

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION
Board of Directors Meeting
Thursday, November 28th, 2023 at 10:00am
Makerspace Room @ United Way Monterey County
232 Monterey St
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>ACTION ITEMS</u> | Steve Ish |
| A. Approve Budget FY Dec 23/24 | | |
| B. Approve Goals and Accomplishments for DISI | | |
| C. Approve Goals and Accomplishments for SOBO | | |
| D. Approve Goals and Accomplishments for LUC | | |
| <ul style="list-style-type: none">● President/District Coordinator Report● Public Comment● Board Questions to President/District Administrator● Board Discussion/Deliberation● Action by Board | | |
| IV. | Adjournment | Steve Ish |

The next Regular Meeting of the Board of Directors is scheduled for Thursday, December 14th 2023, at 10am at Makerspace Room @ United Way Monterey County, 236 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 Downtown Vibrancy Plan](#)

[Master Calendar](#)



SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

BOARD OF DIRECTORS

Tuesday, November 28th at 10:00am
Maker Space @ United Way Salinas
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



III. Action Items

Salinas City Center Improvement Association
Draft Operating Budget - Fiscal Year 2023-2024

Tuesday, November 21, 2023

		SOBO	DISI	Administration	Contingency/Reserve	Total
		60.0%	22.0%	14.0%	4.0%	100.0%
Gross Income						
2023-2024 Assessments		\$287,400	\$105,380	\$67,060	\$19,160	\$479,000
Gifts & Donations		\$0	\$0	\$0	\$0	\$0
Total gross income		\$287,400	\$105,380	\$67,060	\$19,160	\$479,000
Less: Collection loss	2.0%	\$0	\$0	\$0	\$9,580	\$9,580
Effective income		\$287,400	\$105,380	\$67,060	\$9,580	\$469,420
Expenses						
Bank Service Charges				\$200		\$200
Formation Costs Payback					\$5,000	\$5,000
Insurance				\$2,500		\$2,500
Professional Services						
Accounting				\$15,200		\$15,200
Legal				\$4,000		\$4,000
Other (HR & Grant Writing)				\$12,000		\$12,000
Total Professional Services				\$31,200		\$31,200
Office						
Rent/CAM/Utilities				\$8,400		\$8,400
Office Annual Cleaning				\$600		\$600
Office Furniture/Supplies				\$1,500		\$1,500
Computer/Internet				\$2,500		\$2,500
Total Office				\$13,000		\$13,000
Staff		\$112,500	\$22,500	\$45,000		\$180,000
SOBO						
Sidewalk Operations (Maintenance)		\$114,820				\$114,820
Beautification / Order (Security)		\$97,000				\$97,000
Total SOBO		\$211,820				\$211,820
DISI						
District Identity			\$71,500			\$71,500
Streetscape Improvements			\$15,000			\$15,000
Total DISI			\$86,500			\$86,500
Subtotal		\$324,320	\$109,000	\$91,900	\$5,000	\$530,220
Extra Budget Expense						
Taxes		\$0	\$0	\$250	\$0	\$250
Total Extra Budget Expense		\$0	\$0	\$250	\$0	\$250
Total Expenses		\$324,320	\$109,000	\$92,150	\$5,000	\$530,470
Total Income		-\$36,920	-\$3,620	-\$25,090	\$4,580	-\$61,050
Cash Flow						
Beginning balance (Projected 2022-2023 Carryover)		\$96,618	\$60,214	\$11,546	\$41,399	\$209,777
Reallocation of 2022-2023 carryover		\$0	\$0	\$20,000	-\$20,000	\$0
Net operating income		-\$36,920	-\$3,620	-\$25,090	\$4,580	-\$61,050
Projected ending balance		\$59,698	\$56,594	\$6,456	\$25,979	\$148,727

