

**SALINAS CITY CENTER IMPROVEMENT ASSOCIATION**  
**Board of Directors Meeting**  
**Thursday, September 14th, 2023 at 10:00am**  
**CSUMB @ Salinas City Center**  
**Salinas, CA 93901**

**Agenda**

- |      |                                 |           |
|------|---------------------------------|-----------|
| I.   | Call to Order/Roll Call         | Steve Ish |
| II.  | Public Comment (2 Minutes)      | Steve Ish |
| III. | Consent Agenda—General Business | Steve Ish |

(A Board Member may pull any item from the Consent Agendas for discussion)

- |     |  |            |
|-----|--|------------|
| A.  | Minutes of the Regular Meeting of the Board of Directors held August 10th, 2023  |            |
| B.  | August 2023 Financial Report   |            |
|     | <ul style="list-style-type: none"><li>● President/District Coordinator Report</li><li>● Public Comment</li><li>● Board Questions to President/District Administrator</li><li>● Board Discussion/Deliberation</li><li>● Action by Board</li></ul> |            |
| IV. | Presentations/Updates  | Greg Hamer |
| A.  | Report from the President  |            |
| B.  | Report from the Treasurer  |            |
| C.  | Report from Government Affairs   |            |
| D.  | Report from District Coordinator   |            |
|     | <ul style="list-style-type: none"><li>1. Request assistance from City Attorney for Brown Act Compliance training.</li><li>2. Banner Program Breakdown</li></ul>  |            |
| E.  | <a href="#">Community Survey Update</a> - Linked to Salinas City Center Website  |            |

F. [“How Busy is Salinas City Center” Update](#) - Linked to Salinas City Center Website

G. [SOBO Statistics](#) - Linked to Salinas City Center Website

H. Merchant List/Vacancies Report.

- Public Comment
- Board Questions to President/District Administrator
- Board Discussion/Deliberation
- Action by Board

V. Updates from Ad-Hoc Committees

Greg Hamer

A. District Identity and Streetscape Improvements (DISI)

1. Salinas Arts Commission Mural Approval
2. Location Scouting for additional Murals
3. Location Scouting for Sculptures
4. Holiday Season Planning

a) Include local artists to assist children with making tree ornaments

B. Sidewalk Operation and Beatification & Order (SOBO)

C. Land Use Committee (LUC)

D. Nomination Committee

- President/District Coordinator Report
- Public Comment
- Board Questions to President/District Administrator
- Board Discussion/Deliberation
- Action by Board

VI. ACTION ITEMS

Steve Ish

A. Parking District Feasibility Study - LUC recommends approval.

B. Mills Act Reinstatement to City of Salinas - LUC recommends approval

- C. Approve Salinas City Center Improvement Association Nomination Form -  
Nominating Committee recommends approval.
- D. Should SCCIA adjust meeting schedules as the organization bylaws allow?
- E. Should SCCIA advocate to join Salinas Special Event Committee to impact  
downtown events?
- F. Partnership/Cooperation development between SCCIA and City of Salinas.
  - President/District Coordinator Report
  - Public Comment
  - Board Questions to President/District Administrator
  - Board Discussion/Deliberation
  - Action by Board

VII. Adjournment

Steve Ish

The next Regular Meeting of the Board of Directors is scheduled for Thursday, October 12th 2023, at 10am at CSUMB at Salinas City Center, 1 Main Street, Salinas, California 93901

Notes: Requests for a disability related modification or accommodation, including auxiliary aids or services, in order to attend or participate in a meeting should be made to the District Administrator during regular business hours at (831) 877-0997. Notification received 48 hours before the meeting will enable the District to make reasonable accommodations.

The complete Board packet including subsequently distributed materials and presentations is available at the Association Office, 10b Midtown Ln, Salinas, CA 93901. All items appearing on the agenda are subject to action by the Board. Staff and Committee recommendations are subject to change by the Board.

**Reference Items**

[SCCIA Bylaws](#)

[SCCIA Management District Agreement](#)

[City of Salinas Annual Budget](#)

**SALINAS CITY CENTER IMPROVEMENT ASSOCIATION**

**BOARD OF DIRECTORS**

Thursday, August 10th at 10:00am  
CSUMB @ Salinas City Center  
Salinas, CA 93901

**AGENDA FOR CLOSED SESSION**

Pursuant to California Government Code Section 54954.2 and 54954.5, the board agenda may describe closed session agenda items as provided below. No legislative body or elected official shall be in violation of Section 54954.2 or 54956 if the closed session items are described in substantial compliance with Section 54954.5 of the Government Code.

**CLOSED SESSION AGENDA ITEMS**

**[ ] LICENSE/PERMIT DETERMINATION**

(Government Code §54956.7)

**Applicant(s):** (Specify number of applicants)\_\_\_\_\_

**[ ] CONFERENCE WITH REAL PROPERTY NEGOTIATORS**

(Government Code §54956.8)

**Property:** (Specify street address, or if no street address, the parcel number or other unique reference, of the real property under negotiation):\_\_\_\_\_

**Agency negotiator:** (Specify names of negotiators attending the closed session):\_\_\_\_\_

**Negotiating parties:** (Specify name of party (not agent):\_\_\_\_\_

**Under negotiation:** (Specify whether instruction to negotiator will concern price, terms of payment, or both):\_\_\_\_\_

[ ] **CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION**

(Government Code §54956.9(d)(1))

**Name of case:** (Specify by reference to claimant's name, names of parties, case or claim numbers): \_\_\_\_\_  
, or

**Case name unspecified:** (Specify whether disclosure would jeopardize service of process or existing settlement negotiations): \_\_\_\_\_  
\_\_\_\_\_

[ ] **CONFERENCE WITH LEGAL COUNSEL-ANTICIPATED LITIGATION**

(Government Code §54956.9)

Significant exposure to litigation pursuant to Section 54956.9(d)(2) or (3) (Number of potential cases): \_\_\_\_\_

Additional information required pursuant to Section 54956.9(e): \_\_\_\_\_  
\_\_\_\_\_

Initiation of litigation pursuant to Section 54956.9(d)(4) (Number of potential cases): \_\_\_\_\_  
\_\_\_\_\_

[ ] **LIABILITY CLAIMS**

(Government Code §54956.95)

**Claimant:** (Specify name unless unspecified pursuant to Section 54961): \_\_\_\_\_  
\_\_\_\_\_

**Agency claimed against:** (Specify name) \_\_\_\_\_

[ ] **THREAT TO PUBLIC SERVICES OR FACILITIES**

(Government Code §54957)

**Consultation with:** (Specify name of law enforcement agency and title of officer): \_\_\_\_\_  
\_\_\_\_\_

[ ] **PUBLIC EMPLOYEE APPOINTMENT**

(Government Code §54957)

**Title:** (Specify description of position to be filled): \_\_\_\_\_

[ ] **PUBLIC EMPLOYMENT**

(Government Code §54957)

**Title:** (Specify description of position to be filled): \_\_\_\_\_

[ ] **PUBLIC EMPLOYEE PERFORMANCE EVALUATION**

(Government Code §54957)

**Title:** (Specify position title of employee being reviewed): \_\_\_\_\_

[ ] **PUBLIC EMPLOYEE DISCIPLINE/DISMISSAL/RELEASE**

(Government Code §54957)

(No additional information is required in connection with a closed session to consider discipline, dismissal, or release of a public employee. Discipline includes potential reduction of compensation.)

[ ] **CONFERENCE WITH LABOR NEGOTIATOR**

(Government Code §54957.6)

**Agency designated representative:** (Specify name of designated representatives attending the closed session): \_\_\_\_\_

**Employee organization:** (Specify name of organization representing employee or employees in question): \_\_\_\_\_  
, or

**Unrepresented employee:** (Specify position title of unrepresented employee who is the subject of the negotiations): \_\_\_\_\_

[ ] **CASE REVIEW/PLANNING**

(Government Code §54957.8)

(No additional information is required to consider case review or planning.)

[ ] **CHARGE OR COMPLAINT INVOLVING INFORMATION PROTECTED**

**BY FEDERAL LAW** (Government Code §54956.86)

(No additional information is required to discuss a charge or complaint pursuant to Section 54956.86.)

**ADJOURN TO OPEN SESSION**

# SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Minutes  
Thursday, August 10th, 2023 at 10:00am  
Salinas, CA 93901

## Minutes

		Present	Absent
Board President	Steve Ish	P	
Board Vice President	Catherine Kobrinsky Evans	P	
Board Treasurer	Greg Piini	P	
Board Secretary	Meryl Rasmussen	P	
Board Member	Audrey Wardwell	P	
Board Member	Peter Kasavan	P	
Board Member	Joel Panzer	P	
Board Member	Larry Bussard	P	
Board Member	James Kendall	P	
District Coordinator	Gregor Hamer	P	
Government Affairs Director	Kevin Dayton	P	
Counsel	Matt Ottone		A(E)

**Guests:** Frank Saunders

Item	Discussion	Action
I.	Call to Order Steve Ish 10:02am	none
II.	Public Comment None	none
III.	Consent Agenda Catherine Kobrinsky Evans pulled Financial Reports for discussion.  Greg Piini - Amend the minutes to reflect SOBO recommendation to table discussion to THIS meeting.  Catherine Kobrinsky Evans asked how much was spent on legal counsel, Brown Act compliance, and CPRA requests.  Greg Hamer - \$30 for document printing, \$648 on staff time (underreported), and \$7206.25 for legal counsel for a total of \$7,884.25.	Motion to adopt Consent Agenda as amended. Greg Piinni (M)/Joel Panzer (S) No Public Comment 9 Aye 0 Nay Motion Passes  Motion to adopt July 2023 Financial Reports.

		Catherine Kobrinsky Evans (M)/Peter Kasavan (S) No Public Comment 9 Aye 0 Nay Motion Passes
IV.	Presentation/Updates A. Report from the President Slurry Seal on Lincoln included in the packet. 3 Month calendar included in the packet. Bliss (store) has a 1700SQFT build out, likely moving to 2800SQFT build out in 2024 Lot 12 housing update is moving along. Taylor Farms will continue to move forward on Lot 1, 8, and 12. B. Report from Treasurer Still need \$15.6K in assessments from the city (assessment 3) Bookkeeping is running over budget. Total of \$20K allocated to this service. Legal budget is running over. Government Affairs is running over. Working to adjust the budget as needed.  Catherine Kobrinsky - Can we find other sources of funding? More organizational grants?  Greg Hamer - Will provide a grant update from Laura. Set a meeting to discuss.  Joel Panzer - Make sure we don't expose the organization to improper meetings.  C. Report from Government Affairs Broadband Fiber is still a work in progress. D. Community Survey Update Work with Jenna to create IG questions for the survey. Also contact help to assist translation to Spanish. E. How Busy is Salinas City Center Update Provided numbers. Joel Panzer thanked the SCCIA for supporting SVFW with sponsorship. Approximately 2500 people attended the event. F. SOBO Statistics - Nothing to report G. Merchant List - Nothing to report	none
V.	Updates from Ad-Hoc Committees A. District Identity and Streetscape Improvements (DISI) Murals - talking to 301 main owner, collaborate with Artists Ink, and Blue Zones. Relay for Life - Salinas Sign on 8/24 and Banners on 9/1 Taking down Alley decorations. Starting on Holiday activities and decoration. Still working with Patria building owner to initiate Mural.	

