

# SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Meeting

Thursday, October 9th, 2025 at 10:00am

Makerspace Room @ United Way Monterey County

232 Monterey St, Salinas, CA 93901

## Agenda

Call to Order/Roll Call

Public Comment (2 Minutes)

Consent Agenda—General Business

- I. Minutes July 2025
- II. Minutes August 2025
- III. Financial Report July 2025
- IV. Financial Report August 2025
- V. Financial Report September 2025

- Public Comment
- Board Questions/Discussion/Deliberation
- Action by Board

Presentations/Updates

- I. Report from the President
  - A. Appointed Nominations Committee
    1. Notifications mailed on 10/2/25
- II. Report from the Treasurer
- III. Report from District Coordinator
  - A. Tree trimming
  - B. Legal Expenses
  - C. Business Owner Meeting
  - D. Holiday Planning
  - E. Website Updates/Statistics

- Public Comment
- Board Questions/Discussion

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### Updates from Ad-Hoc Committees

- I. District Identity and Streetscape Improvements (DISI)
  - A. Mural Update
  - B. Draft Work Plan
- II. Sidewalk Operation and Beatification & Order (SOBO)
  - A. Draft Work Plan
- III. Land Use Committee (LUC)
  - A. Draft Work Plan

- Public Comment
- Board Questions/Discussion

### Board Member Questions and Referrals

### Action Items

- I. Motion to adopt Land Use Committee recommendation to implement Parking Management Feasibility Study pending approval to utilize grantor funds.
  - Public Comment
  - Board Questions/Discussion/Deliberation
  - Action by Board

### Adjournment

## SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Meeting

Thursday, October 9th, 2025 at 10:00am

Makerspace Room @ United Way Monterey County

232 Monterey St, Salinas, CA 93901

The next Regular Meeting of the Board of Directors is scheduled for Thursday, Nov 13th 2025, 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](#)

[Salinas Downtown Vibrancy Plan](#)

## SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

### Board of Directors Minutes

Thursday, July 10th, 2025 at 10:00am

Makerspace Room @ United Way Monterey County

232 Monterey St, Salinas, CA 93901

### Minutes

Board President	Audrey Wardwell	P
Board Vice President	Amy Salmina	
Board Treasurer	Greg Piini	P
Board Secretary	Katy Castagna	P
Board Member	Frank Saunders	P
Board Member	Jay DeSerpa	P
Board Member	Ruth Rodriguez	P
Board Member	Steve Ish	
Board Member	Jason Retterer	P
Board Member	Larry Bussard	P
Board Member	Peter Kasavan	P
Board Member	Tom Bennett	P
Board Member	Willette Jones	P
District Coordinator	Greg Hamer	P
Legal Counsel	Matt Ottone	A

Discussion	Action
Call to Order - 10:10	
Public Comment Willette Jones - Make sure we see the marginalized and take care of them. Wes White - Do not dehumanize people.	None
Consent Agenda Tom Bennett - why do we have \$10k debt? GP-formation costs to the city.	Minutes Motion Tom Bennett (M) Frank Saunders (S) No Public Comment All Aye 0 Nay GP Abstain Motion Passes Financials Motion GP (M) TB (S) All Aye

## SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

### Board of Directors Minutes

Thursday, July 10th, 2025 at 10:00am

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232 Monterey St, Salinas, CA 93901

Reports I. Report from President - None II. Report from Treasurer - general update re: grants. III. Report from District Coordinator - None	None
Updates from Ad-Hoc Committees I. DISI A. Murals B. alley decorations C. banners II. SOBO A. lot of transients B. landscaping contracts all completed for updates except for rock/plants III. LUC A. want to push for parking district B. Economic impact study/general plan update/zoning update	None
Action Item 1. Adopt bylaws - tabled a. Wes White - if we get rid of the brown act, get rid of employees. 2. Website - no action taken 3. Meeting Adjourned - 1109	None

## SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

### Board of Directors Minutes

Friday, August 15th, 2025 at 10:00am

Makerspace Room @ United Way Monterey County

232 Monterey St, Salinas, CA 93901

### Minutes

Board President	Audrey Wardwell	P
Board Vice President	Amy Salmina	P
Board Treasurer	Greg Piini	
Board Secretary	Katy Castagna	P
Board Member	Frank Saunders	P
Board Member	Jay DeSerpa	P
Board Member	Ruth Rodriguez	
Board Member	Steve Ish	P
Board Member	Jason Retterer	P
Board Member	Larry Bussard	
Board Member	Peter Kasavan	
Board Member	Tom Bennett	
Board Member	Willette Jones	
District Coordinator	Greg Hamer	P
Legal Counsel	Matt Ottone	P

Discussion	Action
Call to Order - 10:11	
Public Comment	None
Action Item 1. Motion to Make Unconditional Commitment to Cease, Desist and Not Repeat Prior Conduct pursuant to Government Code Section 54960.2(c)."	Katy Castagna (M) Amy Salmina (S) 7 Aye Motion Passes
Meeting Adjourned - 1030	



**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 July 31, 2025, and the related statement of revenues and expenses – actual vs. budget – fiscal year 2024-2025 – cash basis for the eight 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 2024-2025 – 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 2024-2025 – 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 2024-2025 – 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  
August 11, 2025

Steinbruner Hill, Inc.

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

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

Ph (831) 222-6111 ♦ Fx (831) 222-5464 ♦ [www.steinhill.com](http://www.steinhill.com)

# Salinas City Center Improvement Association

## Statement of Assets, Liabilities and Fund Balance - Cash Basis

### As of July 31, 2025

#### ASSETS

<b>Current Assets</b>		
<b>Bank Accounts</b>		
Checking - Operating Acct	\$	185,540.54
Checking - Grants Acct		102,662.82
<b>Total Bank Accounts</b>		<u>288,203.36</u>
<b>Other Current Assets</b>		
Mechanics Bank CD		175,000.00
<b>Total Other Current Assets</b>		<u>175,000.00</u>
<b>Total Current Assets</b>		<u>463,203.36</u>
<b>Fixed Assets</b>		
Vehicle		18,000.61
Accumulated Depreciation		(11,619.00)
<b>Total Fixed Assets</b>		<u>6,381.61</u>
<b>Other Assets</b>		
Organizational Costs		50,000.00
Accumulated Intangible Assets		(42,917.00)
<b>Total Other Assets</b>		<u>7,083.00</u>
<b>TOTAL ASSETS</b>	<b>\$</b>	<b><u><u>476,667.97</u></u></b>

#### LIABILITIES AND FUND BALANCE

<b>Liabilities</b>		
Debt	\$	5,000.00
<b>Total Liabilities</b>		<u>5,000.00</u>
<b>Fund Balance</b>		
Fund Balance - SOBO		185,062.27
Fund Balance - DISI		84,592.75
Fund Balance - Admin		53,298.50
Fund Balance - Conting/Reserves		28,604.07
Fund Balance - Grants		111,645.77
Subtotal - Cash Fund Balance		<u>463,203.36</u>
Fund Balance - Other		8,464.61
<b>Total Fund Balance</b>		<u>471,667.97</u>
<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<b>\$</b>	<b><u><u>476,667.97</u></u></b>

(See accompanying accountants' report)



