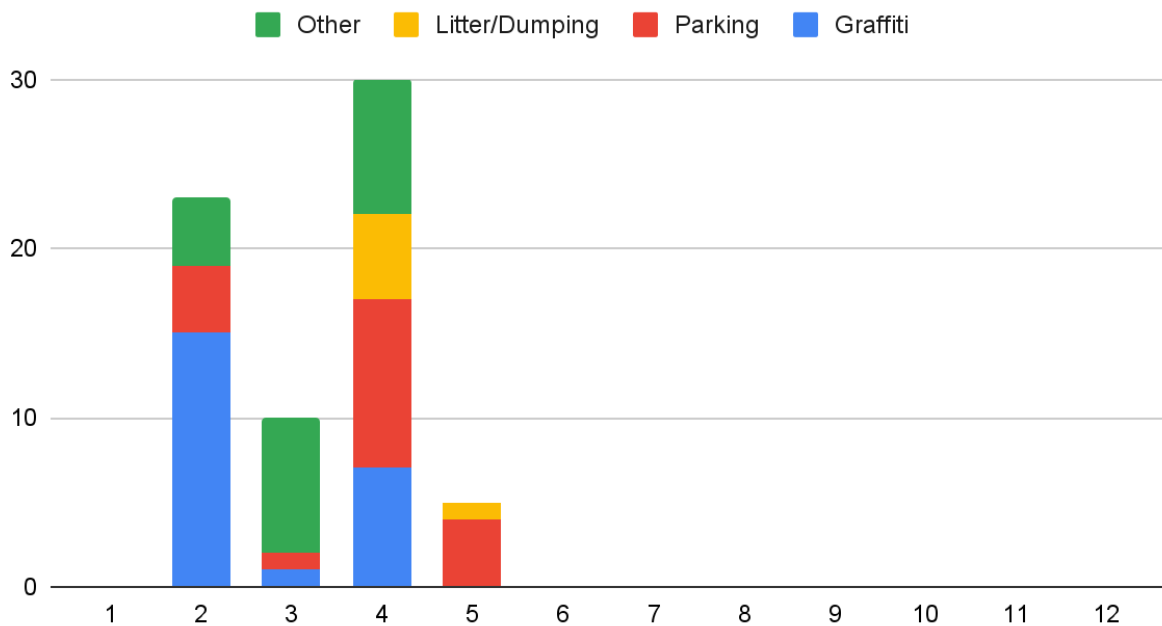
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Salinas Connect Service Requests

City Service Requests	1	2	3	4	5	6	7	8	9	10	11	12	Total
received	0	23	10	30	5	0	0	0	0	0	0	0	68
Graffiti	0	15	1	7	0	0	0	0	0	0	0	0	23
Parking	0	4	1	10	4	0	0	0	0	0	0	0	19
Litter/Dumping	0	0	0	5	1	0	0	0	0	0	0	0	6
Other	0	4	8	8	0	0	0	0	0	0	0	0	20