[illegible]



**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 August 31, 2023, and the related statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis for the nine 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  
September 11, 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 August 31, 2023

#### ASSETS

<b>Current Assets</b>		
<b>Bank Accounts</b>		
Checking - Operating Acct	\$	150,992.73
Checking - Grants Acct		125,358.82
SVFWF Checking		-
<b>Total Bank Accounts</b>		<u>276,351.55</u>
<b>Total Current Assets</b>		<u>276,351.55</u>
<b>Other Current Assets</b>		
Mechanics Bank CD		201,564.69
<b>Total Other Current Assets</b>		<u>201,564.69</u>
<b>Fixed Assets</b>		
Vehicle		18,000.61
Accumulated Depreciation		(819.00)
<b>Total Fixed Assets</b>		<u>17,181.61</u>
<b>Other Assets</b>		
Organizational Costs		50,000.00
Accumulated Intangible Assets		(27,917.00)
<b>Total Other Assets</b>		<u>22,083.00</u>
<b>TOTAL ASSETS</b>	<b>\$</b>	<b><u>517,180.85</u></b>

#### LIABILITIES AND FUND BALANCE

<b>Liabilities</b>		
Debt	\$	15,000.00
<b>Total Liabilities</b>		<u>15,000.00</u>
<b>Fund Balance</b>		
Fund Balance - SOBO		169,858.53
Fund Balance - DISI		91,316.28
Fund Balance - Admin		48,960.45
Fund Balance - Conting/Reserves		42,422.16
Fund Balance - Grants		125,358.82
Fund Balance - SVFWF		-
Subtotal - Cash Fund Balance		<u>477,916.24</u>
Fund Balance - Other		24,264.61
<b>Total Fund Balance</b>		<u>502,180.85</u>
<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<b>\$</b>	<b><u>517,180.85</u></b>

(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 Nine Months Ended August 31, 2023**

	SOBO				DISI				Administration			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
<b>Income</b>												
Assessments	\$ 264,838.16	\$ 274,200.00	\$ 9,361.84		\$ 97,107.32	\$ 100,540.00	\$ 3,432.68		\$ 61,795.57	\$ 63,980.00	\$ 2,184.43	
Grants	-	-	-		-	-	-		-	-	-	
SVFWF	-	-	-		-	-	-		-	-	-	
Interest Earned	-	-	-		-	-	-		-	-	-	
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		
<b>Total Income</b>	<b>\$ 380,344.18</b>	<b>\$ 389,706.02</b>	<b>\$ 9,361.84</b>		<b>\$ 154,750.80</b>	<b>\$ 158,183.48</b>	<b>\$ 3,432.68</b>		<b>\$ 141,257.12</b>	<b>\$ 143,441.55</b>	<b>\$ 2,184.43</b>	
<b>Expenses</b>												
Bank Service Charges	-	-	-		-	-	-		44.00	200.00	156.00	78%
Formation Costs Payback	-	-	-		-	-	-		-	-	-	
Insurance	-	-	-		-	-	-		2,214.00	2,300.00	86.00	4%
Professional Services	-	-	-		-	-	-		-	-	-	
Accounting	-	-	-		-	-	-		15,722.16	11,500.00	(4,222.16)	-37%
Legal	-	-	-		-	-	-		2,486.25	2,000.00	(486.25)	-24%
Other	-	-	-		-	-	-		11,345.00	10,000.00	(1,345.00)	-13%
Total Professional Services	-	-	-		-	-	-		29,553.41	26,000.00	(3,553.41)	-14%
Office	-	-	-		-	-	-		-	-	-	
Rent/CAM/Utilities	-	-	-		-	-	-		4,780.62	6,000.00	1,219.38	20%
Office Annual Cleaning	-	-	-		-	-	-		-	600.00	600.00	100%
Office Furnishings/Paint	-	-	-		-	-	-		119.63	1,500.00	1,380.37	92%
Computer / Internet	-	-	-		-	-	-		1,411.23	2,500.00	1,088.77	44%
Total Office	-	-	-		-	-	-		6,311.48	10,600.00	4,288.52	40%
Staff	-	-	-		-	-	-		-	-	-	
Payroll - Wages & Taxes	35,941.77	56,000.00	20,058.23	36%	23,379.77	35,000.00	-		29,816.81	44,000.00	14,183.19	-
Workers Comp Insurance	2,603.46	4,000.00	1,396.54	35%	392.82	-	-		406.97	1,000.00	593.03	
Government Affairs	-	-	-		-	-	-		23,850.00	26,000.00	2,150.00	8%
Total Staff	38,545.23	60,000.00	21,454.77	36%	23,772.59	35,000.00	11,227.41	32%	54,073.78	71,000.00	16,926.22	24%
SOBO	-	-	-		-	-	-		-	-	-	
Sidewalk Ops (Maintenance)	84,679.12	135,000.00	50,320.88	37%	-	-	-		-	-	-	
Beautification/Order(Security)	87,261.30	120,000.00	32,738.70	27%	-	-	-		-	-	-	
Total SOBO	171,940.42	255,000.00	83,059.58	33%	-	-	-		-	-	-	
DISI	-	-	-		-	-	-		-	-	-	
District Identity	-	-	-		24,265.13	57,000.00	32,734.87	57%	-	-	-	
Streetscape Improvements	-	-	-		15,396.80	26,000.00	10,603.20	41%	-	-	-	
Total DISI	-	-	-		39,661.93	83,000.00	43,338.07	52%	-	-	-	
Extra Budget Expenses	-	-	-		-	-	-		-	-	-	
Collection Loss	-	-	-		-	-	-		-	-	-	
Taxes	-	-	-		-	-	-		100.00	250.00	150.00	60%
Total Expenses	210,485.65	315,000.00	104,514.35	33%	63,434.52	118,000.00	54,565.48	46%	92,296.67	107,850.00	15,553.33	14%
Net Income	54,352.51	74,706.02			33,672.80	40,183.48			(30,501.10)	35,591.55		
Total Cash Balance as of 08/31/23	\$ 169,858.53				\$ 91,316.28				\$ 48,960.45			

(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 Nine Months Ended August 31, 2023**

	Contingency/Reserves				SUBTOTAL SOBO, DISI, ADMIN, & CONTIGENCY				Grants Funds			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
<b>Income</b>												
Assessments	\$ 17,655.87	\$ 18,280.00	\$ 624.13		\$ 441,396.92	\$457,000.00	\$ 15,603.08		\$ -	\$ -	\$ -	
Grants	-	-	-		-	-	-		171,000.00	-	-	
SVFWF	-	-	-		-	-	-		-	-	-	
Interest Earned	1,564.69	-	-		1,564.69	-	-		-	-	-	
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	-	-	-		-	-	-		-	-	-	
<b>Total Income</b>	<b>\$ 47,525.66</b>	<b>\$ 46,585.10</b>	<b>\$ 624.13</b>		<b>\$ 723,877.76</b>	<b>\$737,916.15</b>	<b>\$ 14,038.39</b>		<b>\$ 178,866.73</b>	<b>\$ 7,866.73</b>	<b>\$ -</b>	
<b>Expenses</b>												
Bank Service Charges	-	-	-		44.00	200.00	156.00	78%	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	-	-	-		15,722.16	11,500.00	(4,222.16)	-37%	-	-	-	
Legal	-	-	-		2,486.25	2,000.00	(486.25)	-24%	-	-	-	
Other	-	-	-		11,345.00	10,000.00	(1,345.00)	-13%	-	-	-	
<b>Total Professional Services</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>29,553.41</b>	<b>26,000.00</b>	<b>(3,553.41)</b>	<b>-14%</b>	<b>30.25</b>	<b>-</b>	<b>(30.25)</b>	
Office	-	-	-		-	-	-		-	-	-	
Rent/CAM/Utilities	-	-	-		4,780.62	6,000.00	1,219.38	20%	-	-	-	
Office Annual Cleaning	-	-	-		-	600.00	600.00	100%	-	-	-	
Office Furnishings/Paint	-	-	-		119.63	1,500.00	1,380.37	92%	-	-	-	
Computer / Internet	-	-	-		1,411.23	2,500.00	1,088.77	44%	-	-	-	
<b>Total Office</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>6,311.48</b>	<b>10,600.00</b>	<b>4,288.52</b>	<b>40%</b>	<b>-</b>	<b>-</b>	<b>-</b>	
Staff	-	-	-		-	-	-		-	-	-	
Payroll - Wages & Taxes	-	-	-		89,138.35	135,000.00	45,861.65	34%	-	-	-	
Workers Comp Insurance	-	-	-		3,403.25	5,000.00	1,596.75	32%	-	-	-	
Government Affairs	-	-	-		23,850.00	26,000.00	2,150.00	8%	-	-	-	
<b>Total Staff</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>116,391.60</b>	<b>166,000.00</b>	<b>49,608.40</b>	<b>30%</b>	<b>-</b>	<b>-</b>	<b>-</b>	
SOBO	-	-	-		-	-	-		-	-	-	
Sidewalk Ops (Maintenance)	-	-	-		84,679.12	135,000.00	50,320.88	37%	-	-	-	
Beautification/Order(Security)	-	-	-		87,261.30	120,000.00	32,738.70	27%	-	-	-	
<b>Total SOBO</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>171,940.42</b>	<b>255,000.00</b>	<b>83,059.58</b>	<b>33%</b>	<b>-</b>	<b>-</b>	<b>-</b>	
DISI	-	-	-		-	-	-		-	-	-	
District Identity	-	-	-		24,265.13	57,000.00	32,734.87	57%	-	-	-	
Streetscape Improvements	-	-	-		15,396.80	26,000.00	10,603.20	41%	53,477.66	-	(53,477.66)	
<b>Total DISI</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>39,661.93</b>	<b>83,000.00</b>	<b>43,338.07</b>	<b>52%</b>	<b>53,477.66</b>	<b>-</b>	<b>(53,477.66)</b>	
Extra Budget Expenses	-	-	-		-	-	-		-	-	-	
Collection Loss	-	9,140.00	9,140.00	100%	-	9,140.00	9,140.00	100%	-	-	-	
Taxes	-	-	-		100.00	250.00	150.00	60%	-	-	-	
<b>Total Expenses</b>	<b>5,103.50</b>	<b>14,140.00</b>	<b>9,036.50</b>	<b>64%</b>	<b>371,320.34</b>	<b>554,990.00</b>	<b>183,669.66</b>	<b>33%</b>	<b>53,507.91</b>	<b>-</b>	<b>(53,507.91)</b>	
<b>Net Income</b>	<b>12,552.37</b>	<b>32,445.10</b>			<b>70,076.58</b>	<b>182,926.15</b>			<b>117,492.09</b>	<b>7,866.73</b>		
<b>Total Cash Balance as of 08/31/23</b>	<b>\$ 42,422.16</b>				<b>\$ 352,557.42</b>				<b>\$ 125,358.82</b>			

(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 Nine Months Ended August 31, 2023**

	SVFWF				GRAND TOTAL			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
<b>Income</b>								
Assessments	\$ -	\$ -	\$ -		\$ 441,396.92	\$ 457,000.00	\$ 15,603.08	
Grants	-	-	-		171,000.00	-	(171,000.00)	
SVFWF	2,500.00	-	-		2,500.00	-	(2,500.00)	
Interest Earned	-	-	-		1,564.69	-	-	
Plus: FY 2021-22 Carryover	12,955.15	12,955.15	-		301,738.03	301,738.03	-	
Reallocation of 2021-22 Carryover								
<b>Total Income</b>	<b>\$ 15,455.15</b>	<b>\$ 12,955.15</b>	<b>\$ -</b>		<b>\$ 918,199.64</b>	<b>\$ 758,738.03</b>	<b>\$ (159,461.61)</b>	
<b>Expenses</b>								
Bank Service Charges		-	-		44.00	200.00	156.00	78%
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			-		15,722.16	11,500.00	(4,222.16)	-37%
Legal					2,486.25	2,000.00	(486.25)	-24%
Other	15,455.15		(15,455.15)		11,345.00	10,000.00	(1,345.00)	-13%
<b>Total Professional Services</b>	<b>15,455.15</b>	<b>-</b>	<b>(15,455.15)</b>		<b>29,553.41</b>	<b>26,000.00</b>	<b>(3,553.41)</b>	<b>-14%</b>
Office			-		-	-	-	
Rent/CAM/Utilities			-		4,780.62	6,000.00	1,219.38	20%
Office Annual Cleaning			-		-	600.00	600.00	100%
Office Furnishings/Paint			-		119.63	1,500.00	1,380.37	92%
Computer / Internet			-		1,411.23	2,500.00	1,088.77	44%
<b>Total Office</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>6,311.48</b>	<b>10,600.00</b>	<b>4,288.52</b>	<b>40%</b>
Staff			-		-	-	-	
Payroll - Wages & Taxes					89,138.35	135,000.00	45,861.65	34%
Workers Comp Insurance					3,403.25	5,000.00	1,596.75	32%
Government Affairs			-		23,850.00	26,000.00	2,150.00	8%
<b>Total Staff</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>116,391.60</b>	<b>166,000.00</b>	<b>49,608.40</b>	<b>30%</b>
SOBO			-		-	-	-	
Sidewalk Ops (Maintenance)			-		84,679.12	135,000.00	50,320.88	37%
Beautification/Order(Security)			-		87,261.30	120,000.00	32,738.70	27%
<b>Total SOBO</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>171,940.42</b>	<b>255,000.00</b>	<b>83,059.58</b>	<b>33%</b>
DISI			-		-	-	-	
District Identity			-		24,265.13	57,000.00	32,734.87	57%
Streetscape Improvements			-		68,874.46	26,000.00	(42,874.46)	-165%
<b>Total DISI</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>93,139.59</b>	<b>83,000.00</b>	<b>(10,139.59)</b>	<b>-12%</b>
Extra Budget Expenses								
Collection Loss	-	-	-		-	9,140.00	9,140.00	100%
Taxes					100.00	250.00	150.00	60%
<b>Total Expenses</b>	<b>15,455.15</b>	<b>-</b>	<b>(15,455.15)</b>		<b>440,283.40</b>	<b>554,990.00</b>	<b>114,706.60</b>	<b>21%</b>
<b>Net Income</b>	<b>(15,455.15)</b>	<b>12,955.15</b>			<b>172,113.52</b>	<b>182,926.15</b>		
<b>Total Cash Balance as of 08/31/23</b>	<b>\$ -</b>				<b>\$ 477,916.24</b>			

(See accompanying accountants' report)