SCCIA - Grant Funds Account			0	1	2	3	4	5	6	7	
Date	Description	Check No.	Misc.	Steve Ish	Arts Council of Monterey County	Monterey Foundation	California Arts Council	Harden Foundation	Homer Hayward Foundation	Monterey Peninsula Foundation	Totals
12/1/2022	Opening Balance			\$7,866.73							\$7,866.73
12/13/2022	Bank fee/Service charge		-\$30.25								-\$30.25
12/15/2022	Deposit				\$5,000.00	\$70,000.00					\$75,000.00
12/16/2022	The Christmas Light Pros	202				-\$27,800.00					-\$27,800.00
3/28/2023	Deposit						\$36,000.00	\$25,000.00			\$61,000.00
5/31/2023	Monterey Signs	1005				-\$11,282.66					-\$11,282.66
5/31/2023	Jose G. Ortiz	1008				-\$10,000.00					-\$10,000.00
5/31/2023	The Christmas Light Pros	1007				-\$2,400.00					-\$2,400.00
5/31/2023	Monterey Signs	1006				-\$1,995.00					-\$1,995.00
7/11/2023	Deposit								\$35,000.00		\$35,000.00
9/15/2023	Transfer to cover DISI paid expenses	1012				-\$16,522.34					-\$16,522.34
Pending	Deposit									\$50,000.00	\$50,000.00
Ending Balance				\$7,866.73	\$5,000.00	\$0.00	\$36,000.00	\$25,000.00	\$35,000.00	\$50,000.00	\$158,836.48
Pending	Tree pruning			-\$7,866.73							-\$7,866.73
Pending	Mural - Patria						-\$20,000.00				-\$20,000.00
Pending	Mural - 301 Main Street Alley				-\$5,000.00			-\$10,000.00	-\$35,000.00		
Pending	Tree planting							-\$15,000.00			
Total Pending charges				-\$7,866.73	-\$5,000.00	\$0.00	-\$20,000.00	-\$25,000.00	-\$35,000.00	\$0.00	-\$92,866.73
Ending Balance after Pending Charges				\$0.00	\$0.00	\$0.00	\$16,000.00	\$0.00	\$0.00	\$50,000.00	\$65,969.75



B. District Identity and Streetscape Improvements (DISI)

Accomplishments Dec 2022/2023

- Solicited multiple grant funds to be used in 2023/2024
- Created a Banner Program with SOP's drafted and rotating banners with community
- Enhanced communication and visibility with Downtown merchants by way of new District Coordinator to work on development of a Downtown merchant group
- Monthly newsletter and biannual "What's Happening in SCC" with Mayor and SCCIA board members
- Continued: Social media postings.
- Holiday décor and festivities including tree lighting and moved Holiday tree lighting to occur with Parade of Lights for a larger impact.
- Alley activation installations enhanced
- Mural program for Downtown Salinas; approved two murals to be installed downtown
- Created Hopstock installation on sidewalk for two locations with more youth engagement and healthy movement
- Collaborated with Salinas Valley Chamber of Commerce and Merchants for Saint Patrick's events
- Partnerships with major Downtown stakeholders: CSUMB @SCC, Downtown Rotary, Alvarado on Main, Blue Zones, Taylor Farms, Artist Ink, Arts Council etc.
- Partnership with Blue Zones for Wayfinding signs
- Installed new electrical lockboxes to prevent vandalism

Goals Dec 2023/2024

- Continue to enhance Downtown banner program and study whether it could be profitable
- Produce "Welcome to Salinas City Center" bags to new merchants and "Salinas City is my Home" for tenants including swag and relevant information
- Work with Chamber for "Downtown Beer Passport"
- Work with City of Salinas to implement an event criteria checklist and possible coordinating fee
- Produce video media promoting downtown
- Install additional murals or statues downtown
- Create more conversation areas with furniture
- Candlelite event with Yosai in Patria Alley
- Create Earth Day Alley Art in Collaboration with Salinas School District



C. Sidewalk Operations, Beautification, and Order (SOBO)

Introduction

The Sidewalk Operations, Beautification, and Order Committee (SOBO) is charged with making the Salinas City Center District (District) a safe and inviting place by overseeing private security, coordinating security needs with the City of Salinas Police Department, maintaining the sidewalks and landscaping, and beautifying the District for the enjoyment of the public, merchants, property owners, and employees.