Salinas Connect Maintenance Requests



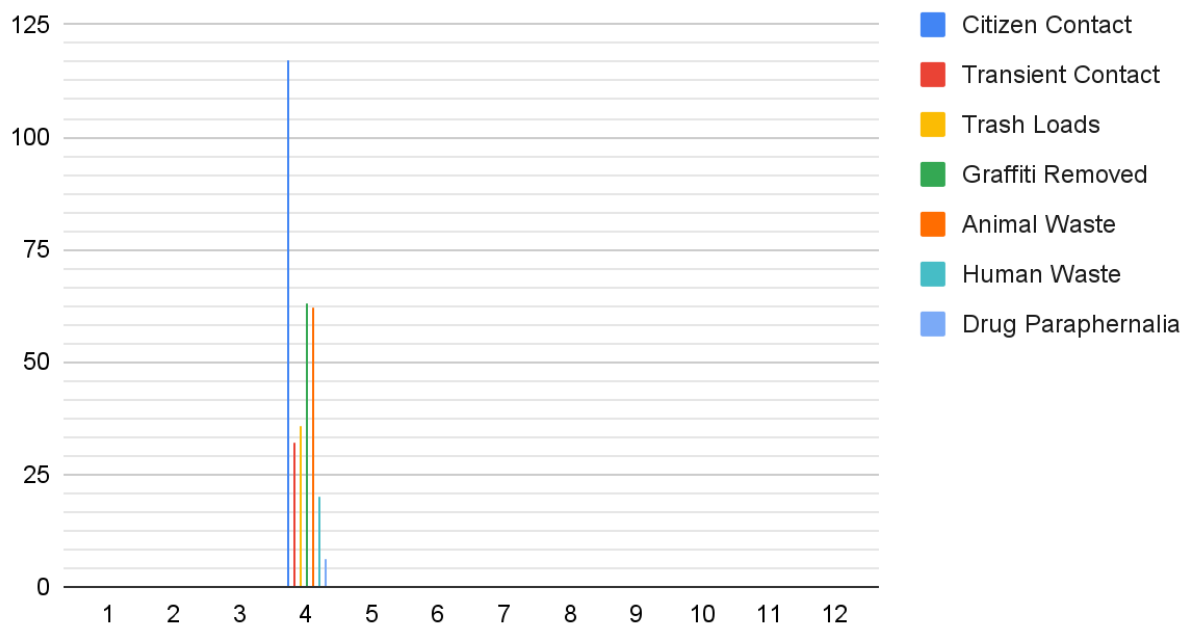
Staff Statistics

SCCIA maintenance staff provides sanitation and maintenance to the SCCIA district above and beyond what the city provides. While the Salinas Connect app is a great tool for reporting issues, often the SCCIA staff responds faster or notices issues to address before they need to be reported to the city.

Our staff is the first line of defense in keeping our district clean and presentable.

Maintenance	1	2	3	4	5	6	7	8	9	10	11	12	Total
Citizen Contact				117	0	0	0	0	0	0	0	0	117
Transient Contact				32	0	0	0	0	0	0	0	0	32
Trash Loads				36	0	0	0	0	0	0	0	0	36
Graffiti Removed				63	0	0	0	0	0	0	0	0	63
Animal Waste				62	0	0	0	0	0	0	0	0	62
Human Waste				20	0	0	0	0	0	0	0	0	20
Drug Paraphernalia				6	0	0	0	0	0	0	0	0	6

SCCIA Maintenance Staff Statistics



SCCIA Vacant Storefronts					
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DISI Goals

Committee Members: Audrey Wardwell, Meryl Rasmussen, Jenna Hanson Abramson

Committee Accomplishments FY 2021/22

- Hired a district coordinator.
- Received Salinas Neighborhood Grant and successfully activated Downtown Salinas alleyways with seasonal art.
- Worked with City of Salinas staff to streamline communication and processes.
- Hired a grant writer and successfully earned multiple grants to benefit DISI efforts.
 - Received grants from California Arts Council, Monterey Peninsula Foundation, Harden Foundation, and the Arts Council of Monterey County.
- Working with Hijos del Sol for mural work.
- Worked as a liaison with City for events in Downtown Salinas (SVFW, Relay for Life, Italia Fest, Laguna Seca Indy Car Event, etc.)
- Enhanced the Downtown banner process.
- Added colored lighting to Salinas Arch.
- Hosted Downtown Salinas walking tour and lunch with Blue Zones, city employees and important stakeholders.
- Coordinated with Rotary to promote downtown (Bruhn and 201 tours, and Bruce Taylor presentation of “What’s to Come Downtown”).
- Continued:
 - Coordinating and hosting Tree of Peace lighting event, Salinas official holiday tree.
 - Downtown Salinas holiday décor and wrapped poles with garland and lights.