**Salinas City Center Improvement Association**  
**Comerica Operating Bank Account**  
**November 30, 2022 - September 11, 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 - September 11, 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 - September 11, 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
05/02/2023	Expense		AT&T		-94.65	375,999.15
05/05/2023	Deposit				7,770.00	383,769.15
05/05/2023	Transfer				-200,000.00	183,769.15
05/05/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 04/16/2023-04/30/2023	-2,530.01	181,239.14
05/05/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 04/16/2023-04/30/2023	-1,213.41	180,025.73
05/08/2023	Expense		Verizon Wireless		-107.97	179,917.76
05/10/2023	Tax Payment		IRS	Tax Payment for Period: 05/03/2023-05/05/2023	-935.90	178,981.86
05/10/2023	Tax Payment		CA EDD	Tax Payment for Period: 05/03/2023-05/05/2023	-169.89	178,811.97
05/10/2023	Expense	ach	State Compensation Insurance Fund		-703.50	178,108.47
05/15/2023	Check	2765	Labor Issues Solutions, LLC (Kevin Da	INV#2023-04 SCCIA	-2,650.00	175,458.47
05/15/2023	Check	2763	Jenna Hanson	Inv: March + April 2023, Reimbursement.	-4,414.35	171,044.12
05/15/2023	Check	2764	Allied Universal Security Services	Inv#14182982	-2,494.00	168,550.12
05/19/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 05/01/2023-05/15/2023	-2,530.00	166,020.12
05/19/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 05/01/2023-05/15/2023	-1,476.68	164,543.44
05/24/2023	Tax Payment		IRS	Tax Payment for Period: 05/17/2023-05/19/2023	-1,028.83	163,514.61
05/24/2023	Tax Payment		CA EDD	Tax Payment for Period: 05/17/2023-05/19/2023	-192.10	163,322.51
05/25/2023	Check	2769	Smith & Enright Landscaping Inc	Inv# 40709 May Landscape	-8,020.00	155,302.51
05/25/2023	Check	2766	Allied Universal Security Services	Inv#14139220,14163682	-6,636.80	148,665.71
05/25/2023	Check	2768	Monterey Signs	Voided - Inv#22854	0.00	148,665.71
05/25/2023	Check	2767	Salinas Valley Chamber of Commerce	Inv#15997	-450.00	148,215.71
05/25/2023	Check	2770	Steinbruner Hill CPAs	Inv#7996, 8117	-2,727.00	145,488.71
05/30/2023	Expense		AT&T		-94.65	145,394.06
05/31/2023	Check	2773	Allied Universal Security Services	Inv#14303152	-2,494.00	142,900.06
05/31/2023	Check	2772	Monterey Signs	Inv#22854	-1,995.00	140,905.06
06/01/2023	Check	2771	Gaylon Haney	June '23 Rent	-420.00	140,485.06

**Salinas City Center Improvement Association**  
**Comerica Operating Bank Account**  
**November 30, 2022 - September 11, 2023**

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
06/05/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 05/16/2023-05/31/2023	-2,530.00	137,955.06
06/05/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 05/16/2023-05/31/2023	-1,440.01	136,515.05
06/06/2023	Expense		Verizon Wireless		-107.97	136,407.08
06/09/2023	Tax Payment		IRS	Tax Payment for Period: 06/03/2023-06/06/2023	-1,015.85	135,391.23
06/09/2023	Tax Payment		CA EDD	Tax Payment for Period: 06/03/2023-06/06/2023	-190.61	135,200.62
06/16/2023	Check	2774	Allied Universal Security Services	Inv#14336380,Inv#14367680	-4,107.20	131,093.42
06/16/2023	Check	2775	Labor Issues Solutions, LLC (Kevin Da	INV#2023-05 SCCIA	-2,650.00	128,443.42
06/16/2023	Check	2776	Laura Harris Consulting	Inv #Salin C20230605	-1,000.00	127,443.42
06/20/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 06/01/2023-06/15/2023	-1,322.57	126,120.85
06/20/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 06/01/2023-06/15/2023	-2,530.00	123,590.85
06/22/2023	Expense		Comerica Credit Card		-817.34	122,773.51
06/23/2023	Tax Payment		CA EDD	Tax Payment for Period: 06/17/2023-06/20/2023	-185.91	122,587.60
06/23/2023	Tax Payment		IRS	Tax Payment for Period: 06/17/2023-06/20/2023	-974.36	121,613.24
06/27/2023	Check	2778	City of Salinas	Permit #REV23-0150	-154.61	121,458.63
06/27/2023	Check	2779	The Christmas Light Pros	Invoice Date 06.13.23	-2,400.00	119,058.63
06/27/2023	Check	2780	Monterey Signs	Inv#22650	-1,677.81	117,380.82
06/27/2023	Check	2781	Smith & Enright Landscaping Inc	Inv# 40990 June Landscape	-8,134.30	109,246.52
06/27/2023	Check	2777	Allied Universal Security Services	Inv#14394816,14409373	-4,243.20	105,003.32
06/30/2023	Expense		AT&T		-94.65	104,908.67
07/01/2023	Check	2782	Sharon Haney	July '23 Rent	-420.00	104,488.67
07/05/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 06/16/2023-06/30/2023	-1,381.29	103,107.38
07/05/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 06/16/2023-06/30/2023	-2,530.00	100,577.38
07/06/2023	Expense		Verizon Wireless		-107.97	100,469.41
07/11/2023	Expense	ACH	State Compensation Insurance Fund	Workers comp Inv#1001619369	-390.11	100,079.30
07/11/2023	Journal Entry	SH_071123		Assessments transferred from City of Salinas	115,004.33	215,083.63
07/11/2023	Check	2783	Artists Inc	Inv #1 2022	-500.00	214,583.63
07/11/2023	Check	2786	Steinbruner Hill CPAs	Inv#8257	-1,100.00	213,483.63
07/11/2023	Check	2785	Labor Issues Solutions, LLC (Kevin Da	INV#2023-06 SCCIA	-2,650.00	210,833.63
07/11/2023	Check	2784	Allied Universal Security Services	Inv#14466683,14432678	-4,112.40	206,721.23
07/12/2023	Tax Payment		IRS	Tax Payment for Period: 07/05/2023-07/07/2023	-995.11	205,726.12
07/12/2023	Tax Payment		CA EDD	Tax Payment for Period: 07/05/2023-07/07/2023	-188.26	205,537.86
07/20/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 07/01/2023-07/15/2023	-1,277.40	204,260.46
07/20/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 07/01/2023-07/15/2023	-2,530.01	201,730.45
07/24/2023	Expense		Comerica Credit Card		-433.52	201,296.93
07/26/2023	Tax Payment		CA EDD	Tax Payment for Period: 07/19/2023-07/21/2023	-184.14	201,112.79
07/26/2023	Tax Payment		IRS	Tax Payment for Period: 07/19/2023-07/21/2023	-959.92	200,152.87
07/27/2023	Check	2787	Steinbruner Hill CPAs	Inv#8303	-1,100.00	199,052.87
07/27/2023	Check	2789	Allied Universal Security Services	Inv#14501202	-2,176.00	196,876.87
07/27/2023	Check	2788	Ottone & Leach LLP	Inv#51616	-2,486.25	194,390.62
07/27/2023	Check	2790	Kap-Stone, Inc.	Inv#6613	-4,500.00	189,890.62
07/27/2023	Check	2791	Smith & Enright Landscaping Inc	Inv# 40359,41236	-9,795.00	180,095.62
07/31/2023	Expense		AT&T		-132.10	179,963.52
08/01/2023	Check	2792	Sharon Haney	August '23 Rent	-420.00	179,543.52
08/04/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 07/16/2023-07/31/2023	-2,529.99	177,013.53
08/04/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 07/16/2023-07/31/2023	-1,439.99	175,573.54
08/08/2023	Expense		Verizon Wireless		-107.98	175,465.56
08/09/2023	Tax Payment		CA EDD	Tax Payment for Period: 08/02/2023-08/04/2023	-190.62	175,274.94
08/09/2023	Tax Payment		IRS	Tax Payment for Period: 08/02/2023-08/04/2023	-1,015.89	174,259.05
08/11/2023	Expense		Comerica	service charge	-22.00	174,237.05
08/17/2023	Check	2798	Laura Harris Consulting	Inv #SaliC20230705 / Grant writer	-3,000.00	171,237.05

**Salinas City Center Improvement Association**  
**Comerica Operating Bank Account**  
November 30, 2022 - September 11, 2023

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
08/17/2023	Check	2799	Steinbruner Hill CPAs	Inv#8323	-1,100.00	170,137.05
08/17/2023	Check	2797	Salinas Valley Food & Wine Festival	Inv#1024	-2,500.00	167,637.05
08/17/2023	Check	2796	Bay	Voided - Inv 75001280	0.00	167,637.05
08/17/2023	Check	2794	Dayton)	INV#2023-07 SCCIA	-2,650.00	164,987.05
08/17/2023	Check	2793	City of Salinas	Permit #ENC20-0493	-115.25	164,871.80
08/17/2023	Check	2795	Allied Universal Security Services	Inv#14543471,14575721,14610520	-6,846.00	158,025.80
08/18/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 08/01/2023-08/15/2023	-1,166.98	156,858.82
08/18/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 08/01/2023-08/15/2023	-2,530.01	154,328.81
08/22/2023	Expense		Comerica Credit Card		-92.45	154,236.36
08/22/2023	Check	2801	Department of Justice	fye 11/30/22, FEIN 32-0478544 / Form RRF-1	-100.00	154,136.36
08/23/2023	Tax Payment		IRS	Tax Payment for Period: 08/16/2023-08/18/2023	-921.48	153,214.88
08/23/2023	Tax Payment		CA EDD	Tax Payment for Period: 08/16/2023-08/18/2023	-169.38	153,045.50
08/24/2023	Expense	ACH	State Compensation Insurance Fund	workers comp insurance	-824.00	152,221.50
08/29/2023	Expense		AT&T		-132.10	152,089.40
08/31/2023	Expense		Comerica Credit Card		-1,096.67	150,992.73
09/01/2023	Check	2800	Sharon Haney	Sept '23 Rent	-420.00	150,572.73
09/05/2023	Payroll Check	DD	Kevin A. Hayes	Pay Period: 08/16/2023-08/31/2023	-1,528.07	149,044.66
09/05/2023	Payroll Check	DD	Gregor Hamer	Pay Period: 08/16/2023-08/31/2023	-2,530.00	146,514.66
09/06/2023	Check	2808	Jenna Hanson	Inv: May-Aug 2023.	-8,000.00	138,514.66
09/06/2023	Check	2805	Allied Universal Security Services	Inv#14630772,14655269,14672728	-6,312.06	132,202.60
09/06/2023	Check	2803	Kap-Stone, Inc.	Inv#6626	-1,000.00	131,202.60
09/06/2023	Check	2804	Smith & Enright Landscaping Inc	Inv# 41519 August Landscape	-8,020.00	123,182.60
09/06/2023	Check	2802	Ottone & Leach LLP	Inv#51788	-3,970.00	119,212.60
09/06/2023	Check	2806	Coastline Marketing Group, Inc.	Inv 99272	-200.00	119,012.60
09/06/2023	Check	2807	Monterey Signs	Inv#23399	-1,995.00	117,017.60
09/08/2023	Tax Payment		CA EDD	Tax Payment for Period: 09/02/2023-09/05/2023	-194.15	116,823.45
09/08/2023	Tax Payment		IRS	Tax Payment for Period: 09/02/2023-09/05/2023	-1,046.97	115,776.48
<b>Total for 1000 Checking - Operating Acct</b>					<b>-\$ 165,251.40</b>	<b>\$ 115,776.48</b>

**Salinas City Center Improvement Association**  
**Comerica Bank Account**  
November 30, 2022 - September 11, 2023

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
<b>1050 Checking - Grants</b>						
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			bank service charges	-30.25	55,036.48
03/28/2023	Deposit			Harden Foundation	25,000.00	80,036.48
03/28/2023	Deposit			California Arts Council	36,000.00	116,036.48
05/31/2023	Check	1005	Monterey Signs	Inv#54727	-11,282.66	104,753.82
05/31/2023	Check	1008	Jose G Ortiz	Inv #0000024	-10,000.00	94,753.82
05/31/2023	Check	1007	The Christmas Light Pros	Invoice Date 05.15.23	-2,400.00	92,353.82
05/31/2023	Check	1006	Monterey Signs	Inv#55000	-1,995.00	90,358.82
7/11/2023	Deposit			Homer Hayward Foundation	35,000.00	125,358.82
<b>Total for 1050 Checking - Grants</b>					<b>\$ 117,492.09</b>	<b>\$ 125,358.82</b>

# Banner Program Update Report August 2023

## 2023 Banner Schedule

Year	Month	Half	Half	Alisal	Monterey	Salinas
2023	1	SCC		SCC	SCC	SCC
2023	2	SCC		SCC	SCC	SCC
2023	3	SCC		SCC	SCC	SCC
2023	4	SCC	SVH	SCC	SCC	SCC
2023	5	HH	HH	SCC	SCC	SCC
2023	6	HH	HH	SCC	SCC	SCC
2023	7	HH	HH	SVH	SCC	SCC
2023	8	SCC	Natividad	SVH	SCC	SCC
2023	9	RFL	RFL	SVH	SCC	SCC
2023	10	HH	HH		SCC	SCC
2023	11	HH	HH		SCC	SCC
2023	12	SCC Holiday	SCC Holiday	SCC Holiday	SCC Holiday	SCC Holiday

## 2024 Anticipated Banner Schedule

I have reached out to the following organizations.