# Salinas City Center Improvement Association

## Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2024-2025 - Cash Basis

### For the Eight Months Ended July 31, 2025

	SOBO				DISI				Administration			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
<b>Income</b>												
<b>Assessments</b>	\$ 303,589.74	\$ 296,907.00	\$ (6,682.74)		\$ 111,316.24	\$ 108,866.00	\$ (2,450.24)		\$ 70,837.61	\$ 69,278.00	\$ (1,559.61)	
<b>Grants</b>	-	-			-	-			-	-		
<b>Interest Earned</b>	-	-			-	-			-	-		
<b>Total Income</b>	<b>\$ 303,589.74</b>	<b>\$ 296,907.00</b>	<b>\$ (6,682.74)</b>		<b>\$ 111,316.24</b>	<b>\$ 108,866.00</b>	<b>\$ (2,450.24)</b>		<b>\$ 70,837.61</b>	<b>\$ 69,278.00</b>	<b>\$ (1,559.61)</b>	
<b>Expenses</b>												
<b>Bank Service Charges</b>	-	-	-				-		<b>44.00</b>	<b>200.00</b>	<b>156.00</b>	<b>78%</b>
<b>Formation Costs Payback</b>	-	-	-				-				-	
<b>Insurance</b>	-	-	-				-		<b>342.98</b>	<b>2,500.00</b>	<b>2,157.02</b>	<b>86%</b>
<b>Professional Services</b>							-				-	
<b>Accounting</b>	-	-	-				-		13,890.00	15,200.00	1,310.00	9%
<b>Legal</b>	-	-	-				-		4,570.00	6,000.00	1,430.00	24%
<b>Other</b>	-	-	-				-		5,285.00	12,000.00	6,715.00	56%
<b>Total Professional Services</b>	-	-	-		-	-	-		<b>23,745.00</b>	<b>33,200.00</b>	<b>9,455.00</b>	<b>28%</b>
<b>Office</b>							-				-	
<b>Rent/CAM/Utilities</b>	-	-	-				-		6,961.18	10,000.00	3,038.82	30%
<b>Office Annual Cleaning</b>	-	-	-				-		-	600.00	600.00	100%
<b>Office Furnishings/Paint</b>	-	-	-				-		424.99	1,500.00	1,075.01	72%
<b>Computer / Internet</b>	-	-	-				-		1,723.40	2,500.00	776.60	31%
<b>Total Office</b>	-	-	-		-	-	-		<b>9,109.57</b>	<b>14,600.00</b>	<b>5,490.43</b>	<b>38%</b>
<b>Staff</b>	-	-	-				-				-	
<b>Payroll - Wages &amp; Taxes</b>	61,534.00	104,000.00	42,466.00	41%	13,907.23	21,900.00	7,992.77	36%	27,814.26	44,400.00	16,585.74	37%
<b>Workers Comp Insurance</b>	856.18	3,500.00	2,643.82	76%	199.78	600.00	400.22	67%	371.00	600.00	229.00	38%
<b>Total Staff</b>	<b>62,390.18</b>	<b>107,500.00</b>	<b>45,109.82</b>	<b>42%</b>	<b>14,107.01</b>	<b>22,500.00</b>	<b>8,392.99</b>	<b>37%</b>	<b>28,185.26</b>	<b>45,000.00</b>	<b>16,814.74</b>	<b>37%</b>
<b>SOBO</b>			-				-				-	
<b>Sidewalk Ops (Maintenance)</b>	70,106.73	125,920.00	55,813.27	44%			-				-	
<b>Beautification/Order(Security)</b>	68,414.87	100,598.00	32,183.13	32%			-				-	
<b>Total SOBO</b>	<b>138,521.60</b>	<b>226,518.00</b>	<b>87,996.40</b>	<b>39%</b>	-	-	-		-	-	-	
<b>DISI</b>			-				-				-	
<b>District Identity</b>			-		71,393.84	93,500.00	22,106.16	24%			-	
<b>Streetscape Improvements</b>			-		15,823.16	13,000.00	(2,823.16)	-22%			-	
<b>Total DISI</b>	-	-	-		<b>87,217.00</b>	<b>106,500.00</b>	<b>19,283.00</b>	<b>18%</b>	-	-	-	
<b>Extra Budget Expenses</b>												
<b>Collection Loss</b>	-	-	-			-	-		-	-	-	
<b>Taxes</b>									-	<b>250.00</b>	<b>250.00</b>	<b>100%</b>
<b>Total Expenses</b>	<b>200,911.78</b>	<b>334,018.00</b>	<b>133,106.22</b>	<b>40%</b>	<b>101,324.01</b>	<b>129,000.00</b>	<b>27,675.99</b>	<b>21%</b>	<b>61,426.81</b>	<b>95,750.00</b>	<b>34,323.19</b>	<b>36%</b>
<b>Net Income</b>	<b>102,677.96</b>	<b>(37,111.00)</b>			<b>9,992.23</b>	<b>(20,134.00)</b>			<b>9,410.80</b>	<b>(26,472.00)</b>		

**Cash Flow**

<b>Beg Balance FY 2023-24 Carryover</b>	77,384.31	74,600.52	18,887.70
<b>Reallocation of 2023-24 Carryover</b>	5,000.00	-	25,000.00
<b>Net Income FY 2024-25</b>	102,677.96	9,992.23	9,410.80
<b>Ending Cash Balance at 07/31/2025</b>	<b>\$ 185,062.27</b>	<b>\$ 84,592.75</b>	<b>\$ 53,298.50</b>

(See accompanying accountants' report)

**Salinas City Center Improvement Association**  
**Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2024-2025 - Cash Basis**  
**For the Eight Months Ended July 31, 2025**

	Contingency/Reserves				SUBTOTAL SOBO, DISI, ADMIN, & CONTIGENCY			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
<b>Income</b>								
Assessments	\$ 20,239.31	\$ 19,794.00	\$ (445.31)		\$ 505,982.90	\$ 494,845.00	\$ (11,137.90)	
Grants	-	-	-		-	-	-	
Interest Earned	-	-	-		-	-	-	
<b>Total Income</b>	<b>\$ 20,239.31</b>	<b>\$ 19,794.00</b>	<b>\$ (445.31)</b>		<b>\$ 505,982.90</b>	<b>\$ 494,845.00</b>	<b>\$ (11,137.90)</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%	5,103.50	5,000.00	(103.50)	-2%
Insurance			-		342.98	2,500.00	2,157.02	86%
Professional Services			-		-	-	-	
Accounting			-		13,890.00	15,200.00	1,310.00	9%
Legal			-		4,570.00	6,000.00	1,430.00	24%
Other			-		5,285.00	12,000.00	6,715.00	56%
<b>Total Professional Services</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>23,745.00</b>	<b>33,200.00</b>	<b>9,455.00</b>	<b>28%</b>
Office			-		-	-	-	
Rent/CAM/Utilities			-		6,961.18	10,000.00	3,038.82	30%
Office Annual Cleaning			-		-	600.00	600.00	100%
Office Furnishings/Paint			-		424.99	1,500.00	1,075.01	72%
Computer / Internet			-		1,723.40	2,500.00	776.60	31%
<b>Total Office</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>9,109.57</b>	<b>14,600.00</b>	<b>5,490.43</b>	<b>38%</b>
Staff			-		-	-	-	
Payroll - Wages & Taxes					103,255.49	170,300.00	67,044.51	39%
Workers Comp Insurance					1,426.96	4,700.00	3,273.04	70%
<b>Total Staff</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>104,682.45</b>	<b>175,000.00</b>	<b>70,317.55</b>	<b>40%</b>
SOBO			-		-	-	-	
Sidewalk Ops (Maintenance)			-		70,106.73	125,920.00	55,813.27	44%
Beautification/Order(Security)			-		68,414.87	100,598.00	32,183.13	32%
<b>Total SOBO</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>138,521.60</b>	<b>226,518.00</b>	<b>87,996.40</b>	<b>39%</b>
DISI			-		-	-	-	
District Identity			-		71,393.84	93,500.00	22,106.16	24%
Streetscape Improvements			-		15,823.16	13,000.00	(2,823.16)	-22%
<b>Total DISI</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>87,217.00</b>	<b>106,500.00</b>	<b>19,283.00</b>	<b>18%</b>
Extra Budget Expenses								
Collection Loss	-	9,897.00	9,897.00	100%	-	9,897.00	9,897.00	100%
Taxes					-	250.00	250.00	100%
<b>Total Expenses</b>	<b>5,103.50</b>	<b>14,897.00</b>	<b>9,793.50</b>	<b>66%</b>	<b>368,766.10</b>	<b>573,665.00</b>	<b>204,898.90</b>	<b>36%</b>
<b>Net Income</b>	<b>15,135.81</b>	<b>4,897.00</b>			<b>137,216.80</b>	<b>(78,820.00)</b>		

**Cash Flow**

Beg Balance FY 2023-24 Carryover	43,468.26	214,340.79
Reallocation of 2023-24 Carryover	(30,000.00)	-
Net Income FY 2024-25	15,135.81	137,216.80
Ending Cash Balance at 07/31/2025	<b>\$ 28,604.07</b>	<b>\$ 351,557.59</b>

(See accompanying accountants' report)

**Salinas City Center Improvement Association**  
**Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2024-2025 - Cash Basis**  
**For the Eight Months Ended July 31, 2025**

	Grants Funds				GRAND TOTAL			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
<b>Income</b>								
Assessments	\$ -	\$ -	\$ -		\$ 505,982.90	\$ 494,845.00	\$ (11,137.90)	
Grants	25,000.00	-	(25,000.00)		25,000.00	-	(25,000.00)	
Interest Earned	-	-	-		-	-	-	
<b>Total Income</b>	<b>\$ 25,000.00</b>	<b>\$ -</b>	<b>\$ -</b>		<b>\$ 530,982.90</b>	<b>\$ 494,845.00</b>	<b>\$ (36,137.90)</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			-		342.98	2,500.00	2,157.02	86%
Professional Services			-		-	-	-	
Accounting			-		13,890.00	15,200.00	1,310.00	9%
Legal			-		4,570.00	6,000.00	1,430.00	24%
Other			-		5,285.00	12,000.00	6,715.00	56%
<b>Total Professional Services</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>23,745.00</b>	<b>33,200.00</b>	<b>9,455.00</b>	<b>28%</b>
<b>Office</b>			-		-	-	-	
Rent/CAM/Utilities			-		6,961.18	10,000.00	3,038.82	30%
Office Annual Cleaning			-		-	600.00	600.00	100%
Office Furnishings/Paint	-		-		424.99	1,500.00	1,075.01	72%
Computer / Internet			-		1,723.40	2,500.00	776.60	31%
<b>Total Office</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>9,109.57</b>	<b>14,600.00</b>	<b>5,490.43</b>	<b>38%</b>
<b>Staff</b>			-		-	-	-	
Payroll - Wages & Taxes			-		103,255.49	170,300.00	67,044.51	39%
Workers Comp Insurance			-		1,426.96	4,700.00	3,273.04	70%
<b>Total Staff</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>104,682.45</b>	<b>175,000.00</b>	<b>70,317.55</b>	<b>40%</b>
<b>SOBO</b>			-		-	-	-	
Sidewalk Ops (Maintenance)	9,263.30		-		79,370.03	125,920.00	46,549.97	37%
Beautification/Order(Security)	-		-		68,414.87	100,598.00	32,183.13	32%
<b>Total SOBO</b>	<b>9,263.30</b>	<b>-</b>	<b>-</b>		<b>147,784.90</b>	<b>226,518.00</b>	<b>78,733.10</b>	<b>35%</b>
<b>DISI</b>			-		-	-	-	
District Identity	40,318.20		-		111,712.04	93,500.00	(18,212.04)	-19%
Streetscape Improvements	11,870.74		-		27,693.90	13,000.00	(14,693.90)	-113%
<b>Total DISI</b>	<b>52,188.94</b>	<b>-</b>	<b>-</b>		<b>139,405.94</b>	<b>106,500.00</b>	<b>(32,905.94)</b>	<b>-31%</b>
<b>Extra Budget Expenses</b>								
Collection Loss			-		-	9,897.00	9,897.00	100%
Taxes			-		-	250.00	250.00	100%
<b>Total Expenses</b>	<b>61,452.24</b>	<b>-</b>	<b>-</b>		<b>430,218.34</b>	<b>573,665.00</b>	<b>143,446.66</b>	<b>25%</b>
<b>Net Income</b>	<b>(36,452.24)</b>	<b>-</b>			<b>100,764.56</b>	<b>(78,820.00)</b>		