- Running advertisements on KSBW promoting downtown.
- Communicate with merchants on upcoming events and news via email and Facebook group.

Committee Goals FY 2022/2023

- Continue to enhance Downtown banner program and study whether it could be profitable.
- Produce “Welcome to Salinas City Center” bags to new merchants and “Salinas City is my Home” for tenants including swag and relevant information.
- Add speakers for streaming music on light poles throughout Downtown.
- Work with Chamber for “Downtown Beer Passport”.
- Enhance communication and visibility with Downtown merchants by way of new District Coordinator.
 - District Coordinator to work on development of a Downtown merchant group.
 - District Coordinator to contact other similar districts for collaboration meetings.
- Monthly newsletter and biannual “What’s Happening in SCC” with Mayor and SCCIA board members.
- Work with City of Salinas to implement an event criteria checklist and possible coordinating fee.
- Continue:
 - Social media postings, print advertisements with the County Weekly, and KSBW commercials.
 - Holiday décor and festivities including tree lighting.
 - Alley activation installations.
 - Mural program for Downtown Salinas.
 - Partnerships with major Downtown stakeholders: CSUMB @ Salinas City Center, Downtown Rotary, Alvarado on Main, Blue Zones, Taylor Farms, etc.



SOBO Goals

Committee Members: Greg Piini, Joel Panzer

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 coordinating 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 owners' enjoyment.

The SOBO Committee was established in 2016. Over the past six years, SOBO has been run by a volunteer group that addresses security and sidewalk maintenance. Most areas of responsibility are provided under contract and have not varied significantly for several years.

SOBO's services also adapted over the years due to the challenges presented by COVID. This primarily included switching security vendors to Allied Security in 2020 and expanding Smith & Enright's sidewalk maintenance to our entire District after losing Hope Services in 2020.

Committee Accomplishments FY 2021/22

- Continued to contract with Allied Security for security services throughout our District. To improve security, Allied provides foot patrol six days a week; interacts with the local homeless population; responds to calls from local merchants, businesses, and property owners; and coordinates with the police department.
- Continued to contract with Smith & Enright for landscaping and sidewalk maintenance services to the entire District. Smith & Enright's services cover the entire District and include trimming, weeding, sweeping, blowing, and picking up debris twice a week.
- Provided maintenance and additional sidewalk pressure washing/cleaning for the Main Street Project.

- Provided maintenance and flower replacements for the Main Street Project, pots on the 400 Block and various planters and hanging baskets.
- Expanded Smith & Enright's contract to include maintenance of the new planted areas of the Main Street Project.
- Supervised the work efforts of Kevin Hayes in his role staffing the Streetscape Maintenance position. Kevin provides valuable maintenance throughout the District as needed, with positive feedback from the business community. His electric utility vehicle helps Kevin be more efficient in managing our District.
- Implemented a security camera rebate program throughout the District but dismantled the program early due to lack of interest. One system was installed through this program at the NW corner of Salinas Street and Alisal Street.

Committee Goals FY 2022/2023

- Continue to provide maintenance, beautification, and security to our District in a manner that is in line with our budget.
- Seal the concrete on the sidewalks along Main Street to prevent staining and ease cleaning.
- Add semi-annual pressure washing to the new sidewalks in the 2022/23 FY. Evaluate the effectiveness of the current pressure washing program.
- Transition the day-to-day oversight of SOBO's operations to SCCIA's District Coordinator, including supervising maintenance staff, overseeing payroll, communicating with SCCIA constituents, and purchasing supplies, as needed.
- Work with the City on replanting the leaning trees on Main Street.
- Create additional job position to augment the Maintenance Team.