Hartnell
CSUMB
Natividad
SVH
BZ
CFMCO
Amor Salinas
HH
Art Council MC

RLF

The following organizations expressed interest in displaying banners in 2024.

Year	Month	Half	Half	Alisal	Monterey	Salinas
2024	1	SCC		SCC	SCC	SCC
2024	2	SCC	SVH	SCC	SCC	SCC
2024	3		Natividad	SCC	SCC	SCC
2024	4	SCC	BZ	SCC	SCC	SCC
2024	5	HH	HH	SCC	SCC	SCC
2024	6		Natividad	SCC	SCC	SCC
2024	7			SCC	SCC	SCC
2024	8		Natividad	SCC	SCC	SCC
2024	9	SCC	RLF	SCC	SCC	SCC
2024	10	SCC	SVH	SCC	SCC	SCC
2024	11	HH	HH	SCC	SCC	SCC
2024	12	SCC Holiday	SCC Holiday	SCC Holiday	SCC Holiday	SCC Holiday

## Program Financials

Invoices YTD		
22230	\$3,750.00	Remove Holiday banners & Install regular SCC Banners in January
22650	\$1,677.81	Install SVH banners and brackets in April
22854	\$1,995.00	Remove SCC/SVH banners & Install Hometown Heroes in May
23399	\$1,995.00	Remove SCC/Natividad Banners & Install RFL banners (SCCIA sponsorship)
54727	\$11,282.66	Replacement & Install of damaged banners April
55000	\$1,995.00	Remove Hometown Heroes & Install SCC/Natividad Banners
Total	\$22,695.47	

Income		
SVH	\$3,000.00	paid
HH	0	in lieu for brackets - \$5000 value
Natividad	\$3,000.00	pending

HH	0	in lieu for brackets - \$5000 value
Total	\$6,000.00	
Actual Program Cost	\$9,657.81	
Program Profit/Loss	-\$3,657.81	



# Salinas City Center Improvement Association

## Banner Program Guidelines



Last updated Jul 19, 2023



## Guidelines and Pricing

The Salinas City Center Banner Program provides an opportunity for nonprofits that benefit the general community to promote an event or exhibit that impacts Salinas City Center. With employees, visitors, and locals frequenting the district, this is a high-visibility opportunity for organizations to showcase their work.

### How it works

1. Client Organization reviews Banner Guidelines.
2. Client Organization submits an application (with artwork proof).
3. Applications are reviewed by SCCIA staff.
4. Client Organizations are notified if their banners are approved or rejected.
5. If approved, Client Organizations will have banners printed by THEIR preferred vendor and delivered to either Monterey Signs or the SCCIA office for storage.
6. SCCIA staff will coordinate installation and removal of banners.



### Program guidelines

- Participants must follow Banner Style Guide guidelines.
- Banner applications are processed and considered on a 'first-come, first-served' basis and can be sent up to one (1) year in advance.
- All participants must sign a contract for a specific period of time during the year, not to exceed 30 days for Main Street and 90 days for Alisal Street, Monterey Street, and Salinas Street. This period of time may be reserved annually as determined by the SCCIA, at which time the application may be renewed.
- Banners can be used to promote events within Monterey County, the City of Salinas, and Salinas City Center. If conflict occurs on timing, priority will be given to events occurring within Salinas City Center,



City of Salinas, and then Monterey County.

- A participant must be a nonprofit (501(c)3) organization or other eligible not-for-profit organization.
- The event, activity, or exhibition must align with the SCCIA's mission in regard to promotions and beautification efforts.
- The name of the event, activity, or exhibition shall be displayed on the banner and may also include date and organization name. No other messages, statements, names, or paid sponsors' logos are permitted.
- All designs must be co-branded with the SCCIA Logo at a minimum size of 6" x 6".
  - Banners displayed to honor individuals or In Memoriam are exempt from co-branding.
- All participants' artwork and messages will be subject to approval by the SCCIA.
- To participate, the SCCIA must coordinate the installation of banners. Printing may be done by Client's preferred vendor.
- Client Organization agrees that banner installer or SCCIA is not responsible for any loss, damage, stolen, or vandalized banners while displayed on light poles.
- Client Organization agrees to pick up banners within five (5) days after removal. After five (5) days, installer or SCCIA is not responsible for lost,



damaged, stolen, or discarded banners.



## Banner Specifications

- Banners shall be two-sided with information contained on both sides.
- Banners shall be made from industrial grade matte finish vinyl, marine acrylic canvas or other durable cloth, nylon, or substance of similar effect. Fabric must be durable, fade and weather resistant, repel water, be impervious to rotting, guaranteed non- shrink, allow printing with no bleeding.
- Banners shall include:
  - Grommets on the top and bottom corners of the pole side of the banners;
  - A reinforced hem to include at least two fabric layers along all sides and around the grommets at both corners
  - Banners shall be zip-tied to the horizontal bracket poles to ensure safety.
  - Banners shall include a reinforced loop on the top and bottom borders of the Banner for slide-mounting onto horizontal bracket poles (pole pockets).
- Banner content, text font size and style should be sufficient for maximum multi-modal transportation visibility.
- Main Street banners should be self-contained on 1 banner and not require 2 banners side-by-side to complete the design. We cannot guarantee 2 banners per post due to existing traffic signage.

## Available Banner Locations

Alisal Street	11
Monterey Street	16
Salinas Street	2
Main Street (Full)	91
Main Street (Half)	47

- Alisal Street banners will run from Capitol Street to Monterey Street.
- Monterey Street banners will run from San Luis Street to Market Street.
- Salinas Street banners will run from Market Street to John Street.
- Main Street banners will run from the Steinbeck center through the 100, 200 and 300 block. Banners can be ordered for full coverage (every pole) or half coverage (every other pole).
- Other locations will be assessed on a case-by-case basis.



## Pricing

Locations	Banners	Types	Duration	Costs*
Alisal Street	5	Large 30"x96"	90 days	
Monterey St	5	Large 30"x96"	90 days	
Salinas Street	5	Large 30"x96"	90 days	
Main Street (Full)	91	Rectangle/Triangle 24"x36"	30 days	\$5,000
Main Street (Half)	47	Rectangle/Triangle 24"x36"	30 days	\$3,000

\* Costs include installation and removal of banners, and administrative fee.



Go to <https://bit.ly/SCCIABanners> or scan the QR code to submit your application.



SALINAS CITY CENTER  
IMPROVEMENT ASSOCIATION

# MONTHLY REPORT

AUGUST 2023 // PREPARED BY GREG HAMER



*August*

## CONTENTS

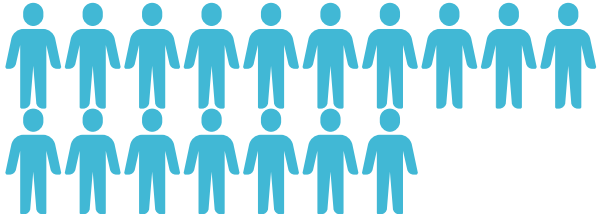
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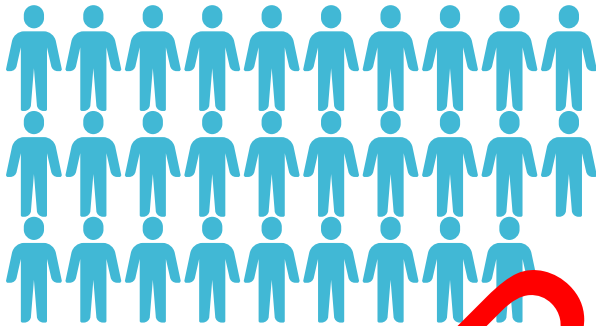
Where do we  
**PARK??**

August

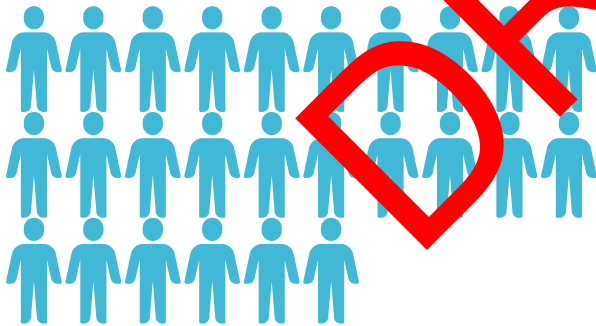
## STAFF BY THE NUMBERS



166  
Merchant/Owner  
interactions



286 Citizen  
interactions



255 Transient  
interactions

\*\*Each figure = 10 people\*\*

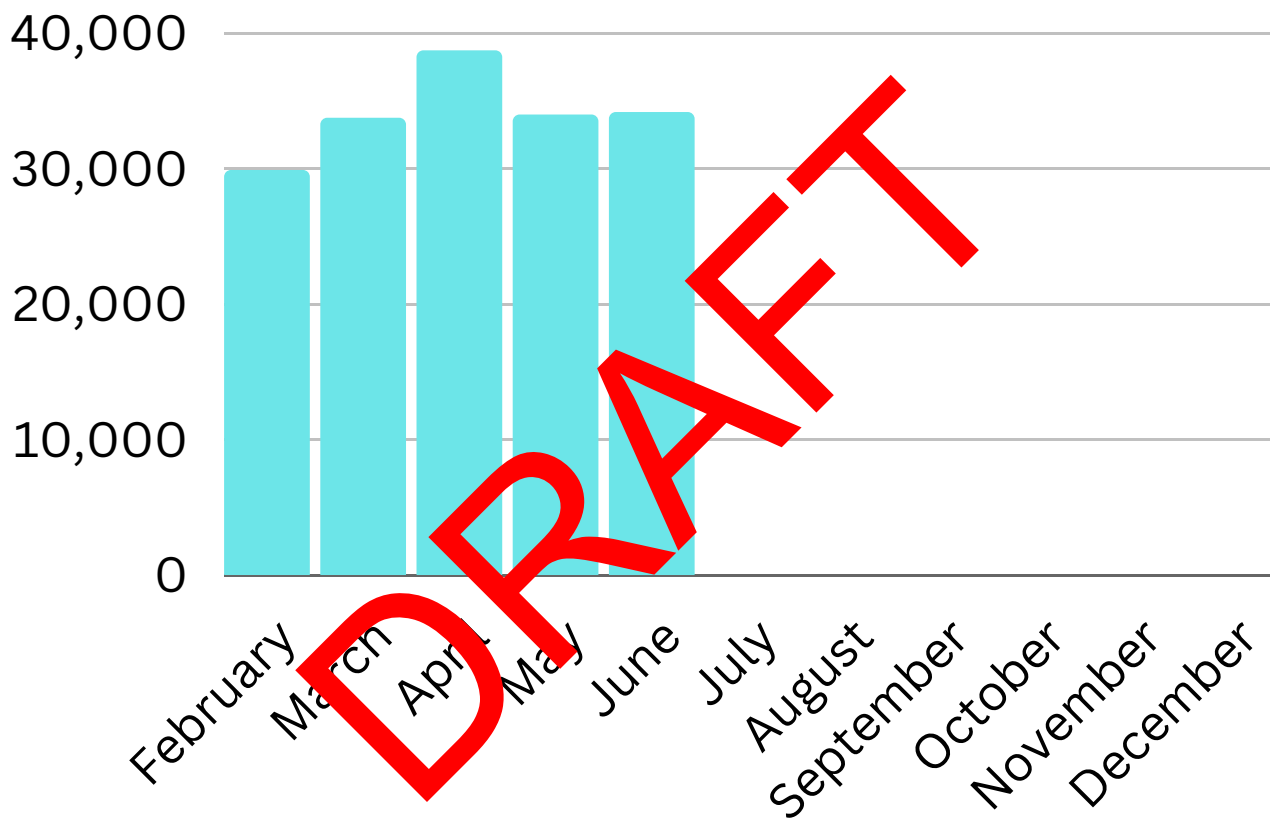
## People OVERVIEW

The Salinas City Center district hosts a multitude of events in both public spaces and private venues. Thousands of visitors per year attend our historic Downtown.