Committee Background

The SOBO Committee was established as an ad-hoc committee in 2016. The Committee is run by a volunteer group that addresses security and sidewalk maintenance. Currently, committee members include Joel Panzer, Greg Piini and Board President Steve Ish.

During this past year, SOBO staff and day-to-day operations were turned over to Greg Hamer, SCCIA District Coordinator, with oversight from the Committee. Over the past year, SOBO's services were performed through contracts with independent contractors and one employee.

Accomplishments FY Dec 22/23

- Continued to contract with Allied Security for security services throughout our District. To improve security, Allied provides foot patrol six days a week; interacts with the local homeless population; responds to calls from local merchants, businesses and property owners; and coordinates with the police department.
- Continued to contract with Smith & Enright for landscaping and sidewalk maintenance services to the entire District. Smith & Enright's services cover the entire District and include trimming, weeding, sweeping, blowing, and picking up debris twice a week.
- Added regular pressure washing service to the new Main Street Project Sidewalks to address the staining that was occurring on the new concrete. Currently, the sidewalks are pressure washed on a monthly basis.
- Provided maintenance and flower replacements for the Main Street Project, pots in various planters and hanging baskets.
- Supervised the work efforts of Kevin Hayes in his Streetscape Maintenance position. Kevin provides valuable maintenance throughout the District as needed, with positive feedback from the business community. His electric utility vehicle helps him efficiently manage our District.



- Added a second full-time streetscape maintenance position to better serve our District. The new employee, Yesenia Juarez, started the week of November 20th, at the end of the fiscal year.
- Identified sources of water to allow for landscape irrigation.
- Replaced several trees in the District and provided tree maintenance activities.
- Secured pricing quotes for refurbishment of tree wells and planter boxes that need attention.

Goals FY Dec 23/24

- Continue to provide maintenance, beautification and security to our District in a manner that is in line with our budget.
- Evaluate the effectiveness of the current pressure washing program. If effective, study budget or grant opportunities to modify the pressure washing program as funds become available.
- Work with SCCIA's District Coordinator, including supervising maintenance staff, overseeing payroll, communicating with SCCIA constituents, and purchasing supplies, as needed.
- Seek grant funding for additional tree work, including tree planting in vacant tree wells throughout Zone 2.
- Issue an RFP for security services for FY Dec 23/24. Security represents a significant cost to the District, and an RFP will hopefully assist in providing the maximum service to the District in a manner that is in line with our budget.
- Pursue grant and funding opportunities to supplement SOBO revenue to not only assist with cost increases but to enable additional services throughout the District.

Budget FY Dec 23/24

We assume that the SOBO's revenue for FY Dec 23/24 will increase 5.0% over FY Dec 22/23 to \$287,400. We also project a carryover from FY2022/23 in the amount of \$96,600, of which, the proposed budget for FY Dec 23/24 draws down the carryover by \$36,920 to \$59,380. The remaining carryover is being held to fund operations in future fiscal years.

The SOBO budget for FY Dec 23/24 is as follows:

Revenue:

FY Dec 23/24 assessments:	\$287,400
FY Dec 22/23 projected carryover:	\$96,600



Total revenue/funds: \$384,000

Expenses:

Streetscape Maintenance:	
Employee payroll:	\$112,500
General Maintenance (Smith & Enright):	\$102,820
Pressure washing:	\$12,000
Total Streetscape Maintenance:	\$227,32
Security:	\$97,000
Total expenses:	\$324,320

Net income/ending balance: \$59,380

Security

Allied Security raised their rates mid-year to reflect needed cost of living wage increases for security staff and were proposing an additional increase at the beginning of FY Dec 23/24. We will put out an RFP to better assess security costs for budget management for FY Dec 23/24.