Budget FY 2022/23

We assume that the SOBO budget will remain the same for the 2022/23 Fiscal Year with an allocation of \$274,200. These fees will be allocated as follows:

Streetscape Maintenance: Employee payroll: \$49,200 General Maintenance (Smith & Enright): \$95,000 Pressure washing: \$10,000 Total Streetscape Maintenance: \$154,200 Security (Allied): \$120,000

Total: \$274,200

Security

Allied Security raised their rates mid-year to reflect needed cost of living wage increases for security staff. We will continue to contract with Allied Security at a cost of \$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 and Maintenance – Zones 1 & 2

Smith & Enright currently provides maintenance to the entire District. The cost is scheduled to increase on January 1, 2023 to \$7,875 per month, or approximately \$94,500 per year. This cost is allocated \$4,140 per month to Zone 1 and a portion of Zone 2 (Monterey Street to Salinas Street) and \$3,725 per month for the remainder of Zone 2. We anticipate continuing with Smith and Enright for Zone 1 for FY2022/23 and will explore switching Zone 2 back to Hope Services.

HOPE provided maintenance service to Zone 2 prior to COVID-19 and is gearing up to resume contracting again. SOBO reached out to Hope Services recently and are awaiting current pricing.

Periodic maintenance “add-ons” do come-up throughout the year. For FY2022/23, we anticipate additional costs related to replacing plants as needed, upgrading the hanging baskets, treating aphids and other pests and diseases, and straightening and/or replacing five (5) leaning trees along Main Street. These items will be considered on a case-by-case basis and paid for from the FY2021/22 carryover.

Sidewalk Pressure Washing

Sidewalk pressure washing in FY2021/22 was provided by the Farmer’s Market and by Taylor Farms. SOBO anticipates provided two cleanings in FY 2022/23 of the Main Street sidewalks. The cost is currently \$900 per block (1 side), and this cost is anticipated to continue in FY2022/23. Continued participation with the Farmer’s Market and Taylor Farms will continue to be explored.

Sidewalk Sealing

Sealing the new concrete along Main Street is a priority; however, SOBO does not have any cost information yet on this project. SOBO will be researching options and obtaining bids in the near future and presenting options and costs to the Board. If approved, the sealing cost will likely be paid for from the FY2021/22 carryover.

Conclusion

At this point, SOBO operations have matured and are continuous with little variation. Having a “dialed in” program makes oversight by SOBO volunteers much easier than in prior years.

The proposed SOBO Budget for 2022/23 is estimated at \$272,000. Ideally, SOBO will come back to the SCCIA Board to inform them of costs associated with HOPE Services, but no action will be needed to engage HOPE if costs are in alignment with current costs incurred by Smith and Enright for Zone 2.

SOBO also looks forward to working with the new district coordinator position to provide oversight of the day-to-day management.



LUC Goals

Committee Members: Jason Retterer, Catherine Kobrinsky Evans, Steve Ish, Frank Saunders, Larry Bussard, Greg Findley, Brad Slama, Peter Kasavan, Jay DeSerpa, Kevin Dayton

Committee Accomplishments FY 2021/22

Ongoing Support for and Implementation of the Downtown Vibrancy Plan

Within a five-week period, Monterey County news media reported on progress and achievements of the Downtown Vibrancy Plan. Supporting and attracting more residential and retail development of the Downtown:

- New Businesses and Apartments in Formerly Decrepit Buildings Are Bringing Life to Oldtown Salinas - Monterey County Weekly - September 29, 2022
- Best Downtown Revitalization (2022): Oldtown Salinas - Monterey County Weekly - September 29, 2022
- Heart of Salinas Gets a New Life - Monterey Herald - October 15, 2022 (long, comprehensive article in Sunday edition)
- Salinas City Council Finds a Compromise on Inclusionary Housing Requirements in Downtown - Monterey County Weekly - October 19, 2022
- Historic Downtown Salinas Building Now Ready for People to Call Home - KSWB - October 25, 2022
- 301 Main Street in Downtown Salinas Has First Renters Moving in Next Week - Monterey Herald - October 27, 2022
- Applications Pour in for New Main Street Apartments in Downtown Salinas - Salinas Californian - October 28, 2022

Progress towards implementation of Vintage Sign Ordinance.

