# 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

١. Call to Order/Roll Call Steve Ish II. Public Comment (2 Minutes) Steve Ish Consent Agenda—General Business III. Steve Ish A. Minutes November 9th, 2023 B. Minutes November 28th, 2023 C. November 2023 Financial Report D. December 2023 Financial Report • Public Comment • Board Questions to President/District Administrator • Board Discussion/Deliberation Action by Board Presentations/Updates IV. **Greg Hamer** 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



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

#### V. Updates from Ad-Hoc Committees

**Greg Hamer** 

- A. <u>District Identity and Streetscape Improvements (DISI)</u>
- B. <u>Sidewalk Operation and Beatification & Order (SOBO)</u>
- C. Land Use Committee (LUC)
- Public Comment
- Board Questions to President/District Administrator
- Board Discussion/Deliberation
- Action by Board

#### VI. <u>ACTION ITEMS</u>

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

<u>Notes</u>: 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	Р	
Board Vice President	Catherine Kobrinsky Evans	Р	
Board Treasurer	Greg Piini	Р	
Board Secretary	Meryl Rasmussen		A(E)
Board Member	Audrey Wardwell	Р	
Board Member	Peter Kasavan	Р	
Board Member	Joel Panzer	Р	
Board Member	Larry Bussard	Р	
Board Member	James Kendall	Р	
District Coordinator	Gregor Hamer	Р	
Government Affairs Director	Kevin Dayton	Р	
Counsel	Matt Ottone	Р	

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	Motion to adopt
	Greg Piini - Note that was a discrepancy in September 2023 financials	Consent Agenda.
	that was corrected in October 2023 financials.	

		Catherine Kobrinsky(M)/James Kendall(S) No Public Comment 8 Aye 0 Nay 1 Abstain ( Joel Panzer not present yet) Motion Passes
IV.	Presentation/Updates	None
	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	
V.	Updates from Ad-Hoc Committees	None
	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	Nastina A
VI.	Action Items	Motion A
	A. Parking District Feasibility Study  Cathoring Kohringky, would like to see results from similar	Larry Bussard
	Catherine Kobrinsky - would like to see results from similar	

	cities. Greg Piini - Look at feasibility. Joel Panzer - Can we take this on in a volunteer board capacity?  Motion - Staff to investigate funding opportunities for feasibility study for downtown parking district.  B. Mills Act Reinstatement to City of Salinas Kevin Dayton - 3 properties need to move forward. Additionally, 1 property who received exemption needs to come forward and talk/write in favor of pushing for the Mills Act.  Motion - Staff to explore Mills Act opportunities.  C. Approve Salinas City Center Improvement Association Nominating Form Catherine Kobrinsky - Change board meeting time from 1 hr to 2 hours.  Motion to Approve Form with Changes.  D. Should SCCIA adjust meeting schedules as the organization bylaws allow?  No Action  E. Should SCCIA advocate to join Salinas Special Events Committee to impact downtown events?  No Action  F. Partnership/Cooperation development between SCCIA and City Council. Larry Bussard - We should be partners. How do we best cooperate?  No Action	(M)/Catherine Kobrinsky (S) No Public Comment 7 Aye 0 Nay Motion Passes  Motion B Catherine Kobrinsky (M)/Steve Ish (S) No Public Comment 7 Aye 0 Nay Motion Passes  Motion C Audrey Wardwell (M)/Steve Ish (S) No Public Comment 7 Aye 0 Nay Motion Passes
VII.	Meeting Adjourned 11:44AM	

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### Board of Directors Minutes Thursday, November 9th, 2023 at 10:00am Salinas, CA 93901

#### **Minutes**

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

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

		Joel Panzer(M), Peter Ka (S) No Public Comment 6 Aye 0 Nay Motion Passes  Motion B & C (combined) Greg Piini (M), Audrey Wardwell (S) No Public Comment 6 Aye
		O Nay Motion Passes
		Motion D as amended. Peter Kasavan (M), Larry Bussard (S) No Public Comment 6 Aye
		0 Nay Motion Passes
VII.	Meeting Adjourned 11:15AM	



# 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.