**Cash Flow**

Beg Balance FY 2023-24 Carryover	148,098.01	362,438.80
Reallocation of 2023-24 Carryover	-	-
Net Income FY 2024-25	(36,452.24)	100,764.56
<b>Ending Cash Balance at 07/31/2025</b>	<b>\$ 111,645.77</b>	<b>\$ 463,203.36</b>

(See accompanying accountants' report)

**Salinas City Center Improvement Association**  
**Comerica Bank - Operating Account**  
**November 30, 2024 - July 31, 2025**

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
Beginning Balance						214,340.79
12/01/2024	Check	2985	Miguel Gutierrez	December '24 Rent	-720.00	213,620.79
12/02/2024	Check	2988	Smith & Enright Landscaping Inc	Inv# 45099	-7,670.00	205,950.79
12/02/2024	Check	2986	Monterey Signs	Inv#25687	-4,990.00	200,960.79
12/02/2024	Check	2989	Allied Universal Security Services	Inv#16432994	-2,285.04	198,675.75
12/02/2024	Check	2987	Kap-Stone, Inc.	Inv#6752	-2,000.00	196,675.75
12/02/2024	Expense		AT&T		-132.10	196,543.65
12/03/2024	Expense		Go Daddy		-47.99	196,495.66
12/05/2024	Payroll Check	DD	Gregor Hamer	Pay Period: 11/16/2024-11/30/2024	-2,635.84	193,859.82
12/05/2024	Payroll Check	DD	Kevin A. Hayes	Pay Period: 11/16/2024-11/30/2024	-1,296.29	192,563.53
12/05/2024	Tax Payment		QuickBooks Payroll	Tax Payment	-1,158.82	191,404.71
12/06/2024	Expense		Verizon Wireless		-200.00	191,204.71
12/18/2024	Expense		Go Daddy		-22.17	191,182.54
12/19/2024	Check	2990	Kelly Productions	Inv#88719,88720	-1,425.00	189,757.54
12/19/2024	Check	2994	Jenna Hanson	Inv: Oct, Nov & Dec-24	-8,766.75	180,990.79
12/19/2024	Check	2991	Allied Universal Security Services	Inv#16432994	-8,633.12	172,357.67
12/19/2024	Check	2993	Smith & Enright Landscaping Inc	Inv# 325,327	-7,585.01	164,772.66
12/19/2024	Check	2992	Ottone & Leach LLP	Inv#1059	-540.00	164,232.66
12/20/2024	Payroll Check	DD	Gregor Hamer	Pay Period: 12/01/2024-12/15/2024	-2,602.40	161,630.26
12/20/2024	Payroll Check	DD	Kevin A. Hayes	Pay Period: 12/01/2024-12/15/2024	-1,105.49	160,524.77
12/20/2024	Tax Payment		QuickBooks Payroll	Tax Payment	-1,096.82	159,427.95
12/20/2024	Expense		Go Daddy		-35.88	159,392.07
12/30/2024	Expense		AT&T		-132.10	159,259.97
12/31/2024	Check		Comerica Credit Card		-1,406.28	157,853.69
01/01/2025	Check	2995	Miguel Gutierrez	January '25 Rent	-720.00	157,133.69
01/03/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 12/16/2024-12/31/2024	-2,615.15	154,518.54
01/03/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 12/16/2024-12/31/2024	-1,439.22	153,079.32
01/03/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 12/16/2024-12/31/2024	-1,059.45	152,019.87
01/03/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,669.31	150,350.56
01/07/2025	Check	2997	Steinbruner Hill CPAs	Inv#13680	-3,700.00	146,650.56
01/07/2025	Check	2998	Allied Universal Security Services	Inv#16519423,16583851	-2,950.56	143,700.00
01/07/2025	Check	2996	Steinbruner Hill CPAs	Inv#13785	-2,200.00	141,500.00
01/07/2025	Check	2999	Kap-Stone, Inc.	Inv#6763	-2,000.00	139,500.00
01/07/2025	Check	3002	Laura Harris Consulting	Inv #SaliC20241205	-500.00	139,000.00
01/07/2025	Check	3003	Laura Harris Consulting	Inv #SaliC20250105	-500.00	138,500.00
01/07/2025	Expense		Verizon Wireless	pay off cell phone	-168.35	138,331.65
01/08/2025	Check	3004	The Christmas Light Pros	Invoice Date 12.18.2024	-24,300.00	114,031.65
01/13/2025	Journal Entry	SH_013125		Assessments transferred from City of Salinas	376,369.97	490,401.62
01/21/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 01/01/2025-01/15/2025	-2,615.14	487,786.48
01/21/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 01/01/2025-01/15/2025	-1,205.44	486,581.04
01/21/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 01/01/2025-01/15/2025	-1,170.28	485,410.76
01/21/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,617.81	483,792.95
01/27/2025	Check	3005	Allied Universal Security Services	Inv#16607388,16626360,16646867	-5,245.44	478,547.51
01/27/2025	Check	3007	Steinbruner Hill CPAs	Inv#13833	-1,100.00	477,447.51
01/27/2025	Check	3006	Smith & Enright Landscaping Inc	Inv# 599	-337.50	477,110.01
01/28/2025	Expense		AT&T		-132.10	476,977.91
01/31/2025	Check		Comerica Credit Card		-1,259.58	475,718.33
02/01/2025	Check	3008	Miguel Gutierrez	February '25 Rent	-720.00	474,998.33
02/01/2025	Journal Entry	SH_020125		credit card software subscription credit	100.00	475,098.33
02/05/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 01/16/2025-01/31/2025	-2,615.14	472,483.19
02/05/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 01/16/2025-01/31/2025	-1,377.76	471,105.43
02/05/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 01/16/2025-01/31/2025	-1,318.53	469,786.90