*August*

## PEDESTRIANS

### Alisal St/Main St



\*\*Data collected Quarterly since January 2023\*\*

## Events

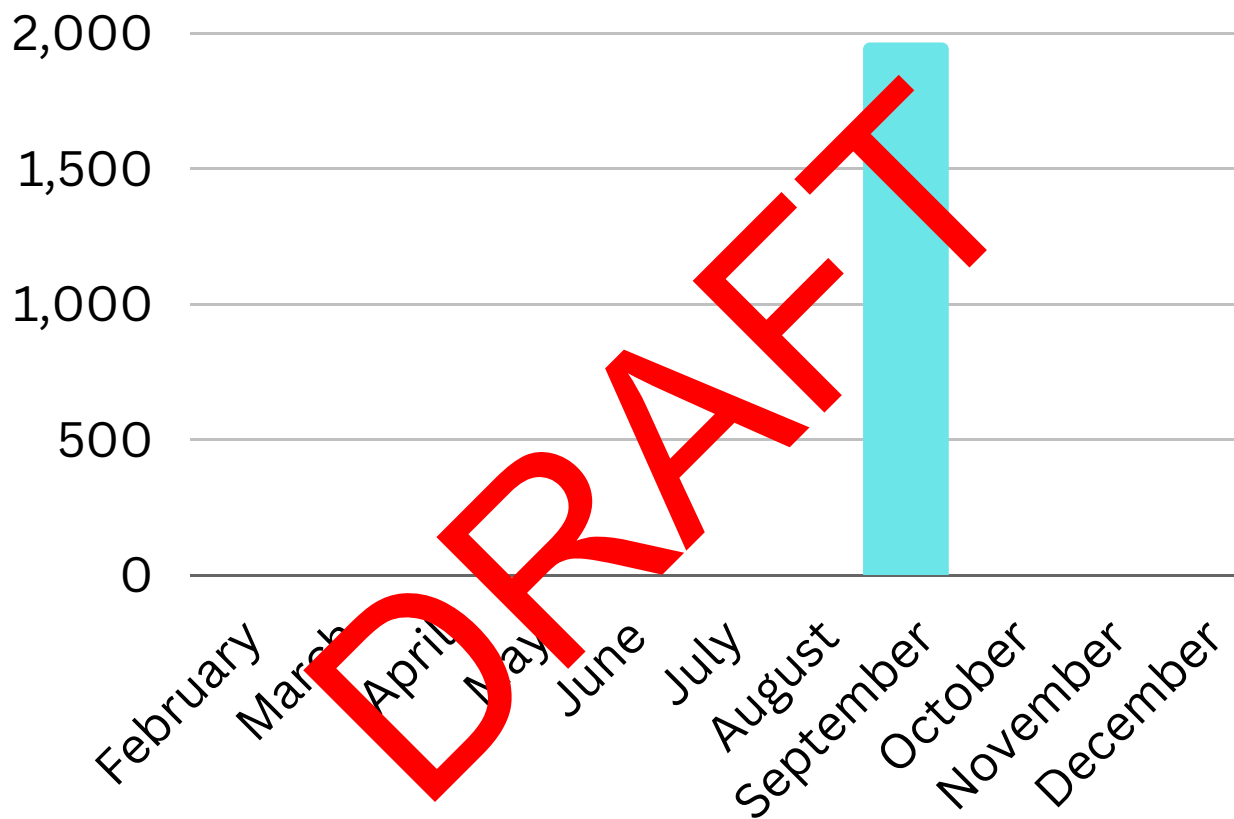
# OVERVIEW

The Salinas City Center district hosts a multitude of events in both public spaces and private venues. Thousands of visitors per year attend our historic Downtown.

*August*

## PEDESTRIANS

### Midtown Lane



**\*\*Data collected Monthly since September 2023\*\***

## Events

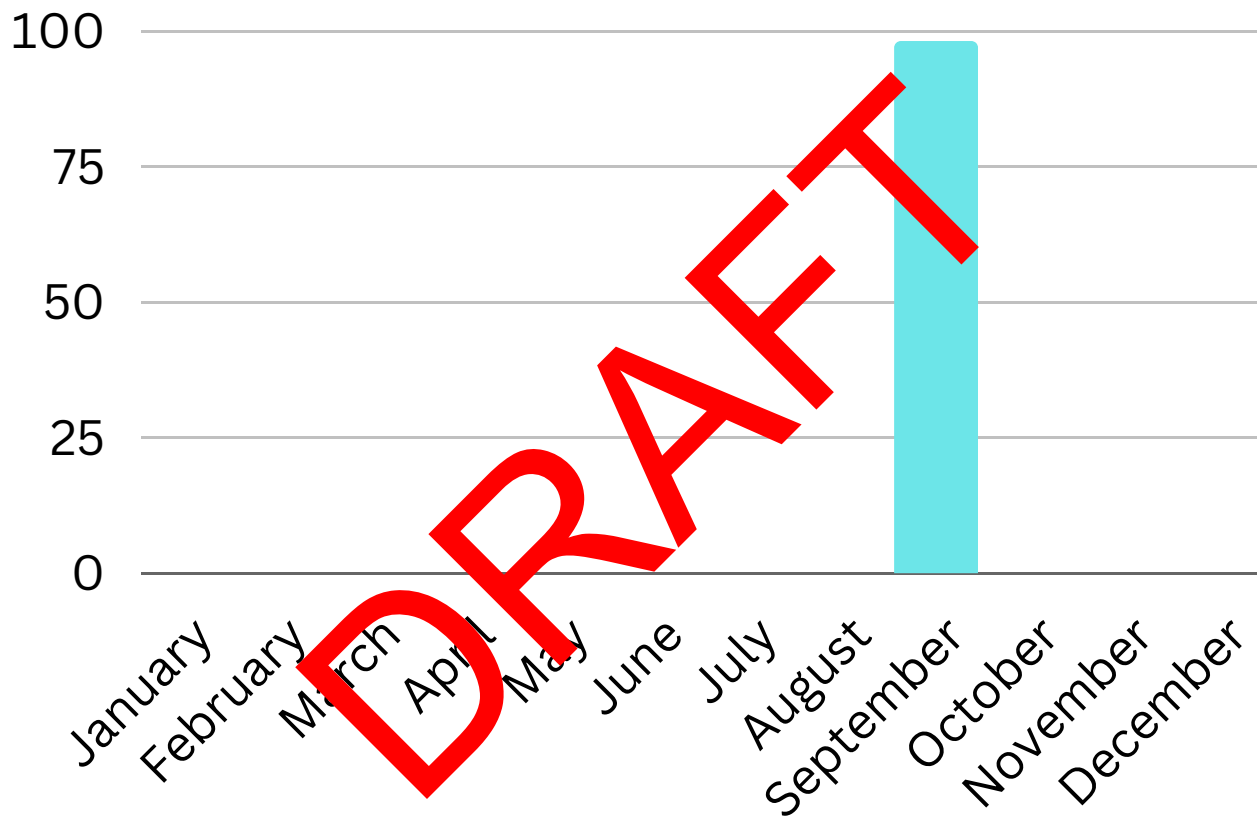
# OVERVIEW

The Salinas City Center district hosts a multitude of events in both public spaces and private venues. Thousands of visitors per year attend our historic Downtown.

*August*

## PEDESTRIANS

### Patria Alley



**\*\*Data collected Monthly since September 2023\*\***

## Events

# OVERVIEW

The Salinas City Center district hosts a multitude of events in both public spaces and private venues. Thousands of visitors per year attend our historic Downtown.

August

EVENTS

Organizer	Event	Date
Ariel Theater	Fiddler On The Roof	8/4/2023
Artists Ink	First Friday Artist Alley	8/4/2023
Friends of the Salinas Public Library	Big Book Sales	8/5/2023
Oldtown Salinas Foundation	Salinas Farmers Market	8/5/2023
Salinas Valley Food and Wine	Salinas Valley Food and Wine Festival	8/5/2023
Ariel Theater	Fiddler On The Roof	8/10/2023
Oldtown Salinas Foundation	Salinas Farmers Market	8/12/2023
Salinas Premiere Sneaker Convention	Salinas Premiere Sneaker Convention	8/12/2023
Fox Theater	Who's Lining Up?	8/18/2023
Oldtown Salinas Foundation	Salinas Farmers Market	8/19/2023
American Cancer Society	Paint the Town Purple	8/24/2023
Fox Theater	LA PUESTA	8/25/2023
Oldtown Salinas Foundation	Salinas Farmers Market	8/26/2023
Salinas PAL	Salinas PAL Car Show	8/26/2023

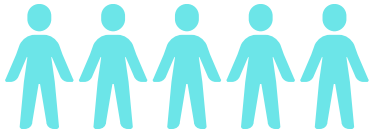


Events  
OVERVIEW

The Salinas City Center district hosts a multitude of events in both public spaces and private venues. Thousands of visitors per year attend our historic Downtown.

August

## EVENTS



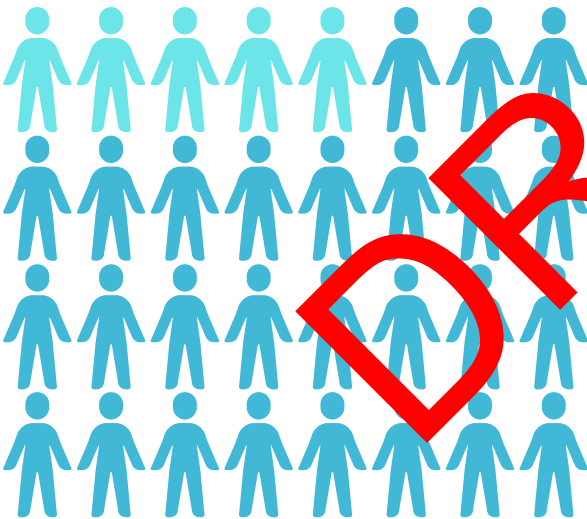
Largest Event **August**  
Salinas PAL Car Show

**5000 attendees**



Largest Event Organizer **YTD**  
Ariel Theater

**5830 attendees**



Total Event Visitors **YTD**  
**31780 attendees**

**\*\*Each figure = 1000 people\*\***

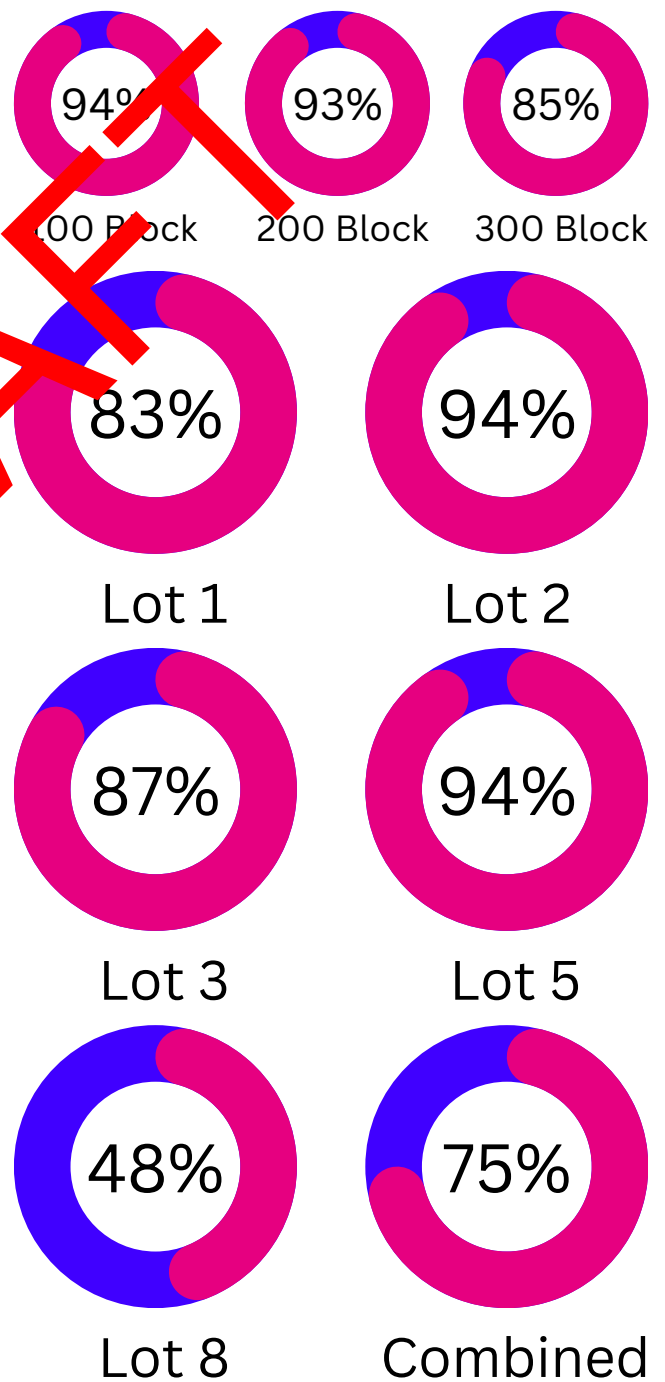
Events

# OVERVIEW

The Salinas City Center district hosts a multitude of events in both public spaces and private venues. Thousands of visitors per year attend our historic Downtown.