Current Landscaping and Maintenance – Zones 1 & 2

Smith & Enright currently provides maintenance to the entire District. The cost is currently \$3,795 per month for Zone 1 and a portion of Zone 2 (Monterey Street and Salinas Street), and \$3,790 per month for the remainder of Zone 2. We anticipate continuing with Smith and Enright for FY Dec 23/24, with possible cutbacks to be considered during the fiscal year in light of our increasing staffing.

Additional services are projected for aphid control, plant/tree replacement and tree pruning during FY Dec 23/24. These items will be considered on a case-by-case basis. Some of these costs are included in the proposed budget, while some are intended to be funded from grant funds.

Sidewalk Pressure Washing

SOBO anticipates continuing to provide periodic spot treatments in FY Dec 23/24 of the Main Street sidewalks. Continued participation with the Farmer's Market (300 Block) and Taylor Farms (west side 100 Block) will continue to be explored.



Conclusion

SOBO operations have matured and are continuous with little variation. However, we have been able to expand our staffing to better serve the needs of the District. As SCCIA is a volunteer organization, the added staffing was only made possible by the addition of the SCCIA District Coordinator position. With two maintenance employees starting off in FY Dec 23/24, we look forward to being able to improve our overall level of service.



D. Land Use Committee (LUC)

Accomplishments FY Dec 22/23

Housing

To the extent possible, monitored the status of proposed new transit-oriented density housing on city parking lots in Downtown Salinas and the exclusive negotiating agreement toward approval of those parcels.

Highlighted how the City of Salinas has advanced towards its Regional Housing Needs Allocation (RHNA) goals through adaptive reuse development in the Downtown.

Downtown Parking Facility

Continued interaction with County of Monterey and City of Salinas officials in the planning stages for a potential Downtown Parking Facility adjacent to the County Government Center, as indicated in the Downtown Vibrancy Plan. A feasibility analysis was funded and produced.

Parking Management District

Collected records from dozens of other California cities related to their Downtown Parking management programs and investigated a possible contract with a consultant for a feasibility study for SCCIA to manage Downtown parking and generate a profit.

Intermodal Transportation Center

Continued to track the status of the Salinas Kick-Start Project Phases 2 and 3, as well as the initiation of planning for the Parajo station, toward the ultimate goal of commuter trains between Salinas and the South Bay (and beyond).

Permits and Agreements for Signs, Awnings, Facades, and the Salinas Arch

Worked in collaboration with business owners and the City of Salinas to resolve regulatory obstacles to installation of signs, awnings, and other facade improvements in Downtown Salinas.



Since 2019, SCCIA has been promoting to city staff the idea of a Vintage Sign Ordinance that would encourage local businesses to install high-quality signs that evoke the art deco/art moderne era of Downtown Salinas in the 1930s and 1940s. At this time SCCIA is seeking inclusion of the ordinance in the revised General Plan and has asked the Historic Resources Board to support a vintage sign ordinance. A model of the El Rey Theater original sign has been restored and can serve as an inspiration to other property owners and merchants.

A maintenance agreement was finalized with SCCIA, Salinas Rotary, and City of Salinas.

Permit Reform

Worked in a coalition with other business organizations to monitor the city's permit process and provide input for improvements through a Business Development Committee.

Accurate Assessment of Vacancies

Directed the SCCIA District Coordinator to create and maintain an accurate record of who owns properties and operates businesses within the Salinas Community Benefit District, in order to identify vacancies and consider a plan to get those vacancies filled.

Traffic Issues

Maintained communication with the Public Works Department on evaluation of the diagonal "scramble" crosswalks and how they affect traffic flow and pedestrian behavior.

High-Speed Broadband

Interacted with Underline Monterey, LLC - the private partner with the City of Salinas - on obtaining broadband service through the underground fiber optic cable for SCCIA, property owners, and merchants.

Outdoor Dining

Monitored the city's development and promotion of a permit program and financial assistance for outdoor dining.