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
02/05/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,694.84	468,092.06
02/06/2025	Expense		Verizon Wireless	cell phone	-295.29	467,796.77
02/13/2025	Expense		Comerica	service charge	-22.00	467,774.77
02/19/2025	Check	3010	Edible Monterey Bay	Inv 4886	-13,475.00	454,299.77
02/19/2025	Check	3009	Monterey County Weekly	Account Key#CSALC Statement 12.31.24	-7,563.48	446,736.29
02/19/2025	Check	3011	Allied Universal Security Services	Inv#16676741,16712899,16731376	-5,563.44	441,172.85
02/19/2025	Check	3013	Monterey Signs	Inv#25888	-4,990.00	436,182.85
02/19/2025	Check	3015	Steinbruner Hill CPAs	Inv#13895,13894	-1,390.00	434,792.85
02/19/2025	Check	3012	Ottone & Leach LLP	Inv#1365	-220.00	434,572.85
02/20/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 02/01/2025-02/15/2025	-2,615.15	431,957.70
02/20/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 02/01/2025-02/15/2025	-1,362.31	430,595.39
02/20/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 02/01/2025-02/15/2025	-1,116.11	429,479.28
02/20/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,577.03	427,902.25
02/28/2025	Check	eft	Comerica Credit Card		-1,356.71	426,545.54
03/01/2025	Check	3014	Miguel Gutierrez	March '25 Rent	-720.00	425,825.54
03/03/2025	Expense		AT&T		-132.10	425,693.44
03/05/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 02/16/2025-02/28/2025	-2,615.15	423,078.29
03/05/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 02/16/2025-02/28/2025	-1,138.53	421,939.76
03/05/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 02/16/2025-02/28/2025	-1,016.01	420,923.75
03/05/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,421.61	419,502.14
03/06/2025	Expense		Verizon Wireless	pay off cell phone	-168.11	419,334.03
03/10/2025	Check	3017	McMurray Electric	Inv#5507	-11,834.32	407,499.71
03/10/2025	Check	3020	Smith & Enright Landscaping Inc	Inv# 562,779,780.	-11,670.00	395,829.71
03/10/2025	Check	3018	Allied Universal Security Services	Inv#16753280,16782907,16823721	-5,672.72	390,156.99
03/10/2025	Check	3021	Jenna Hanson	Inv: Jan/Feb 2025	-4,680.00	385,476.99
03/10/2025	Check	3022	Laura Harris Consulting	Inv #SaliC20250305	-2,000.00	383,476.99
03/10/2025	Check	3016	Ottone & Leach LLP	Inv#1393	-480.00	382,996.99
03/10/2025	Check	3019	Monterey Signs	Inv#26092	-136.56	382,860.43
03/12/2025	Transfer			transfer from general acct to CD	-175,000.00	207,860.43
03/12/2025	Deposit			from Salinas Valley Health for banner	2,000.00	209,860.43
03/14/2025	Check	3024	Allied Universal Security Services	Inv#16553088	-2,196.25	207,664.18
03/14/2025	Check	3023	Salinas Valley Chamber of Commerce	Inv#18774	-450.00	207,214.18
03/20/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 03/01/2025-03/15/2025	-2,615.14	204,599.04
03/20/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 03/01/2025-03/15/2025	-1,362.31	203,236.73
03/20/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 03/01/2025-03/15/2025	-1,118.71	202,118.02
03/20/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,504.82	200,613.20
03/31/2025	Check	3029	Steinbruner Hill CPAs	Inv#13955	-1,100.00	199,513.20
03/31/2025	Expense		Comerica Credit Card		-706.40	198,806.80
03/31/2025	Expense		AT&T		-132.10	198,674.70
04/01/2025	Check	3027	The Christmas Light Pros	Invoice Date 03.21.2025	-4,800.00	193,874.70
04/01/2025	Check	3028	Smith & Enright Landscaping Inc	Inv# 561,1026,1027.	-11,610.00	182,264.70
04/01/2025	Check	3026	Allied Universal Security Services	Inv#16553088,16841440,16860326,16890214	-7,759.69	174,505.01
04/01/2025	Check	3025	Miguel Gutierrez	April '25 Rent	-720.00	173,785.01
04/04/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 03/16/2025-03/31/2025	-2,615.15	171,169.86
04/04/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 03/16/2025-03/31/2025	-1,321.15	169,848.71
04/04/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 03/16/2025-03/31/2025	-1,215.35	168,633.36
04/04/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,510.03	167,123.33
04/07/2025	Expense		Verizon Wireless		-174.50	166,948.83
04/18/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 04/01/2025-04/15/2025	-2,615.14	164,333.69
04/18/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 04/01/2025-04/15/2025	-1,484.40	162,849.29
04/18/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 04/01/2025-04/15/2025	-1,213.70	161,635.59
04/18/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,588.34	160,047.25
04/29/2025	Check	3030	Allied Universal Security Services	Inv#16967079, 16997116,16945056,16934059	-7,311.92	152,735.33
04/29/2025	Check	3032	Edible Monterey Bay	Inv 5016	-2,450.00	150,285.33
04/29/2025	Check	3033	Jenna Hanson	Inv: Mar-25	-2,000.00	148,285.33
04/29/2025	Check	3035	Steinbruner Hill CPAs	Inv#14049	-1,100.00	147,185.33

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
04/29/2025	Check	3034	Monterey Signs	Inv#26274	-795.00	146,390.33
04/29/2025	Check	3031	Salinas Valley Chamber of Commerce	Inv#18923	-250.00	146,140.33
04/29/2025	Expense		AT&T		-132.05	146,008.28
04/30/2025	Expense		Comerica Credit Card		-703.92	145,304.36
05/01/2025	Check	3036	Miguel Gutierrez	May '25 Rent	-720.00	144,584.36
05/02/2025	Check	3037	Ottone & Leach LLP	Inv#1708	-50.00	144,534.36
05/05/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 04/16/2025-04/30/2025	-2,615.15	141,919.21
05/05/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 04/16/2025-04/30/2025	-1,362.31	140,556.90
05/05/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 04/16/2025-04/30/2025	-1,104.18	139,452.72
05/05/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,493.63	137,959.09
05/06/2025	Expense		Verizon Wireless		-174.48	137,784.61
05/09/2025	Journal Entry	SH_053025		Assessments transferred from City of Salinas	125,723.12	263,507.73
05/15/2025	Expense		State Compensation Insurance Fund	workers comp insurance	-621.30	262,886.43
05/19/2025	Check	3042	Allied Universal Security Services	Inv#17035208,17054586,17077459	-5,245.44	257,640.99
05/19/2025	Check	3039	Monterey Signs	Inv#26513	-3,290.00	254,350.99
05/19/2025	Check	3041	Smith & Enright Landscaping Inc	Inv# 1402	-1,890.00	252,460.99
05/19/2025	Check	3038	Steinbruner Hill CPAs	Inv#14096	-1,100.00	251,360.99
05/19/2025	Check	3040	Laura Harris Consulting	Inv #SaliC20250505	-750.00	250,610.99
05/20/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 05/01/2025-05/15/2025	-2,615.14	247,995.85
05/20/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 05/01/2025-05/15/2025	-1,377.76	246,618.09
05/20/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 05/01/2025-05/15/2025	-1,214.27	245,403.82
05/20/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,547.78	243,856.04
05/23/2025	Check	3044	Kap-Stone, Inc.	Inv#6794	-290.00	243,566.04
05/27/2025	Expense		Go Daddy		-99.99	243,466.05
05/28/2025	Expense		AT&T		-132.05	243,334.00
05/30/2025	Transfer			Transfer from grants account	42,850.00	286,184.00
05/31/2025	Journal Entry	SH_053125		Marketing 9/4/24	200.00	286,384.00
05/31/2025	Journal Entry	SH_053125		Chamber of Comm 10/16/24	450.00	286,834.00
05/31/2025	Expense		Comerica Credit Card		-843.32	285,990.68
06/01/2025	Check	3043	Miguel Gutierrez	June '25 Rent	-720.00	285,270.68
06/05/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 05/16/2025-05/31/2025	-2,615.15	282,655.53
06/05/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 05/16/2025-05/31/2025	-1,346.86	281,308.67
06/05/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 05/16/2025-05/31/2025	-1,221.32	280,087.35
06/05/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,539.62	278,547.73
06/06/2025	Check	3047	Smith & Enright Landscaping Inc	Inv# 1260,1263,1547,1550,1683,1684.	-22,175.00	256,372.73
06/06/2025	Check	3046	Jenna Hanson	Inv: April, May-25	-4,000.00	252,372.73
06/06/2025	Check	3045	Allied Universal Security Services	Inv#17094809,17138635	-3,924.24	248,448.49
06/06/2025	Check	3048	Laura Harris Consulting	Inv #SaliC20250605	-1,500.00	246,948.49
06/06/2025	Check	3049	Steinbruner Hill CPAs	Inv#14192	-1,100.00	245,848.49
06/06/2025	Expense		Verizon Wireless		-174.04	245,674.45
06/09/2025	Expense		State Compensation Insurance Fund	workers comp insurance	-402.83	245,271.62
06/12/2025	Expense		Comerica	service charge	-22.00	245,249.62
06/20/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 06/01/2025-06/15/2025	-2,615.15	242,634.47
06/20/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 06/01/2025-06/15/2025	-1,344.97	241,289.50
06/20/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 06/01/2025-06/15/2025	-1,114.90	240,174.60
06/20/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,473.60	238,701.00
06/25/2025	Check	3051	Allied Universal Security Services	Inv#17171403,17186718	-3,496.96	235,204.04
06/25/2025	Check	3050	Audrey Wardwell	Reimbursement	-167.04	235,037.00
06/30/2025	Expense		Comerica Credit Card		-1,373.20	233,663.80
07/01/2025	Check	3052	Miguel Gutierrez	July '25 Rent	-720.00	232,943.80
07/01/2025	Expense		AT&T		-132.05	232,811.75
07/01/2025	Expense		Comerica Credit Card		-0.30	232,811.45
07/03/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 06/16/2025-06/30/2025	-2,615.15	230,196.30
07/03/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 06/16/2025-06/30/2025	-1,454.28	228,742.02
07/03/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 06/16/2025-06/30/2025	-1,220.11	227,521.91
07/03/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,579.13	225,942.78

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
07/07/2025	Expense		Verizon Wireless		-174.04	225,768.74
07/09/2025	Check	3060	Kelly Productions	Inv#90918	-1,500.00	224,268.74
07/09/2025	Check	3055	McMurray Electric	Inv#5590	-1,455.00	222,813.74
07/09/2025	Check	3054	Smith & Enright Landscaping Inc	Inv# 1827,1828,1953	-8,735.00	214,078.74
07/09/2025	Check	3058	City of Salinas	Acct No 518/Inv#2025-00000087	-5,103.50	208,975.24
07/09/2025	Check	3056	Allied Universal Security Services	Inv#17204054,17238805	-4,013.36	204,961.88
07/09/2025	Check	3057	Ottone & Leach LLP	Inv#1999	-3,280.00	201,681.88
07/09/2025	Check	3059	Jenna Hanson	Inv: June-25	-2,956.25	198,725.63
07/09/2025	Check	3053	Steinbruner Hill CPAs	Inv#14204	-1,100.00	197,625.63
07/09/2025	Check	3061	Monterey Signs	Inv#26782	-350.00	197,275.63
07/18/2025	Journal Entry	SH_073125		Assessments transferred from City of Salinas	3,889.81	201,165.44
07/18/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 07/01/2025-07/15/2025	-2,615.13	198,550.31
07/18/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 07/01/2025-07/15/2025	-1,344.96	197,205.35
07/18/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 07/01/2025-07/15/2025	-1,219.05	195,986.30
07/18/2025	Tax Payment		QuickBooks Payroll	Tax Payment	-1,519.46	194,466.84
07/24/2025	Expense		Go Daddy		-119.88	194,346.96
07/25/2025	Expense	EFT	State Compensation Insurance Fund	workers comp insurance	-402.83	193,944.13
07/29/2025	Expense		AT&T		-144.53	193,799.60
07/31/2025	Check	3063	Allied Universal Security Services	Inv#17313263,17334607	-3,926.32	189,873.28
07/31/2025	Check	3062	Edible Monterey Bay	Inv 5232	-2,450.00	187,423.28
07/31/2025	Expense		Comerica Credit Card		-1,882.74	185,540.54
<b>Total for 1000 Checking - Operating Acct</b>					<b>-\$ 28,800.25</b>	<b>\$ 185,540.54</b>