City of Salinas plans to engage a consultant to draft a Vintage Sign Ordinance for consideration by Salinas City Council in 2023. 3. Advocated for and assisted individual business with proposed signage.

Initiating a coalition of SV Chamber and Alisal reps to resurrect the Salinas Valley Chamber of Commerce's Business Development Committee ("BDC") (an advisory group to the City) for an objective review of City of Salinas permit process performance.

Advocated for and supported the Salinas City Council enactment on June 21, 2022, of the Downtown Outdoor Dining Forgivable Loan Program with \$150,000 in funding.

Worked in a coalition to review and comment on a City of Salinas process for permits for outdoor dining and retail.

Tracked implementation and compliance with the City of Salinas Food Truck/Mobile Vendor Ordinance in Downtown. No problems identified.

Achieved a compromise through the Salinas City Council as various interests made arguments to completely repeal or completely retain the conditional exclusion of Downtown from the city's inclusionary housing ordinance. More expensive adaptive reuse projects will continue to be exempt.

Held a Board Strategic Planning Retreat for the first formal goal-setting meeting since the establishment of the Salinas City Center Improvement Association, Downtown Salinas Community Benefit District, and Downtown Vibrancy Plan in 2015.

Progress toward construction of a parking structure at Church Street & Gabilan Street. Supported City/County adoption of a MOU relating to Downtown, which includes a schedule and timeline for assessing the feasibility of a new structure. Stakeholder meetings occurred to engage the community on possible design alternatives.

Committee Goals FY 2022/2023

Objective: City of Salinas Achieves Reputation Among Regional Developers and Small Businesses as Friendly for Obtaining Permits on Downtown Projects and Activities.

- City/County financing, environmental review, and approval of a parking structure at Gabilan and Church with design standards that contribute to the aesthetic character of downtown.
- Support development of parking district.
- Drafting and adoption of Zoning Code amendments that would:

- Reform the traffic impact fee structure in the Traffic Fee Program and Ordinance to significantly reduce fees and financial burden on businesses proposing to reuse or repurpose existing buildings.
- Streamline the permit approval process for certain kinds of vintage signs as an initial first step to an ultimate overhaul of sign ordinance and permit program and the creation of a new Vintage (Historic) Sign Ordinance.
- Participate in coalition of SV Chamber and Alisal reps to resurrect and implement prior permit reform plan that was spearheaded by the Salinas Valley Chamber of Commerce. Participate in the BDC to advocate for this plan and continuing improvements in the City permit process.
- Enactment, implementation, and monitoring of business/user-friendly process for outdoor dining and retail permits.
- Advocate for and support MST Salinas Transit Center Relocation to Intermodal Transportation Center.
- Illumination of Facades of Historic Buildings on Main Street.
- Monitor and report dilapidated vacant buildings for potential City enforcement action.
- Advocate for and support future development of a;
 - Boutique Hotel.
 - Grocery store.
 - Student, workforce, and other housing in Downtown Salinas.
- Advocate and support relocation of Farmer's Market from Main St. to Intermodal Transportation Center or other location.
- Support, engage, advocate, and cross promote with the Heritage Park at the ITC.
- Advocate for removal of diagonal pedestrian crossings.
- Salinas Rotary Arch: Complete 3-way maintenance agreement with SCCIA, Salinas Rotary and City of Salinas.
- Participate in City outreach in their process of updating the General Plan Elements. Assure integration of EDE policies relating to these elements as intended.

- Support and advocate for the continued implementation of the Downtown Vibrancy Plan and request City report on progress annually. (at least)
- Support and advocate for the continued implementation of the award-winning Economic Development Element (EDE) of the General Plan and request City report on progress annually as provided in the EDE.
- Seek grant funds to support the work of the LU Committee.