*August*

## PARKING OCCUPANCY



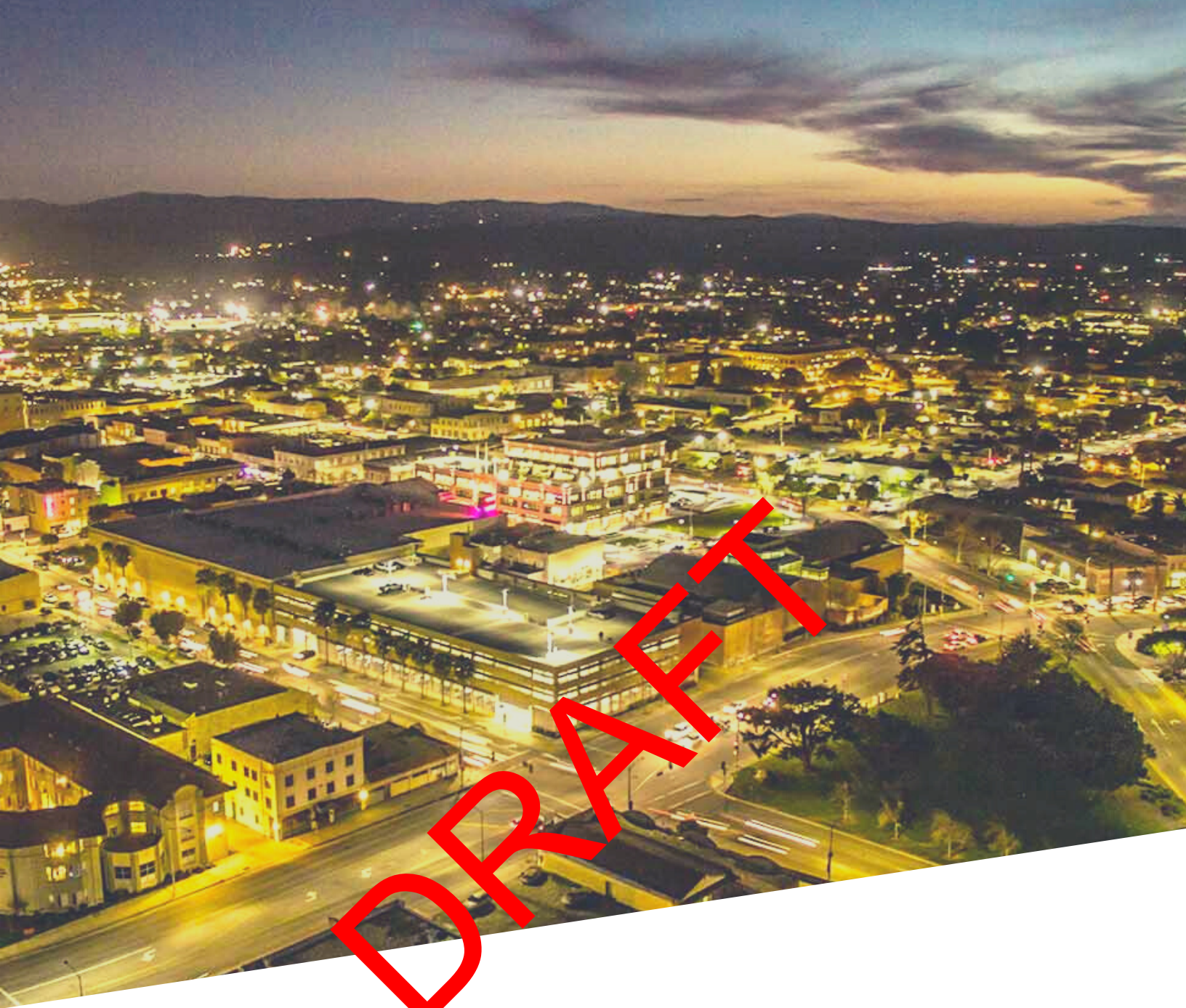
Where do we  
**PARK??**

*August*

## MAINTENANCE



\*\*Data collected Monthly since April 2023\*\*



# SCCIA Businesses

Last Updated	9/11/2023	<a href="#">Export PDF</a>							
Retail	Business Name	Facebook Page	Instagram Page	Twitter	Website	What 3 Words Location	Gift Cards	List Number	Address
Consumer Goods	Gifts on the go					///blaze.pill.junior	Yes		150 main street #112
	Apotheca		@apotheca_dot		shopapotheca.com	///pipes.glory.stews			9 e gabilan st
	Kerri's Co-Op Chicks					///answer.onion.wool	Yes		345 main street
	Downtown Book and Sound	@DowntownBookandSound			downtownbookandsound.com	///bits.ropes.sticks	Yes		213 main street
	Debbie Kay's Home Decor					///answer.onion.wool			345 main street
	Valley Bikes					///shut.moral.ready			64 w alisal st
	Bobcat Bicycles	@bobcatbicycles	@bobcatbicycles		bobcatbicycles.com	///living.phones.tooth			141 monterey street
	Green's Camera World	@greencameraworld		@greencamera	greencamera.com	///paver.transmitted.oils			350 main str
	MP Vacuum	@MPVACUUM	@mpvacuum		www.mpvacuum.com	///causes.unfair.tested			233 Salinas st
	Footwear	Becks Shoes					///tiles.format.shared		
Furniture	Casona on Main					///mouth.asset.retire	Yes		150 main street #108
Grocery									
Jewelry	Tony's Jewelry					///text.composers.tooth			219 Monterey st
	Lee's Jewelers					///follow.eagles.presp			319 main st #1
	McWherters Jewelry	@McWhertersJewelers			mcwhertersjewelers.com	///busy.puff.page			236 main st
Mens Clothing									
Office Supplies									
Womens Clothing	Redefined Bridal	@RedefinedClothing	@RedfinedClothing			///silk.window.care			10 w gabilan St
	Head over Heels					///fence.narrow.shade	Yes		248 Main street
	Scarlet Carnation				scarletcarnation.net/	///hook.bulls.hears	Yes		7 E Gabilan st
	Ber Blue Boutique		@herblue.boutique			///links.label.actor			237 Salinas st #2
	Vintage Blossom Boutique	@vintageblossomboutique	@vintageblossomboutique			///lake.actual.tins			150 Main st #152
Health	Business Name	Facebook Page	Instagram Page	Twitter	Website	What 3 Words Location	Gift Cards	List Number	Address
Dentist									
Doctor									
Gym	Reborn Fit		@miqui_017			///part.smart.power	Yes		25 E gabilan st
Health Services	Flow Cryotherapy	@flowcryotherapy	@flowcryo831		flow-cryotherapy.com	///token.tell.ankle			311 Salinas st
Medical Clinic									
Pharmacy	Allcare Pharmacy	@AllcarePharmacyandMedicalSupply			allcarex.net	///safety.about.most			331 main st
Property	Business Name	Facebook Page	Instagram Page	Twitter	Website	What 3 Words Location	Gift Cards	List Number	Address
Apartment									
Condo									
Contractor	Pio Construction				pioconstruction.com	///active.laser.fined			374 main street
	Slama Door					///added.neat.admire			137 Monterey Street
	Bright Future Solar Energy	@BrightFutureSolarEnergy	@bfsolar		brightfuturesolarenergy.com	///adults.dads.clip			139 Monterey st
MFR									
Property Management	Coast and Valley Properties, Inc	@CoastandValleyPropertiesInc		@CoastandValley	https://www.coastandvalleyrpm.com/	///hops.raced.rental		+18317571270	376 Main St
	36 North Properties, Inc				http://www.36northpm.com/	///turned.patio.flames		(831) 484-4604	369 Main St Suite M
Property Owner	DeSerpa Real Estate Investment					///bride.bliss.quiet			416 main street
SFR									
Food Service	Business Name	Facebook Page	Instagram Page	Twitter	Website	What 3 Words Location	Gift Cards	List Number	Address
Bakery	The Bakery Station	@thebakystation	@TheBakeryStation		thebakystationalsinas.com	///start.cuts.object	Yes		202 monterey str
	Energy All Day					///exact.feeds.sculpture			317 Salinas st
Bar	La Cantina Brewing Company	@Lacantinabrewingcompany	@lacantinabrewingcompany		lacantinabrewingcompany.com	///noisy.smart.helps	Yes		165 main street
	Last Call		@thelastcallbarandgrill		portabelloscatering.com	///ladder.bleak.export			9 e san luis st
	201 Main		@201MAIN		201complex.com	///twist.bands.eagle			201 main st
	Dubbers	@DubbersOldtown				///phones.asserts.stump			173 Main st
	XL Public House	@XLPublichouse	@xlpublichouse			///keys.faces.precautions			127 Main st
Catering									
Coffee Shop/Tea Room	Gold Leaf Spice and Teas	@goldleafspicenteas	@goldleaf teas		goldleafspiceandteas.com	///social.reader.likely	Yes		8.1/2 w gabilan st
	The Bearded Bean	@thebeardedbeanllc	@thebeardedbean		www.thebeardedbean.com	///hungry.exchanges.grin	Yes		210 Main st
	Cherrybean					///wicked.hears.finely	Yes		332 Main st
	Starbucks		@starbucks.taylorfarms			///trader.laser.falls	Yes		150 Main st
	Villa Rivera Café				http://www.villariveracafe.com/	///plug.slam.rank		(831) 229-7245	142 W Alisal St
Fast Food	Great British Bakeshop		@thegreatbritishbakeshop		https://www.thegreatbritishbakeshop.com/	///defeat.runes.museum	Yes	(831) 356-0005	8 W Gabilan St
	Calil Glizy					///trees.icons.drift			
Full Service Restaurant	Mi Tierra Restaurant					///become.paper.starts	Yes		129 Main street
	Gordon's Cafe and Catering					///normal.roses.lake			343 main street
	Michaels		@michaelsgrilltaqueria			///forced.fever.before			321 Main st
	Mangia !	@mangiaeatonmain	@mangiaeatonmain			///never.soils.crop			328 Main St suite A
	Tacos Don Beto					///really.race.really	Yes		42 w gabilan str
	First Awakenings	@firstawakenings	@firstawakeningspg	@AwakeningsFirst	https://firstawakenings.net/	///groom.ears.manage	Yes		171 main str
	Casa Sorrento Pizzeria	@casasorrentopizzeria			casasorrento.com	///heads.river.later			393 salinas st
	Amapola Kitchen and Wine Merchant				amapolakitchenandwine.com	///rates.sport.bump			32 w gabilan st
	Altura Lounge and Bistro		@alturalounge			///chair.front.found			66 W Alisal st
	Patia	@PatiaOldtownSalinas				///chips.slim.waddled			228 Main st
	Villa Azteca	@VillaAztecaRestaurant	@villa_azteca		https://villaazteca.com/	///error.curry.poems	Yes		157 Main st
	Mami Chela	@mamichelas	@mamichelas			///birds.scuba.raves	Yes		131 Main st
	Alvarado On Main		@asbonmain			///neat.dinner.stocks	Yes		301 Main st
	Karnaval Cafe				https://www.toasttab.com/karnaval-145-main-street/	///every.minute.planet	Yes		145 Main St
	Portobello's on Main					///grit.outer.beast	Yes	(831) 770-6363	150 Main St #116
	Growers Pub	@GrowersPub	@thegrowerspub		http://www.growerspub.com/menu/	///monks.method.transmitted	Yes	(831) 7541488	227 Monterey St
	Burrito King					#ERROR!	Yes	(831) 424-0159	8.midtown.ln
	Sushi Daruma		@sushi_daruma		https://www.sushidaruma.com/	#ERROR!		831-975-4667	216 Main St
	Tap/Tasting Room	Farmers Union Pour House	@FarmersUnionPourHouse	@farmersunionpourhouse			///bbs.ropes.sticks		
	Brew & Krew Ale House	@brewandkrewsalinas	@brewandkrewsalinas			///moved.healers.polite	Yes		155 Main st

[illegible]