**Salinas City Center Improvement Association**  
**Comerica Bank - Grants Account**  
November 30, 2024 - August 11, 2025

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
Beginning Balance						148,098.01
12/19/2024	Check	1027	Quinn Company	Inv#FINA384406	-36.42	148,061.59
1/27/2025	Check	1028	United Way Monterey County	Mural sponsorship	-10,000.00	138,061.59
4/28/2025	Deposit		Harden Foundation	grant from Harden Foundation	25,000.00	163,061.59
5/2/2025	Check	1029	Valley Trophies & Detectors	Inv 87694 - plaques for mural	-1,415.82	161,645.77
5/23/2025	Check	1030	Mag One Media	Inv 2034	-7,150.00	154,495.77
5/30/2025	Transfer			Transfer to operating acct for exp covered by Monterey Peninsula Foundation	-42,850.00	111,645.77
7/31/2025	Check	1031	Monterey Signs	Inv #26889	-8,982.95	102,662.82
<b>Total for 1050 Checking - Grants</b>					<b>-\$ 45,435.19</b>	<b>\$ 102,662.82</b>



## **Salinas City Center Ad-Hoc Business Committee – Meeting Agenda**

**Date:** 9/8/25

**Time:** 9AM

**Location:** 232 Monterey St

**Facilitator:** Greg Hamer

### **1. Welcome & Purpose (5 minutes)**

- a. Greeting and brief introduction from the facilitator

### **2. Introductions (<10 minutes)**

- a. Just Names and Business

### **3. Last Meeting Notes**

### **4. Old Business**

#### **a. Public Sanitation & Safety**

- i. Explore addition of public bathrooms.

#### **b. Parking Programs & Enforcement**

- i. Explore adding an Enforcement Officer to create extra coverage for the downtown area.
- ii. Explore subsidized parking for merchants and determine the best method to make that happen.

#### **c. Security**

- i. Evaluate current hours, review the current shift pattern, and determine if eliminating Monday coverage is advantageous.

#### **d. Amenities for Visitors**

- i. Survey business community for the need of electric vehicle charging stations.

#### **e. Events**

- i. Contact the City department to see if there is a better way to transmit and communicate events to various stakeholders.

- f. City Coordination

- i. Continue to create workflows between Salinas City Center, the City of Salinas, and Downtown Merchants to streamline issues and requests.

**5. New Business**

**6. Wrap-Up & Closing (5 minutes)**

- a. Recap main takeaways
- b. Express appreciation for participation
- c. Remind of next meeting time/place
- d. Invite any final thoughts

## ACTIONABLE ITEMS

### Public Sanitation & Safety

1. Explore addition of public bathrooms.

### Parking Programs & Enforcement

1. Explore adding an Enforcement Officer to create extra coverage for the downtown area.
2. Explore subsidized parking for merchants and determine the best method to make that happen.

### Security

1. Evaluate current hours, review the current shift pattern, and determine if eliminating Monday coverage is advantageous.

### Amenities for Visitors

1. Survey business community for the need of electric vehicle charging stations.

### Events

1. Contact the City department to see if there is a better way to transmit and communicate events to various stakeholders.

### City Coordination

1. Continue to create workflows between Salinas City Center, the City of Salinas, and Downtown Merchants to streamline issues and requests.

# MEETING NOTES 9/8/25

## Attendees

- Jessica McKillip - ITN
- Tina Barlocker - Bay and Basin
- Jorge Edeza - ReMax
- Juan Del Real - ReMax
- Steve Ish - Taylor Farms

## Reviewed Old Business

- Public Sanitation & Safety
  - In progress getting information about on-demand public bathrooms or investing in pre-fab units.
- Parking Programs & Enforcement
  - meeting with CM for parking enforcement and subsidized/validating parking.
- Security
- Amenities for Visitors
  - Surveying EV needs
- Events
  - Initiated contact with the City to get more information for events.
- City Coordination
  - Set meetings with CM, PD Chief for high-level coordination

## New Business

- None

## Wrap-up

- Next meeting will be at 10am
- No remote option at this time

# MEETING NOTES 8/4/25

## Attendees

### Michelle Shaw - Latitude 36

- Christina Johnson - Portobellos
- Jessica McKillip - ITN
- Melinda Fike - Intero
- Nick Tortorelli - NT Real Estate
- Denise Rodriguez - Starbucks
- Arturo Contreras - Ingraham CPA
- Colleen Bailey - SVCC
- John Bailey - ADR
- Tina Barlocker - Bay and Basin
- Mia Cruz - Bliss Boutique
- Trish Sullivan - Downtown Book and Sound

## Public Sanitation & Safety

- Significant concerns about feces and urine in parking lots.
- Monterey Street parking garage is still perceived as a safety hazard.
- Question raised: How many working cameras are currently operational in the Monterey Street parking garage?

## Parking Programs & Enforcement

- There used to be a downtown bicycle officer who was effective in enforcement efforts.
- Ideas for improving parking:
  - Parking program with business validations for the parking garage.
  - Subsidized parking program.
  - Improved parking permit process to purchase the permits. There are discrepancies with the amount of email accounts that are allowed to be used, and emails not going to the right place.
- Need for better parking enforcement; current coverage is sparse.
- Parking enforcement is important to ensure ample public parking availability.
- Suggestion to include parking program enhancements alongside improved enforcement.

## Security

- Proposal to have security officers on Sunday.
- Monday security deemed not necessary.

## Amenities for Visitors

- Downtown should cater to shopper conveniences such as:

- Public bathrooms
- Parking spaces
- Potential public EV charging stations

## Events

- Merchants report poor event coordination from organizers.
- Lack of adequate communication to merchants about event logistics.
- Insufficient details on:
  - Which blocks will be closed for traffic
  - Parking arrangements during events
  - Estimated attendance numbers

## City Coordination

- Coordination needed between city departments and downtown stakeholders for parking, safety, and event planning.
- Better communication channels required for timely updates and project statuses.
- There is a disconnect on who to contact, how much to contact, and whether merchants are better off reaching out to the City or contacting Salinas City Center Improvement Association directly to see if action happens from there.