Historic Preservation and Promotion

Supported a renewed Mills Act program with better promotion and accountability and an effort to expand what is considered to be “historic.”

Supported a revitalized Historic Resources Board.

Supported the concept of a city Heritage Park that would encompass the narrow parcels within the Intermodal Transportation Center where historic structures are located. As part of that support, ensured that supporters of the proposed Heritage Park did not intend to block or inhibit potential transit-oriented density residential development at the Intermodal Transportation Center.

Reviewed background documents on Old Monterey County Jail options as rumors developed that the County may be ready to proceed toward demolition and replacement with a park.

Annexation of Additional Properties

Deliberated on the positive and negative impacts of an expansion of the Downtown Community Benefit District into new areas that would benefit from participation.

Community Benefit in Economic Development

Asked the City of Salinas to engage in proper public review of city expenditures for Downtown events sponsored by the city.

Food Trucks and Mobile Vendors

Tracked continued implementation of the city’s food vendor program and did not identify any problems.

Salinas Arch Maintenance

Advanced toward a three-way maintenance agreement with SCCIA, Salinas Rotary and City of Salinas to maintain the Salinas Rotary Arch and implement a plan for quick removal of graffiti using appropriate methods.



Goals FY Dec 23/24

- Support and Advocate for Continued Implementation of the Downtown Vibrancy Plan - maintain a list of what in the Downtown Vibrancy Plan has been completed, what is in the process of being done, and what still remains to be done. Ask the City to prepare a progress report at least annually. Continue to highlight the relationship of the Downtown Vibrancy Plan to other plans, such as the Economic Development Element of the General Plan, the Alisal Vibrancy Plan, the Chinatown Revitalization Plan, and others.
- Achieve a Revenue-Neutral, Vibrancy-Oriented, Publicly-Accountable Parking Management Program - develop and implement a comprehensive plan for a public-private Downtown Parking Management District, for the purpose of reducing parking frustrations for customers, merchants, employees, and other businesses while generating revenue that pays expenditures for adequate, quality operations and maintenance. This includes seeking City/County financing, environmental review, approval and construction of a parking structure at Gabilan and Church with design standards that contribute to the aesthetic character of Downtown.
- Pursue Public and Private Policies that Promote and Highlight Historical, Cultural, and Aesthetic Aspects of Downtown Salinas - emphasize the distinctive buildings, facades, and cultural and historical elements of Downtown through a Vintage Sign Ordinance and a facade illumination program, so residents of the region, visitors from outside the region, and business owners choose Downtown as a destination. Work with the California Welcome Center, the First Mayor's House, the Heritage Park organization, the UC Valleys of Anza project, the Historic Resources Board, and other groups dedicated to historic preservation and promotion.
- Improve the Permit Process to Encourage Commercial and Residential Development - continue active participation in a coalition of business groups currently known as the Business Development Committee to review and recommend improvement to the permit process, including proper assessment of traffic impact fees and reasonable review of sign applications.
- Prevent Property Neglect and Blight - monitor and report dilapidated vacant buildings for potential City enforcement action, track short-term commercial vacancies, and encourage building owners to activate long-term commercial vacancies.
- Maximize the Benefits of the Farmers Market for Downtown While Minimizing Drawbacks - monitor operations of the Farmers Market and recommend policies and changes as necessary to relevant parties.
- Implement Solutions to Traffic Congestion - monitor the diagonal scramble crosswalks at the intersection of Main Street and Alisal Street and work with the City of Salinas for



solutions to traffic backups that occur there at certain times. Seek financing, environmental review, approval and construction of realignment of Downtown streets to reduce speeds, improve circulation, and broaden parking options.

- Seek Grants to Provide Expertise to the Land Use Committee in Advancing the Downtown Vibrancy Plan - expand the vision of Downtown by obtaining advice and models from outside experts and by seeking analysis of projects and programs that increase vibrancy in other downtown districts in California and elsewhere.