	BLISS BOUTIQUE					#ERROR!		266 MAIN ST
	BODY HARMONY BY IVETTE					#ERROR!		364 MAIN ST
	BOLOUR-CARL IMMIGRATION GROUP					#ERROR!		369 MAIN ST C/A
	BOTANICA FENIX					#ERROR!		51 E MARKET ST
	BREW-N-KREW ALE HOUSE					#ERROR!		155 MAIN ST
	CAL COASTAL RDC					#ERROR!		221 MAIN ST 301
	CAMBRIAN HOMECARE					#ERROR!		60 W MARKET ST 300
	CARA M. CAROZZA, EA					#ERROR!		344 SALINAS ST # 111
	CASSIA FORET					#ERROR!		248 MAIN ST B
	CATALINA PEREZ					#ERROR!		12 W GABILAN ST
	CENTER FOR COMMUNITY ADVOCACY					#ERROR!		22 W GABILAN ST
	CENTRAL COAST AUDIOLOGY, INC.					#ERROR!		307 MAIN ST 240
	CENTRAL COAST ENGINEERS, INC.					#ERROR!		21 W ALISAL ST # 119
	CENTRAL LIQUOR					#ERROR!		118 CENTRAL AVE
	CESAR R MORALES					#ERROR!		70 W ALISAL ST
	CHANG'S NAILS					#ERROR!		365 MAIN ST
	CHERRY BEAN COFFEE HOUSE					#ERROR!		332 MAIN ST
	COOKS PHOTOGRAPHY					#ERROR!		353 MAIN ST
	COPY MAT					#ERROR!		44 W GABILAN ST
	CRISTINA CERVANTES, REALTOR					#ERROR!		50 W ALISAL ST
	CRUSH CONSIGNMENT					#ERROR!		10 W GABILAN ST
	DOOR TO HOPE					#ERROR!		130 W GABILAN ST
	DOSE OF DES					#ERROR!		240 MAIN ST G
	DUBBERS INCORPORATED					#ERROR!		172 MAIN ST
	DUDLEY'S RESTAURANT					#ERROR!		258 MAIN ST
	EAGLE RESTAURANT					#ERROR!		26 W ALISAL ST
	ECO-FAMILY FARMS					#ERROR!		345 MAIN ST
	EDWARD ELLIS WATSON					#ERROR!		21 W ALISAL ST # 122
	ELKHORN PACKING					#ERROR!		60 W MARKET ST
	ENHANCE BEAUTY BAR					#ERROR!		344 SALINAS ST 105B
	FLOW CRYOTHERAPY, LLC					#ERROR!		311 SALINAS ST
	FULL STEAM STAFFING, LLC					#ERROR!		415 SALINAS ST
	GLAM BY CINDY					#ERROR!		6 W GABILAN ST
	GOLD LEAF SPICE & TEAS					#ERROR!		8 W GABILAN ST 1/2
	GOLDEN GATE BOOKKEEPING					#ERROR!		344 SALINAS ST # 111
	GONZALEZ & ASSOCIATES INS. SVCS., INC.					#ERROR!		102 LINCOLN AVE
	GRAPES N GRAIN					#ERROR!		385 SALINAS ST
	GREEN VALLEY ENTERPRISES					#ERROR!		127 MAIN ST
	GREENS CAMERA AND VIDEO					#ERROR!		350 MAIN ST
	HAIR CREATIONS					#ERROR!		7 MID-TOWN LN (PRIVATE)
	HEAD OVER HEELS & ROOMS IN BLOOM					#ERROR!		248 MAIN ST
	HERNANDEZ LAW FIRM					#ERROR!		40 CENTRAL AVE
	I S A IN STUDIO ARCHITECTURE					#ERROR!		250 MAIN ST
	INSPIRE BEAUTY YR					#ERROR!		342 MAIN ST
	ITRADENETWORK					#ERROR!		307 MAIN ST 100
	J.M. SCHEEL					#ERROR!		344 SALINAS ST 105I
	JB SALINAS, LLC					#ERROR!		319 MAIN ST
	JEANETTE NICELY STATE FARM INSURANCE					#ERROR!		341 MAIN ST
	JON STOCKER PHOTOGRAPHY					#ERROR!		100 W ALISAL ST
	JOSEPH QUINONES					#ERROR!		12 W GABILAN ST
	JRG ATTORNEYS AT LAW					#ERROR!		318 CAYUGA ST
	KARNAVAL					#ERROR!		145 MAIN ST
	KINGS DEN					#ERROR!		22 W ALISAL ST
	KOKORO SUSHI					#ERROR!		36 W GABILAN ST
	LA CASA SORRENTO PIZZERIA					#ERROR!		393 SALINAS ST
	LA GLORIA MEDICAL CLINIC					#ERROR!		2 SALINAS ST C
	LA RANCHERITA					#ERROR!		67 E MARKET ST
	LAHAXX					#ERROR!		150 MAIN ST 130
	LATITUDE 36 FOODS, LLC					#ERROR!		17 E GABILAN ST
	LAUREN GIOVANETTI					#ERROR!		319 MAIN ST
	LAW OFFICE OF MICHELLE NOBLE MCCAIN, P					#ERROR!		106 CENTRAL AVE
	LAW OFFICES OF WILLIAM V PERNIK					#ERROR!		40 CENTRAL AVE
	LAZ PARKING CALIFORNIA, LLC					#ERROR!		20 E MARKET ST
	M2 REALTY GROUP					#ERROR!		50 W ALISAL ST
	MAID IN AMERICA USA LLC					#ERROR!		34 CENTRAL AVE
	MAKIN THE CUT					#ERROR!		21 W ALISAL ST # 116
	MANGIA!					#ERROR!		328 MAIN ST
	MARIO MAZZUCA					#ERROR!		2 W GABILAN ST
	MARKET DRY CLEANERS					#ERROR!		19 W MARKET ST
	MERVYN TILA					#ERROR!		159 MAIN ST
	MICHAEL GOMEZ REAL ESTATE SALESPERSON					#ERROR!		12 W GABILAN ST
	MONCRIEF & HART, PC					#ERROR!		16 W GABILAN ST
	NHAM LLC					#ERROR!		258 MAIN ST
	OLD TOWN ANTIQUES					#ERROR!		202 MAIN ST
	OLDTOWN SALINAS FOUNDATION					#ERROR!		21 W ALISAL ST # 111
	ONE WORKPLACE L. FERRARI DBA PBI					#ERROR!		325 MAIN ST
	PENINSULA ARTS & CRAFTS					#ERROR!		225 MAIN ST
	PIO M CONSTRUCTION					#ERROR!		374 MAIN ST
	PITMAN JOHN D TR & PITMAN ROBERT J TR					#ERROR!		111 CHURCH ST
	PITMAN ROBERT J TR & JOHN D PITMAN TR					#ERROR!		125 CHURCH ST
	PRISTINEAESTHETICSXPRI					#ERROR!		344 SALINAS ST 105C
	PROHIBITION PARLOR					#ERROR!		70 W ALISAL ST
	PURE SKIN					#ERROR!		369 MAIN ST 206
	RAINBOW TV REPAIR					#ERROR!		27 W MARKET ST
	RBARBER BARBERSHOP					#ERROR!		6 W GABILAN ST STE 12
	REGINA SHAW					#ERROR!		221 MAIN ST 201
	REVIVE BEAUTY BAR, LLC					#ERROR!		307 MAIN ST 130
	RPM TEAM, LLC					#ERROR!		295 MAIN ST 200
	SALINAS FLORAL & GIFTS					#ERROR!		70 W ALISAL ST
	SALINAS SCHOOL OF DANCE, LLC					#ERROR!		40 W GABILAN ST
	SALINAS VALLEY FOOD & WINE					#ERROR!		21 W ALISAL ST # 111
	SALINAS VALLEY INJURY & LAW CENTER					#ERROR!		9 E GABILAN ST
	SALINAS VALLEY MEDICAL AESTHETICS, INC.					#ERROR!		30 CENTRAL AVE
	SELECT CAL PHYSICAL THERAPY					#ERROR!		408 MAIN ST
	SERENE ESTHETICS					#ERROR!		78 W ALISAL ST
	SERENITY NAILS AND SPA DBA NAILSBYNORM					#ERROR!		364 MAIN ST
	SHARON ZHAO					#ERROR!		232 MAIN ST
	SKILLET CREEK WEAPON SYSTEMS					#ERROR!		21 W ALISAL ST STE 108
	SMOKEY KEY SERVICE					#ERROR!		21 W ALISAL ST 106
	SPIRALS BY THE ARCH					#ERROR!		247 MAIN ST A
	ST GEORGE & CO					#ERROR!		5 E GABILAN ST
	STACI C MAGDALENO					#ERROR!		319 MAIN ST 2
	STARBUCKS STORE #50957					#ERROR!		150 MAIN ST
	STEINBECK MORTGAGE, INC					#ERROR!		12 W GABILAN ST
	STEINBECK REAL ESTATE INC					#ERROR!		12 W GABILAN ST
	STRUCTURAL DESIGN SERVICES AND ENGINE					#ERROR!		6 W GABILAN ST
	SUSHI DARUMA, INC.					#ERROR!		216 MAIN ST
	SWINERTON BUILDERS					#ERROR!		307 MAIN ST
	TAM T. HOFFMAN					#ERROR!		6 W GABILAN ST
	TAXPOA					#ERROR!		344 SALINAS ST # 105A

	TAYLOR & DOLOWICH, ATTORNEYS AT LAW					#ERROR!		<a href="#">241 SALINAS ST</a>
	TAYLOR FRESH FOODS, INC.					#ERROR!		<a href="#">37 CENTRAL AVE</a>
	THE BEAUTY ROOM					#ERROR!		<a href="#">237 SALINAS ST # 2</a>
	THE BEERDED BEAN, LLC					#ERROR!		<a href="#">210 MAIN ST</a>
	THE FOX THEATER					#ERROR!		<a href="#">241 MAIN ST</a>
	THE GENNIS AGENCY					#ERROR!		<a href="#">6 W GABILAN ST</a>
	THE GLADSTONE COMPANIES					#ERROR!		<a href="#">17 E GABILAN ST</a>
	THE GREAT BRITISH BAKE SHOP					#ERROR!		<a href="#">8 W GABILAN ST</a>
	THE REFINERY					#ERROR!		<a href="#">342 MAIN ST</a>
	THE WELLNEST HOLISTIC MASSAGE BY DAYNA					#ERROR!		<a href="#">240 MAIN ST</a>
	TLATOANI PROFESSIONAL BARBERS #2					#ERROR!		<a href="#">36 W ALISAL ST</a>
	TRAVELERS HOTEL					#ERROR!		<a href="#">16 E GABILAN ST</a>
	TREAT YOURSELF BEAUTY BY STEPH					#ERROR!		<a href="#">364 MAIN ST</a>
	VALLEY ART GALLERY					#ERROR!		<a href="#">218 MAIN ST</a>
	VALLEY TROPHY & DETECTORS					#ERROR!		<a href="#">256 MAIN ST</a>
	VILLA RIVERA CAFE					#ERROR!		<a href="#">142 W ALISAL ST</a>
	VINH CHANG					#ERROR!		<a href="#">365 MAIN ST</a>
	W. SCOTT ERDBACHER ATTORNEY AT LAW					#ERROR!		<a href="#">21 W ALISAL ST 100</a>
	WEST COAST FINANCIAL					#ERROR!		<a href="#">28 LINCOLN AVE</a>
	WILLETTE JONES STATE FARM					#ERROR!		<a href="#">341 MAIN ST</a>
	YOLANDA B PULIDO-REAL ESTATE					#ERROR!		<a href="#">50 W ALISAL ST</a>
	ZUM ZUM TEA					#ERROR!		<a href="#">35 STONE ST</a>

Date	Status	Business	Notes	Google Map
12/28/22	Occupied	Mami Chelas		<a href="#">131 Main Street, Salinas CA</a>
12/28/22	Occupied	Karnaval		<a href="#">145 Main Street, Salinas CA</a>
12/28/22	Pending	Realtor/Insurance		<a href="#">242 1/2 Main Street, Salinas CA</a>
12/28/22	Pending	Benjamin Moore paints		<a href="#">333 Main Street, Salinas CA</a>
12/28/22	Red Tagged	La Fogata	open in April/May?	<a href="#">232 Main Street, Salinas CA</a>
12/28/22	Pending	The Glass House	former Golden Fish	<a href="#">221 Main Street, Salinas CA</a>
7/15/23	Vacant	Oyster Bay	temp disaster relief	<a href="#">231 Main Street, Salinas CA</a>
12/28/22	Vacant	Vintners Cellar	permit for kitchen with city?	<a href="#">238 Main Street, Salinas CA</a>
8/1/23	Occupied	Arts Council 4 MC		<a href="#">262 Main Street, Salinas CA</a>
12/28/22	Vacant	Islas Marrieta		<a href="#">330 Main Street, Salinas CA</a>
12/28/22	Vacant	Legacy Church		<a href="#">357 Main Street, Salinas CA</a>
8/15/23	Occupied	Bliss		<a href="#">300 Main Street, Salinas CA</a>
1/26/23	Occupied	One Work	new company ownership	<a href="#">325 Main Street, Salinas CA</a>
8/15/23	Occupied	AK Fashion		<a href="#">246 Main Street, Salinas CA</a>
1/27/23	Red Tagged	former convenience store		<a href="#">101 Monterey Street, Salinas CA</a>
2/2/23	Unknown	Various		<a href="#">237 Salinas Str, Salinas CA</a>
2/2/23	Unknown	Three Salinas Square		<a href="#">344 Salinas Str, Salinas CA</a>
2/3/23	Occupied	Rositas	open again since 3/2023?	<a href="#">231 Salinas Street, Salinas CA</a>
2/3/23	Occupied	Eli's Amazing Deals		<a href="#">329 Monterey St, Salinas CA</a>
2/7/23	Vacant	?		<a href="#">40 w alisal str, salinas ca</a>
2/13/23	Vacant	Former Californian	have plans for 42 units- too much \$\$\$	<a href="#">123 w alisal str, salinas ca</a>
8/1/23	Pending	Sweet Reba bakery		<a href="#">266 Main Street, Salinas CA</a>
3/31/23	Pending	SBux		<a href="#">27 John St, Salinas CA</a>
6/30/2023	Occupied	Prohibition Parlor		<a href="#">70 W Alisal St, Salinas CA</a>

September  
2023

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# Salinas City Center

District Identity and Streetscape Improvement



# Grant Information

- California Creative Arts Council
  - Youth Development
  - Youth Participation
- Hijos Del Sol
  - Specifically included in grant proposal
  - Mission and Vision statement embody the grant requirements
  - Directly include youth in development of the murals
  - Prior experience in the City of Salinas and Monterey County





# Timeline

- Summer 2023 - Approval and Permitting
- Summer 2023 - Final MOU Agreement with property owner
- Fall 2023 - Public Outreach
- Fall 2023 - Final Selection
- Spring 2024 - Physical Prepwork/Begin Mural
- Summer 2024 - Complete Mural & Submit Grant completion documentation

# Mural Selection Process



- City Review
- Community Input
  - Survey
  - Newsletter
  - Facebook/Instagram
  - In Person



# Mural A



The Lady of Abundance is for the many hard working women that have made Salinas a better place to live. To the many mothers working on the agricultural fields throughout the valley and still have time to mother their children. The professional posture of a working class and a fantastic women.