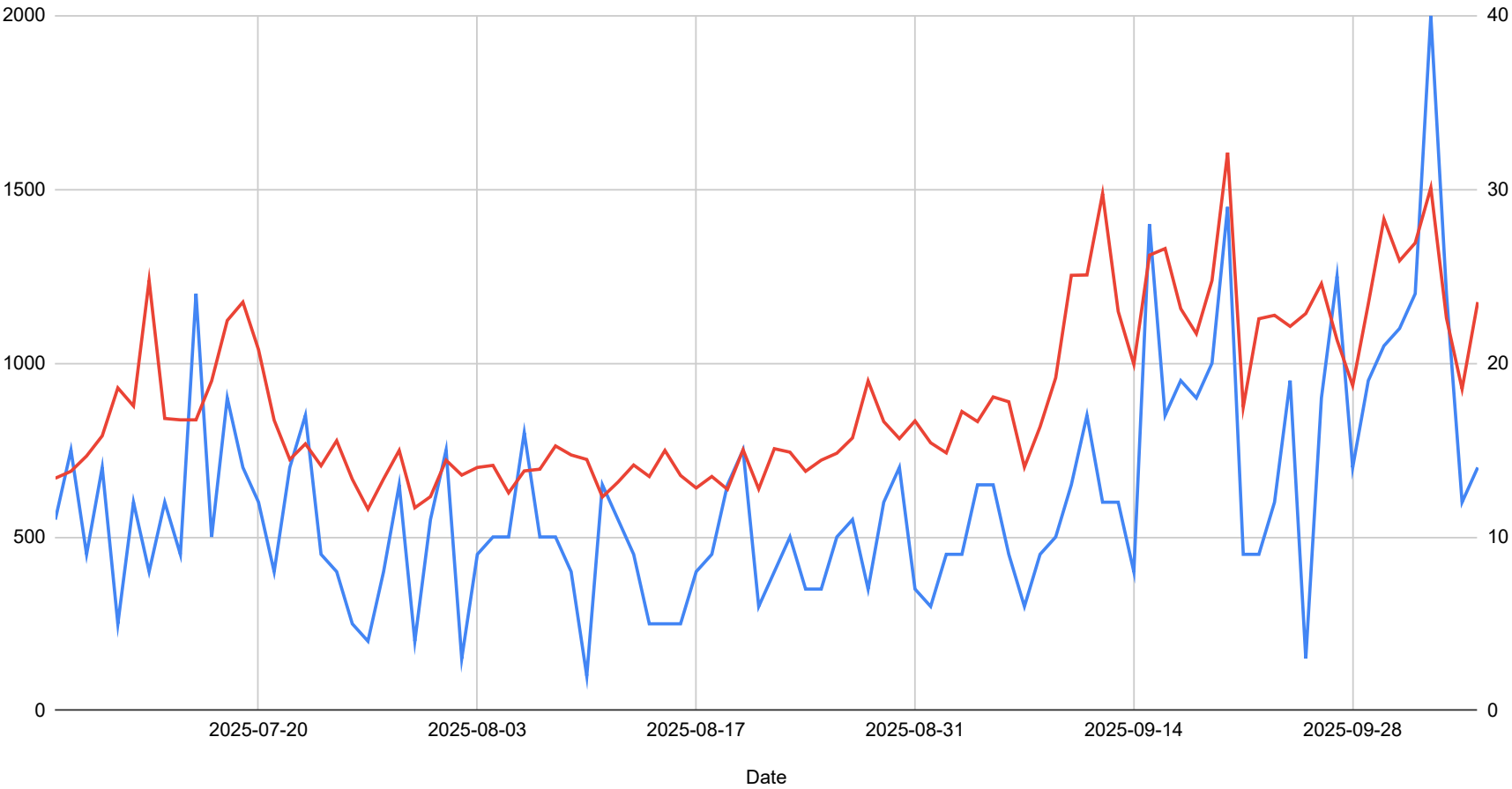
## Meetings

- General consensus: Monthly meetings are fine if progress is being made; otherwise, switch to quarterly.

Date	Inv	Total	Reason	
6/30/23	51616	\$2,486.25	CPRA/Brown Act	
7/31/23	51788	\$4,720.00	CPRA/Brown Act/Board Election	
8/31/23	51860	\$700.00	Contract Review/Agenda Review	
9/30/23	51989	\$340.00	Board Elections	
10/31/23	52161	\$320.00	Board Elections	
11/30/23	52205	\$1,687.50	Board Elections	
1/31/24	52471	\$62.50	Agenda Review	
5/31/24	23	\$2,642.50	CPRA	
11/30/24	1059	\$540.00	Agenda Review/Board Election	
1/31/25	1365	\$220.00	Brown Act	
2/28/25	1393	\$480.00	Brown Act	
4/30/25	1708	\$50.00	Bylaw Review	
6/30/25	1999	\$3,280.00	FPPC	
8/20/25	2157	\$1,095.00	FPPC	
9/17/25	2411	\$1,500.00	Brown Act	
10/2/25	2469	\$1,380.00	CPRA	
			\$10,253.75	<b>2023</b>
			\$3,245.00	<b>2024</b>
			\$8,005.00	<b>2025</b>
			\$21,503.75	<b>Total</b>

Clicks and Impressions

Clicks Impressions





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All Users

Add comparison

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Last 28 days

Sep 10 - Oct 7, 2025

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Pages and screens: Page path and screen class

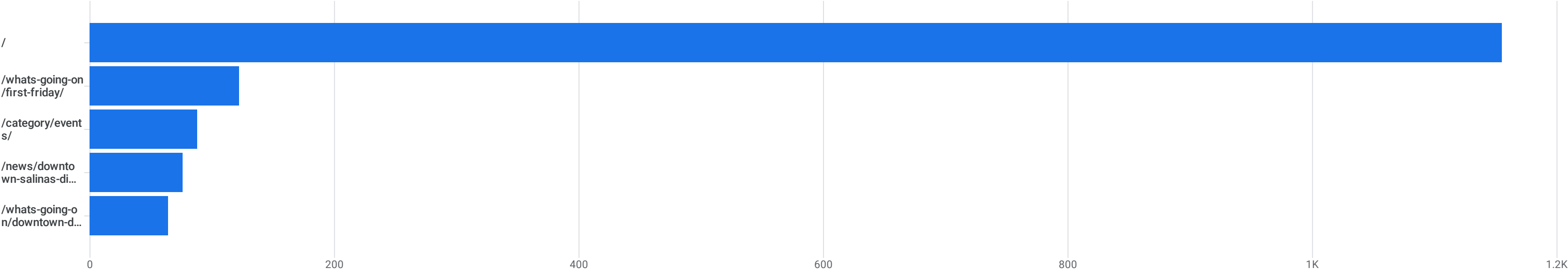
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Views by Page path and screen class



Q Search...

Rows per page: 10Go to: 11-10 of 379

Page path and screen class		↓ Views	Active users	Views per active user	Average engagement time per active user
Total		2,962 100% of total	1,430 100% of total	2.07 Avg 0%	1m 42s Avg 0%
1	/	1,155 (38.99%)	638 (44.62%)	1.81	2m 52s
2	/whats-going-on/first-friday/	122 (4.12%)	79 (5.52%)	1.54	34s
3	/category/events/	88 (2.97%)	43 (3.01%)	2.05	47s
4	/news/downtown-salinas-dining-guide/	76 (2.57%)	56 (3.92%)	1.36	23s
5	/whats-going-on/downtown-dining/	64 (2.16%)	43 (3.01%)	1.49	23s
6	/events/downtown-trick-or-treat-by-salinas-city-center/	56 (1.89%)	35 (2.45%)	1.60	45s
7	/events/tijuana-no-by-live-heirloom-pizza/	39 (1.32%)	25 (1.75%)	1.56	29s
8	/news/discover-downtown-salinas/	33 (1.11%)	26 (1.82%)	1.27	44s
9	/events/ricky-cabrera-production-presents-the-tequila-and-mezcal-master-tasting-by-salinas-valley-chamber-of-commerce/	29 (0.98%)	22 (1.54%)	1.32	19s
10	/salinas-city-center-2/meet-the-team/	27 (0.91%)	23 (1.61%)	1.17	46s

Top queries	Clicks	Impressions	CTR	Position
downtown salinas	80	699	11.44%	2.8
salinas city center	68	330	20.61%	1.38
salinas downtown	25	273	9.16%	3.22
downtown salinas restaurants	8	220	3.64%	3.57
salinas restaurants	6	1728	0.35%	11.93
restaurants salinas	6	1727	0.35%	10.55
downtown salinas ca	6	114	5.26%	3.09
milpa collective	5	118	4.24%	5.7
restaurants downtown salinas	5	94	5.32%	2.65
old town salinas	4	445	0.90%	6.05
contract agreement between security company and client pdf	4	134	2.99%	10.16
salinas downtown restaurants	4	84	4.76%	3.06
restaurants in downtown salinas	4	64	6.25%	2.64
down town salinas	4	61	6.56%	3.25
steinbeck street fair	4	58	6.90%	5.43
ricky cabrera productions	4	12	33.33%	4.75
salinas city	3	675	0.44%	10.51
relay for life salinas	3	550	0.55%	10.31
bingo salinas	3	314	0.96%	6
oldtown salinas	3	142	2.11%	6.57
salinas main street	3	76	3.95%	3.71
security service agreement	3	48	6.25%	9.9
salinas california downtown	3	15	20%	3.93
allied universal contract	3	14	21.43%	3.5
villa azteca salinas	2	253	0.79%	6.38
central coast audiology	2	225	0.89%	6.34
old town salinas restaurants	2	223	0.90%	4
mavericks lounge salinas	2	106	1.89%	3.78
horse parade salinas ca	2	80	2.50%	8.01
restaurants in old town salinas	2	67	2.99%	2.55
salinas shopping	2	63	3.17%	6.76

