

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Meeting

Thursday, October 8th, 2026 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 September 2026
- II. Financial Report September 2026

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

Presentations/Updates

- I. Report from the President
- II. Report from the Treasurer
- III. Report from District Coordinator

- Public Comment
- Board Questions/Discussion

Updates from Ad-Hoc Committees

- I. District Identity and Streetscape Improvements (DISI)
 - A. Lighting Update
 1. MSG Alley
 - B. Lettuce Cash Card Update
 - C. Upcoming Holidays
 1. Halloween
 - a) Event/Sponsorship update
 2. Christmas
 - a) Event/Sponsorship update

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II. Sidewalk Operation and Beatification & Order (SOBO)

A. Trash Enclosure Lot 3

B. Trash Area 15 E Gabilan

III. Land Use Committee (LUC)

- Public Comment
- Board Questions/Discussion

Board Member Questions and Referrals

Adjournment

The next Regular Meeting of the Board of Directors is scheduled for November 12th 2026, 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](#)

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Board of Directors Minutes

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Minutes

Board President	Audrey Wardwell	P
Board Vice President	Amy Salmina	
Board Treasurer	Tom Bennett	P
Board Secretary	Katy Castagna	P
Board Member	Frank Saunders	
Board Member	Jay DeSerpa	P
Board Member	Ruth Rodriguez	P 10:16
Board Member	Steve Ish	P 10:12
Board Member	Jason Retterer	
Board Member	Peter Kasavan	P
Board Member	Willette Jones	
District Coordinator	Greg Hamer	P
Legal Counsel	Matt Ottone	

Discussion	Action
Call to Order - 10:11am	None
Public Comment - None Guests - Lisa Murphy, Margaret D'Arrigo, Jenna	None
Motion to adopt Consent Agenda	Motion to Adopt Tom Bennett (M) Jay DeSerpa (S) No Public Comment 7 Aye 0 Abstain 0 Nay Motion Passes
Report from President Maya Closure - How to get more folks downtown? PK - This is feedback! Follow the EDE/Vibrancy Plan KC - Cinema is changing TB - What do others have? PK - LUC should lead the way SI - Parking, parking, parking! PK - Parking study? Fundraise for it?	None
Report from Treasurer TB - Gas costs are being passed down to us/end user. Rest is unremarkable.	None

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Report from District Coordinator GH - New Brewjee location on Alisal. WLC. Steel Bonnet. First Gen Brewing. Lettuce Cash Update.	None
Updates from DISI GH - mural permit updated. Arch lighting project complete. 100 block lighting project complete 300 block lighting quote Looking at future locations for lights RFL banners installed Planning stages for T-or-T. Planning stages for Shop Small.	None
Updates from SOBO GH - Installed trash enclosure bumps. Scheduling power wash for enclosures Quote for rock/planter 300 block.	None
Updates from LUC GH - provided notes in lieu of meeting	None
Action - Appointed Nom Com. AW, TB, PK, KC.	Motion to Appoint Nominating Committee Tom Bennett (M) SI (S) No Public Comment 6 Aye 0 Abstain 0 Nay Motion Passes
Action Authorize DC to execute Lease and Move Legal Address	Motion to Adopt Katy Castagna(M) Steve Ish (S) No Public Comment 5 Aye 1 Abstain (TB) 0 Nay Motion Passes
Meeting Adjourned at 1114am	

Lettuce Cash Card

Report includes data from: 6/11/2026 To: 10/2/2026

Sales	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gifts Cards						\$ 50.00	\$ 1,750.00					\$ -	\$ 1,800.00
BOGO Cards						\$ 25.00	\$ 750.00						\$ 775.00
	January	February	March	April	May	June	July	August	September	October	November	December	
Total Gift Cards	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 75.00	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,575.00

Redemptions	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 37.35	\$ 454.64	\$ 838.23	\$ 236.28	\$ 133.88	\$ -	\$ -	\$ 1,700.38

Total Participants	33
Shopping & Retail	9
Food & Drink	13
Health & Beauty	2
Services	3
Sports & Recreation	2
Culture & Entertainment	3
Personal Services	1



Candy
Mascots
Photoboos
Facepainting

Trick or Treat



Grab your candy bag and join us
for a spook-tacular Halloween
celebration in Downtown Salinas.

Saturday, October 31st
11am - 2pm

**Main Street,
Salinas City Center**

Come for the Treats,
Stay for the Memories!



*Presenting
Sponsor*



SALINAS
CITY CENTER



ARTS COUNCIL
for Monterey County

