

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION
Board of Directors Meeting
Thursday, January 11th, 2024 at 10:00am
Makerspace Room @ United Way Monterey County
232 Monterey Str, Salinas, CA 93901

Agenda

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|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| I. | Call to Order/Roll Call | Steve Ish |
| II. | Public Comment (2 Minutes) | Steve Ish |
| III. | <u>Consent Agenda—General Business</u> | Steve Ish |
| | A. Minutes November 9th, 2023 | |
| | B. Minutes November 28th, 2023 | |
| | C. November 2023 Financial Report | |
| | D. December 2023 Financial Report | |
| | <ul style="list-style-type: none">● Public Comment● Board Questions to President/District Administrator● Board Discussion/Deliberation● Action by Board | |
| IV. | Presentations/Updates | Greg Hamer |
| | A. <u>Report from the President</u> | |
| | B. <u>Report from the Treasurer</u> | |
| | C. <u>Report from Government Affairs</u> | |
| | D. <u>Report from District Coordinator</u> | |
| | E. Presentation by City of Salinas RE: 150th Anniversary | |



- 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 \(DISI\)](#)
- B. [Sidewalk Operation and Beatification & Order \(SOBO\)](#)
- C. [Land Use Committee \(LUC\)](#)

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

VI. [ACTION ITEMS](#)

Steve Ish

~~A. Review DRAFT Banner Program SOP.~~

B. Discussion RE: Traffic Enforcement for various district intersections.

- 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, February 8th 2024, at 10am at Makerspace Room @ United Way Monterey County, 232 Monterey 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 Downtown Vibrancy Plan](#)

[Master Calendar](#)



III. Consent Agenda—General Business

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Minutes
Thursday, November 9th, 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		A(E)
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	P	

Item	Discussion	Action
I.	Call to Order Steve Ish 10:04am	Motion to add Election of Board Officers to item V. Peter Kasavan (M)/Catherin Kobrinsky (S) No Public Comment 8 Aye 0 Nay 1 Abstain (Joel Panzer not present yet) Motion Passes
II.	Public Comment None	none
III.	Consent Agenda Greg Piini - Note that was a discrepancy in September 2023 financials that was corrected in October 2023 financials.	Motion to adopt Consent Agenda.

		Catherine Kobrinisky(M)/James Kendall(S) No Public Comment 8 Aye 0 Nay 1 Abstain (Joel Panzer not present yet) Motion Passes
IV.	Presentation/Updates A. Report from President None B. Report from Treasurer Starting the Budget Process DISI + SOBO OK Admin is running in the red. C. Report from Government Affairs Forbes was not on the agenda for the Salinas Finance Committee. Financial Statements (audit) finally released by the city 9 months behind schedule. Appears that Project Homekey from Salinas was implemented in Marina. Steve Ish - City is not putting financial numbers out to the public for infrastructure spending. Larry Bussard - City Measures are not spent properly. D. Report from District Coordinator E. Community Survey Update F. How Busy is Salinas City Center Update G. SOBO Statistics - Nothing to report H. Vacancies/Merchant List - Nothing to report	None
V.	Updates from Ad-Hoc Committees A. District Identity and Streetscape Improvements (DISI) Alley Activation - Witch hats for Halloween Trunk or Treat - Working with Jenna Shop Small - Working with Jenna Holiday Events - Collaborating with CSUMB re: tree. Murals - Working with Jenna for outreach, tentative agreement with owner, tentative agreement with City. Fiberglass horses - concept public art. Will be decorated by local artists/community. Large Sculpture - Between 15 to 30K. Scouting for locations. Start collaborating with local schools for alley decorations B. Sidewalk Operations and Beautification & Order (SOBO) Change in security shift seemed to make a difference. In progress to document empty tree wells and refresh bushes. Job posting has started. No results yet. C. Land Use Committee (LUC) - None D. Nomination Committee - None	None
VI.	Action Items A. Parking District Feasibility Study Catherine Kobrinisky - would like to see results from similar	Motion A Larry Bussard

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

Item	Discussion	Action
I.	Call to Order Steve Ish 10:01am	
II.	Public Comment None	none
III.	Action Items A. Approve Budget FY Dec 23/24 Approve Grants Allocation FY Dec 23/24 B. Approve Goals and Accomplishments DISI C. Approve Goals and Accomplishments SOBO D. Approve Goals and Accomplishments LUC	Motion A. (Budget) Larry Bussard (M), Peter Kasavan (S) No Public Comment 6 Aye 0 Nay Motion Passes Motion A. (Grants) DISI to execute grants and funds unilaterally and only inform the board of actions.

[illegible]



IV. Presentations/Updates

- A. Report From the President.
- B. Report from the Treasurer.
- C. Report from Government Affairs.
- D. Report from District Coordinator.
- E. Presentation by City of Salinas RE: 150th Anniversary.

V. Updates from Ad-Hoc Committees

- A. District Identity and Streetscape Improvements (DISI).
- B. Sidewalk Operation and Beatification & Order (SOBO).
- C. Land Use Committee (LUC).

VI. Action Items

- ~~A. Review DRAFT Banner Program SOP.~~
- B. Discussion RE: Traffic Enforcement for various district intersections.
Provide direction to the District Coordinator.