Top pages	Clicks	Impressions	CTR	Position
<a href="https://salinascitycenter.com/scc-news/downtown-salinas-dining-guide/">https://salinascitycenter.com/scc-news/downtown-salinas-dining-guide/</a>	127	18775	0.68%	15.9
<a href="https://salinascitycenter.com/">https://salinascitycenter.com/</a>	124	5039	2.46%	11.49
<a href="https://salinascitycenter.com/scc-news/discover-downtown-salinas-shop-dine-play-and-explore/">https://salinascitycenter.com/scc-news/discover-downtown-salinas-shop-dine-play-and-explore/</a>	107	3640	2.94%	12.11
<a href="https://salinascitycenter.com/wp-content/uploads/2020/03/Allied-Universal-Security-Professional-Service-Agreement-SCCIA.pdf">https://salinascitycenter.com/wp-content/uploads/2020/03/Allied-Universal-Security-Professional-Service-Agreement-SCCIA.pdf</a>	96	6882	1.39%	18.97
<a href="https://salinascitycenter.com/news/downtown-salinas-dining-guide/">https://salinascitycenter.com/news/downtown-salinas-dining-guide/</a>	38	4545	0.84%	11.07
<a href="https://salinascitycenter.com/events/california-rodeo-salinas-horse-parades/?mc_id=1936">https://salinascitycenter.com/events/california-rodeo-salinas-horse-parades/?mc_id=1936</a>	32	2298	1.39%	20.12
<a href="https://salinascitycenter.com/events/first-fridays/?mc_id=123">https://salinascitycenter.com/events/first-fridays/?mc_id=123</a>	26	135	19.26%	19.87
<a href="https://salinascitycenter.com/events/tijuana-no-by-live-heirloom-pizza/">https://salinascitycenter.com/events/tijuana-no-by-live-heirloom-pizza/</a>	23	128	17.97%	5.53
<a href="https://salinascitycenter.com/salinas-city-center-2/">https://salinascitycenter.com/salinas-city-center-2/</a>	22	1165	1.89%	9.11
<a href="https://salinascitycenter.com/events/ricky-cabrera-production-presents-the-tequila-and-mezcal-master-tasting-by-salinas-valley-chamber-of-commerce/">https://salinascitycenter.com/events/ricky-cabrera-production-presents-the-tequila-and-mezcal-master-tasting-by-salinas-valley-chamber-of-commerce/</a>	21	100	21%	4.43
<a href="https://salinascitycenter.com/whats-going-on/downtown-dining/">https://salinascitycenter.com/whats-going-on/downtown-dining/</a>	20	721	2.77%	8.18
<a href="https://salinascitycenter.com/report-a-concern/">https://salinascitycenter.com/report-a-concern/</a>	17	708	2.40%	18.12
<a href="https://salinascitycenter.com/whats-going-on/first-friday/">https://salinascitycenter.com/whats-going-on/first-friday/</a>	13	104	12.50%	4.83
<a href="https://salinascitycenter.com/news/relay-for-life-of-salinas-valley-moves-to-downtown-salinas/">https://salinascitycenter.com/news/relay-for-life-of-salinas-valley-moves-to-downtown-salinas/</a>	12	1014	1.18%	9.03
<a href="https://salinascitycenter.com/news/discover-downtown-salinas/">https://salinascitycenter.com/news/discover-downtown-salinas/</a>	10	177	5.65%	8.18
<a href="https://salinascitycenter.com/events/2025-legacy-of-leadership-gala-by-salinas-valley-chamber-of-commerce/">https://salinascitycenter.com/events/2025-legacy-of-leadership-gala-by-salinas-valley-chamber-of-commerce/</a>	10	84	11.90%	4.02
<a href="https://salinascitycenter.com/merchants/services/milpa-collective/">https://salinascitycenter.com/merchants/services/milpa-collective/</a>	9	220	4.09%	5.73
<a href="https://salinascitycenter.com/events/holiday-parade-of-lights-4/?mc_id=1952">https://salinascitycenter.com/events/holiday-parade-of-lights-4/?mc_id=1952</a>	8	802	1%	10.97
<a href="https://salinascitycenter.com/report-homeless-transients/">https://salinascitycenter.com/report-homeless-transients/</a>	8	318	2.52%	19.54
<a href="https://salinascitycenter.com/salinas-city-center-2/meet-the-team/">https://salinascitycenter.com/salinas-city-center-2/meet-the-team/</a>	8	98	8.16%	8.32
<a href="https://salinascitycenter.com/author/ghamer/">https://salinascitycenter.com/author/ghamer/</a>	8	87	9.20%	15.07
<a href="https://salinascitycenter.com/scc-news/relay-for-life-of-salinas-valley-moves-to-downtown-salinas/">https://salinascitycenter.com/scc-news/relay-for-life-of-salinas-valley-moves-to-downtown-salinas/</a>	7	754	0.93%	14.36
<a href="https://salinascitycenter.com/events/maverickss-lounge-by-california-international-airshow/">https://salinascitycenter.com/events/maverickss-lounge-by-california-international-airshow/</a>	7	516	1.36%	5.64
<a href="https://salinascitycenter.com/salinas-city-center-2/board-of-directors/">https://salinascitycenter.com/salinas-city-center-2/board-of-directors/</a>	7	139	5.04%	13.45
<a href="https://salinascitycenter.com/merchants/services/legal/bava-associates-pc/">https://salinascitycenter.com/merchants/services/legal/bava-associates-pc/</a>	7	70	10%	4.84
<a href="https://salinascitycenter.com/scc-news/report-graffiti-neighborhood/">https://salinascitycenter.com/scc-news/report-graffiti-neighborhood/</a>	7	66	10.61%	10.94
<a href="https://salinascitycenter.com/events/2025-central-coast-procurement-expo-by-monterey-bay-apex-accelerator-central-coast-sbdc/">https://salinascitycenter.com/events/2025-central-coast-procurement-expo-by-monterey-bay-apex-accelerator-central-coast-sbdc/</a>	7	56	12.50%	3.96
<a href="https://salinascitycenter.com/scc-news/heres-whats-happening-at-the-national-steinbeck-center/">https://salinascitycenter.com/scc-news/heres-whats-happening-at-the-national-steinbeck-center/</a>	6	907	0.66%	30.92
<a href="https://salinascitycenter.com/scc-news/downtown-streets-team-launches-in-salinas-city-center/">https://salinascitycenter.com/scc-news/downtown-streets-team-launches-in-salinas-city-center/</a>	6	822	0.73%	36.74
<a href="https://salinascitycenter.com/calendar/">https://salinascitycenter.com/calendar/</a>	6	776	0.77%	18.95
<a href="https://salinascitycenter.com/news/oldtown-salinas-gets-new-name/">https://salinascitycenter.com/news/oldtown-salinas-gets-new-name/</a>	6	482	1.24%	8.48
<a href="https://salinascitycenter.com/events/california-rodeo-salinas-kiddie-kapers-parade-colmo-del-rodeo-parade/?mc_id=140">https://salinascitycenter.com/events/california-rodeo-salinas-kiddie-kapers-parade-colmo-del-rodeo-parade/?mc_id=140</a>	6	330	1.82%	23.2
<a href="https://salinascitycenter.com/mc-locations/the-downtown-salinas-rotary-arch/">https://salinascitycenter.com/mc-locations/the-downtown-salinas-rotary-arch/</a>	6	293	2.05%	31.22
<a href="https://salinascitycenter.com/events/downtown-trick-or-treat-2/?mc_id=1889">https://salinascitycenter.com/events/downtown-trick-or-treat-2/?mc_id=1889</a>	6	62	9.68%	19.66
<a href="https://salinascitycenter.com/events/downtown-trick-or-treat-by-salinas-city-center/">https://salinascitycenter.com/events/downtown-trick-or-treat-by-salinas-city-center/</a>	6	22	27.27%	2.5
<a href="https://salinascitycenter.com/scc-news/bingo/">https://salinascitycenter.com/scc-news/bingo/</a>	5	1024	0.49%	10.74
<a href="https://salinascitycenter.com/events/2025-steinbeck-street-fair-by-national-steinbeck-center/">https://salinascitycenter.com/events/2025-steinbeck-street-fair-by-national-steinbeck-center/</a>	5	149	3.36%	5.71
<a href="https://salinascitycenter.com/news/monterey-county-public-health-officer-issues-shelter-in-place-order/">https://salinascitycenter.com/news/monterey-county-public-health-officer-issues-shelter-in-place-order/</a>	5	97	5.15%	16.33
<a href="https://salinascitycenter.com/merchants/real-estate/first-armory/">https://salinascitycenter.com/merchants/real-estate/first-armory/</a>	5	75	6.67%	6.44
<a href="https://salinascitycenter.com/merchants/services/legal/xavier-nady-attorney-at-law/">https://salinascitycenter.com/merchants/services/legal/xavier-nady-attorney-at-law/</a>	5	75	6.67%	8.56
<a href="https://salinascitycenter.com/events/the-hobbit-by-ariel-theatrical/">https://salinascitycenter.com/events/the-hobbit-by-ariel-theatrical/</a>	5	74	6.76%	8.35
<a href="https://salinascitycenter.com/events/experience-the-ultimate-sade-tribute-concert-by-fox-theater/">https://salinascitycenter.com/events/experience-the-ultimate-sade-tribute-concert-by-fox-theater/</a>	5	49	10.20%	8.84
<a href="https://salinascitycenter.com/events/candlelight-a-haunted-evening-of-halloween-classics-by-fox-theater/">https://salinascitycenter.com/events/candlelight-a-haunted-evening-of-halloween-classics-by-fox-theater/</a>	5	32	15.62%	4.91
<a href="https://salinascitycenter.com/events/jr-torres-in-concert-by-fox-theater/">https://salinascitycenter.com/events/jr-torres-in-concert-by-fox-theater/</a>	5	25	20%	2.68
<a href="https://salinascitycenter.com/merchants/food-drink/villa-azteca/">https://salinascitycenter.com/merchants/food-drink/villa-azteca/</a>	4	2064	0.19%	7.65

Device	Clicks	Impressions	CTR	Position
Mobile	618	45462	1.36%	11.31
Desktop	492	36609	1.34%	20.22
Tablet	11	546	2.01%	9.48