# Mural B



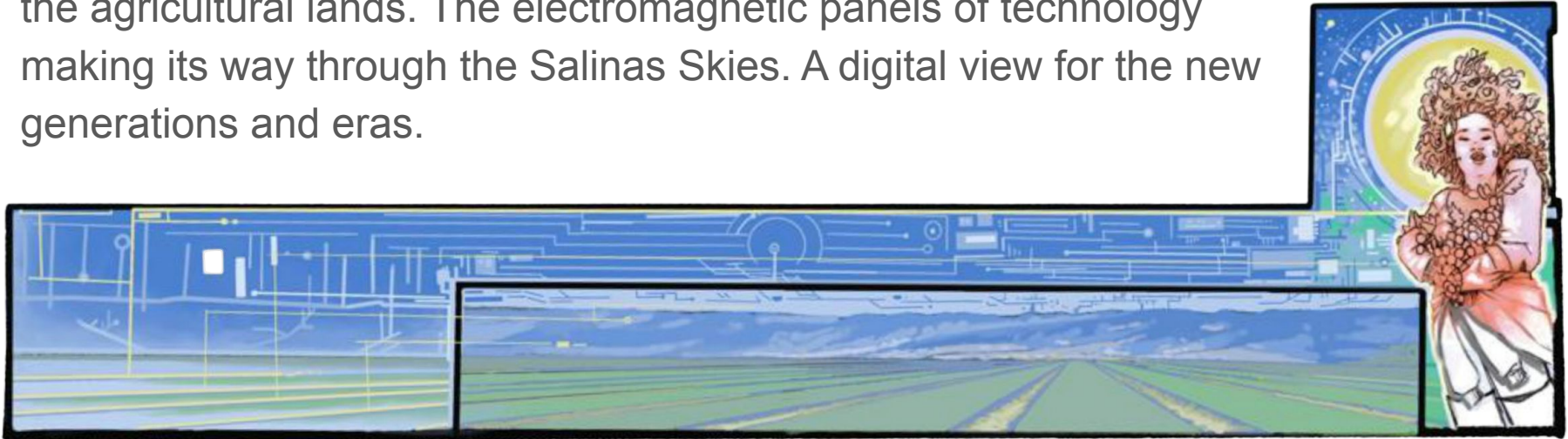
In the search for images that can tell about Salinas, I immediately thought of the horse, the valley of the agricultural lands, the cloudy skies, and the magic of the trees and water. Main Street Oldtown has been the catwalk where the horse and rider can display their true beauty and majestic presence. The window between the cloudy sky and the land on the horizon has been mysteriously amazing to see when the sun goes down. The children are the new beginning and they now come with digital hands, minds and auras.



# Mural C



The beautiful panoramic view of the Salinas colorful horizon and the agricultural lands. The electromagnetic panels of technology making its way through the Salinas Skies. A digital view for the new generations and eras.



# Mural D



What makes Salinas amazing is the amazing variety of water, land, and sky creatures that made Monterey County their home. Many are from the area and some migrate through every year. I liked to think that they are like people that have migrated and made Salinas their home and others that move on.





# Maintenance and Upkeep

- SCCIA and HDS will maintain mural for 5 years
  - Touch ups
  - Remove if damaged
  - Agreement with the property owner



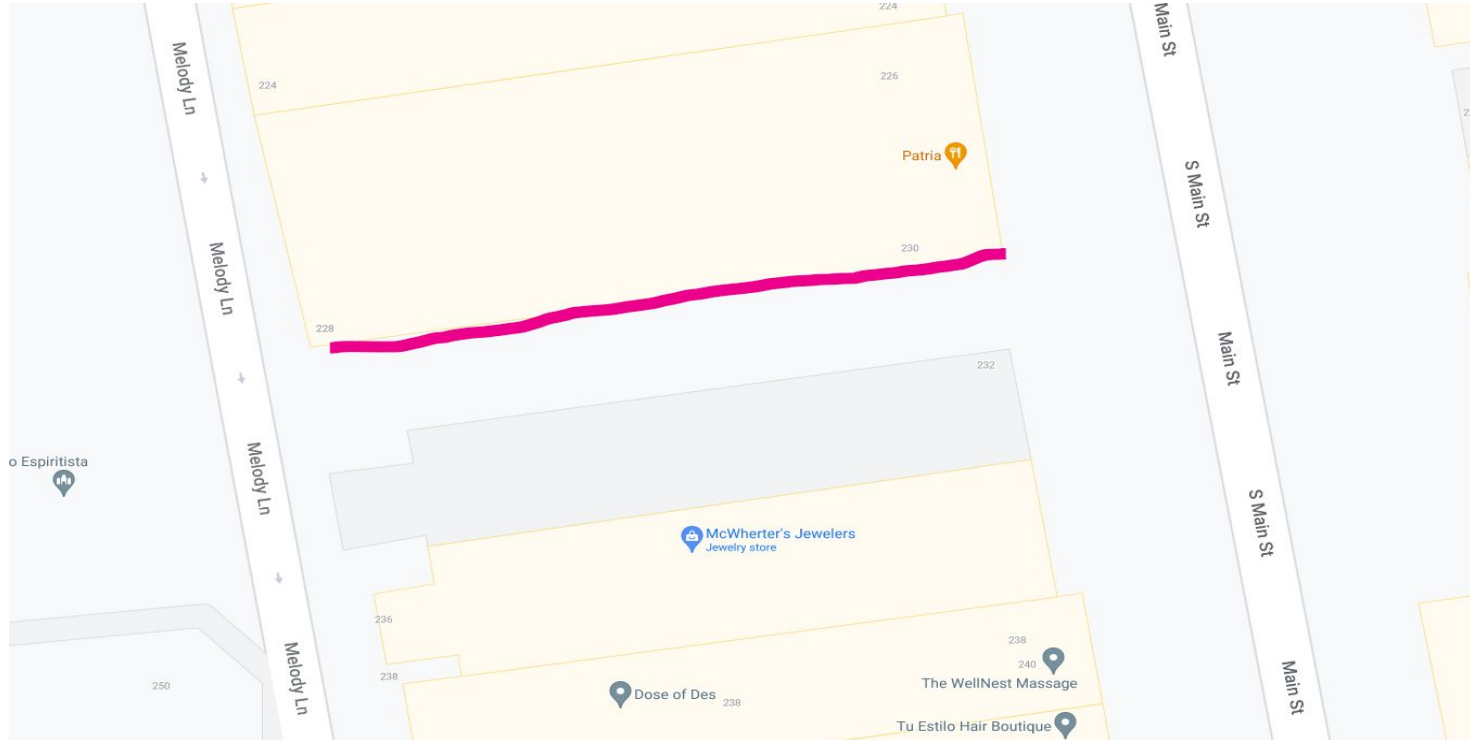


# Location Selection

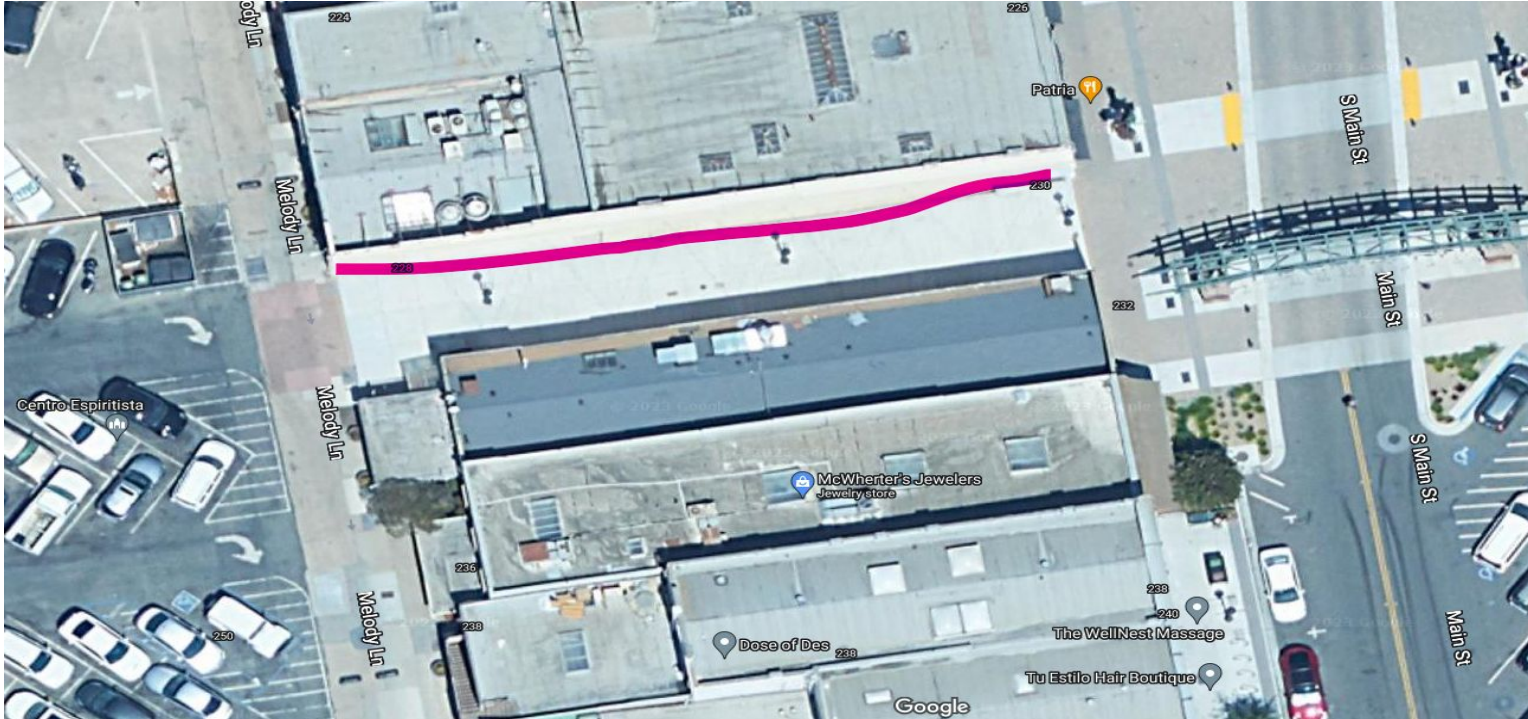
- Lots of public exposure
  - Large pedestrian volume
- Available wall space
- Near downtown core
  - Retail
  - Services
  - Food/Beverage
  - Activities
- Near activated areas
  - Seating
  - Tables



# Location - 200 Block Main Street



# Location - 200 Block Main Street



# Location - Looking East



# Location - Looking East



## Eleven Recent Downtown Parking Studies in California on File for Use as Models

Municipality	Name of Study or Report	Publisher	Cost	Year
City of Orange	Old Towne Parking Study	Fehr + Peers	\$92,840	2023
City of Santa Rosa	Parking District Update and 2022 Parking Study	Walker Parking Consultants/ Engineers	\$126,530	2022
City of Martinez	Downtown Parking Study	Nelson/Nygaard		2022
City of Vacaville	Downtown Specific Plan - Parking Analysis and Policy Strategy	Environmental Science Associates (ESA)		2020
City of Oceanside	Downtown Parking Action Plan	Dixon Resources Unlimited	\$79,850	2019
City of Davis	Downtown Parking Strategy	Nelson/Nygaard and Dixon Resources Unlimited		2019
City of San Luis Obispo	Staff Report for 404 Space Downtown Parking Garage	Staff		2019
City of Tracy	Parking Recommendation for Central Business District Zone	Staff		2019
City of Los Gatos	Comprehensive Downtown Parking Study Parking Roadmap + 3 Amendments	Dixon Resources Unlimited	\$189,763	2019
City of San Rafael	Downtown Parking/Wayfinding Study	Kimley-Horn		2017
City of Livermore	Downtown Parking Management Study	Nelson/Nygaard		2014