Date	Clicks	Impressions	CTR	Position
2025-10-06	14	1176	1.19%	9.49
2025-10-05	12	926	1.30%	9.19
2025-10-04	24	1130	2.12%	8.35
2025-10-03	40	1505	2.66%	8.12
2025-10-02	24	1346	1.78%	9.33
2025-10-01	22	1295	1.70%	10.17
2025-09-30	21	1415	1.48%	8.55
2025-09-29	19	1171	1.62%	8.93
2025-09-28	14	936	1.50%	10.43
2025-09-27	25	1067	2.34%	9.14
2025-09-26	18	1229	1.46%	9.12
2025-09-25	3	1143	0.26%	8.92
2025-09-24	19	1106	1.72%	9.56
2025-09-23	12	1138	1.05%	9.25
2025-09-22	9	1128	0.80%	9.75
2025-09-21	9	874	1.03%	9.92
2025-09-20	29	1606	1.81%	9.16
2025-09-19	20	1238	1.62%	10.12
2025-09-18	18	1085	1.66%	9.54
2025-09-17	19	1157	1.64%	8.89
2025-09-16	17	1330	1.28%	9.32
2025-09-15	28	1311	2.14%	8.84
2025-09-14	8	997	0.80%	9.48
2025-09-13	12	1149	1.04%	9.52
2025-09-12	12	1488	0.81%	10.58
2025-09-11	17	1254	1.36%	12.9
2025-09-10	13	1253	1.04%	15.74
2025-09-09	10	958	1.04%	18.29
2025-09-08	9	817	1.10%	19.65
2025-09-07	6	701	0.86%	22.3
2025-09-06	9	889	1.01%	20.5

2025-09-05	13	903	1.44%	19.91
2025-09-04	13	832	1.56%	22.07
2025-09-03	9	861	1.05%	21.84
2025-09-02	9	742	1.21%	19.52
2025-09-01	6	771	0.78%	21.82
2025-08-31	7	834	0.84%	20.9
2025-08-30	14	783	1.79%	20.58
2025-08-29	12	832	1.44%	20.09
2025-08-28	7	949	0.74%	19.64
2025-08-27	11	785	1.40%	20.05
2025-08-26	10	741	1.35%	19.4
2025-08-25	7	721	0.97%	18.47
2025-08-24	7	689	1.02%	21.61
2025-08-23	10	744	1.34%	18.15
2025-08-22	8	754	1.06%	19.53
2025-08-21	6	638	0.94%	19.17
2025-08-20	15	751	2%	18.42
2025-08-19	13	637	2.04%	17.54
2025-08-18	9	674	1.34%	18.86
2025-08-17	8	641	1.25%	20.56
2025-08-16	5	677	0.74%	20.56
2025-08-15	5	749	0.67%	18.54
2025-08-14	5	674	0.74%	17.59
2025-08-13	9	707	1.27%	16.6
2025-08-12	11	658	1.67%	16.71
2025-08-11	13	615	2.11%	15.04
2025-08-10	2	723	0.28%	18.1
2025-08-09	8	736	1.09%	19.59
2025-08-08	10	762	1.31%	17.07
2025-08-07	10	695	1.44%	16.32
2025-08-06	16	690	2.32%	17.38

2025-08-05	10	627	1.59%	17.18
2025-08-04	10	706	1.42%	18.73
2025-08-03	9	700	1.29%	18.9
2025-08-02	3	678	0.44%	18.03
2025-08-01	15	721	2.08%	18.61
2025-07-31	11	616	1.79%	18.8
2025-07-30	4	584	0.68%	20.96
2025-07-29	13	749	1.74%	17.59
2025-07-28	8	667	1.20%	20.19
2025-07-27	4	580	0.69%	20.92
2025-07-26	5	666	0.75%	19.88
2025-07-25	8	777	1.03%	17.89
2025-07-24	9	705	1.28%	19.25
2025-07-23	17	768	2.21%	18.77
2025-07-22	14	723	1.94%	18.94
2025-07-21	8	836	0.96%	22.32
2025-07-20	12	1039	1.15%	18.64
2025-07-19	14	1176	1.19%	16.92
2025-07-18	18	1123	1.60%	17.29
2025-07-17	10	949	1.05%	14.9
2025-07-16	24	837	2.87%	17.17
2025-07-15	9	837	1.08%	19.14
2025-07-14	12	841	1.43%	16.65
2025-07-13	8	1238	0.65%	14.22
2025-07-12	12	877	1.37%	18.79
2025-07-11	5	929	0.54%	19.11
2025-07-10	14	791	1.77%	18.26
2025-07-09	9	733	1.23%	18.26
2025-07-08	15	689	2.18%	18.97
2025-07-07	11	669	1.64%	20.17



OPTION A



**MONTEREY  
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Seaside, CA 93955

**CUSTOMER** Salinas City Center Improvement Assoc.

**SO #** 59039

**DESIGNER** Christian L.

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OPTION B



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**DESIGNER** Christian L.

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OPTION C



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# Draft Work Plan DISI 2025-2026

## District Identity and Streetscape Improvements (DISI)

### Accomplishments FY Dec 24/25

- Solicited multiple grant funds to be used in 2024/2025
- Enhanced communication and visibility with Downtown merchants by way of new District Coordinator to work on development of a Downtown merchant group
- Monthly newsletterContinued: Social media postings.
- Holiday décor and festivities including tree lighting and moved Holiday tree lighting to occur with Shop Small Saturday for a larger impact.
- Mural program for Downtown Salinas; approved one mural installation, and finalizing second mural design.
- Partnerships with major Downtown stakeholders: One Main Street, Downtown Rotary, Alvarado on Main, Taylor Farms, Artist Ink, Arts Council etc.
- Continued installation of banners from various community groups.
- Implemented new banner design and installation in parking lots 1, 2, 3, 5, and 8.
- Produce video media promoting downtown.
- Create a Food & Drink Bingo card for downtown establishments.
- Implemented new website that highlights businesses, events, and makes it easier for the public to find information about SCCIA.
- Increased participation in grass roots events such as Trick or Treat and First Friday Salinas.
- Send District Coordinator to California Main Street Conference in San Luis Obispo

### Goals FY Dec 24/25

- Continue to explore adding more organizations to the banner program including local schools.
- Continue to participate in community grass roots events.
- Increase website visibility and drive traffic.
- Add 1 mural to downtown.
- Add 1 sculpture to downtown.
- Continue to track area visitation and event attendance.
- Explore Main Street America membership opportunities.
- Continue to partner with major downtown stakeholders including the Salinas Valley Chamber of Commerce.

# Draft Work Plan LUC 2025-2026

## Land Use Committee

### Accomplishments FY Dec 24/25

#### 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.

#### Parking Management District

Collected records from dozens of other California cities related to their Downtown Parking management programs and discussed the possible approach and timing for a parking study with City planning staff.

#### 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). Participate in the MST Alisal BRT TAC (Monterey Salinas Transit Alisal Bus Rapid Transit Technical Advisory Committee.)

#### 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.

## Outdoor Dining

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

## Salinas Arch Maintenance

Continued cooperation with SCCIA and Salinas Rotary to maintain the Salinas Rotary Arch and implement a plan for quick removal of graffiti using appropriate methods, and other maintenance issues.

## Economic Development Element

Continued to participate and monitor the EDE and General Plan Update.

## Goals FY Dec 25/26

1. 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. 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.
2. 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 in the District.
3. 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 initiatives including 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.
4. 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 planning, building and sign applications within SCCIA Boundaries.

5. 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.
6. Monitor:
  1. Operations of Downtown Events and recommend policies and changes as necessary to relevant parties.
  2. 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.
  3. Others as needed may develop.
7. Seek Grants to Provide Expertise or Resources to the Land Use Committee in Advancing the Downtown Vibrancy Plan:
  1. Expand the vision of Downtown by obtaining advice, studies and models from outside experts and by seeking analysis of projects and programs that increase vibrancy in other downtown districts in California and elsewhere.
  2. Study Downtown streets to reduce speeds, improve circulation and pedestrian safety, and broaden parking options.
  3. Others as needed may develop.

# Draft Work Plan SOBO 2025-2026

## Sidewalk Operations, Beautification, and Order (SOBO)

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.

In previous years, SOBO's services were performed through contracts with independent contractors and one employee.

SOBO staff and day-to-day operations are led by Greg Hamer, SCCIA District Coordinator, with oversight from the Committee.

### Current Landscaping and Maintenance – Zones 1 & 2

Smith & Enright currently provides maintenance to the entire District. Additional services are projected for aphid control, plant/tree replacement and tree pruning during FY Dec 25/26. 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 scheduled treatments in FY Dec 25/26 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.

### Accomplishments FY Dec 24/25

- 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.
- 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.
- Secured pricing quotes for refurbishment of tree wells in zone 2 and planter boxes in zone 1 that need attention.
- Replaced all tree well electrical outlets on the 200 and 300 block with outlets mounted 15ft high in the trees to deter stealing of electricity.
- Replaced electrical outlets on theme posts with blank covers to deter loitering and property destruction
- Added 8 trees, with collaboration from the City of Salinas, in zone 2. Maintenance is funded through grants.

## Goals FY Dec 24/25

- Continue to provide maintenance, beautification and security to our District in a manner that is in line with our budget.
- Continue to 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.
- Pursue grant and funding opportunities to supplement SOBO revenue to not only assist with cost increases but to enable additional services throughout the District.
- Collaborate with the city of Salinas to fill empty tree wells with either trees, or facilitate fixing sidewalks to enhance the pedestrian experience.
- Staff development in the form of classes and educational seminars.
- Continue using Allied Security Services until at least June 2026 (due to potential rate increase)
- RFP for landscaping services to include annual tree trimming, aphid control, debris/leaf blowing, watering, and weed control.
- Incorporate Block Captain program into SOBO Committee and create meeting schedule.

## 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 the previous fiscal year we look forward to continuing to improve our overall level of service.