

**Salinas City Center Improvement Association
Board of Directors Meeting
235 Monterey Street
Salinas, California 93901**

Board Meeting Minutes: January 11, 2016

Present: Catherine Kobrinsky Evans, Frank Saunders, Margaret D’Arrigo Martin, Brian Finegan, Fred DeYoung, Meryl Rasmussen, Gaylon Haney, Peter Kasavan, Larry Bussard and Greg Piini.

Absent: Jim Gattis and Jeff LaTourette.

Guests: Dennis Donohue-Exec Director of Western Growers Center for Innovation & Technology also President of the National Steinbeck Center; Lisa Brinton, Senior Planner-City of Salinas; James Kendall-Mahoney Commercial; Patricia Minnis-San Leandro Community Builder.

Staff: Ken Steen-SCCIA District Manager

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
1. Introductions	Catherine Kobrinsky Evans, President, called the meeting to order at 3pm. Board and Guest Introductions (See above)	No action taken.
2. Consent Agenda: <Approval of December 7, 2016 Board Meeting Minutes. <Approval of December 31, 2016 Financials (Balance Sheet & Operating Statement).	< Minutes for December 7, 2016 Board meeting & Financials for December 31, 2016 (Fiscal Year End) were reviewed.	Action Taken: Approval of Minutes and Financials. Motion: Brian Finegan. Second: Frank Saunders. Unanimous approval by the Board.
3. President’s Report:	<Catherine reported that new City of Salinas Police Chief, Adele Frese, will be a guest at the next Board meeting (2/08/17) & attend next SOBO Committee meeting (2/02/17). <Postcard mailing to all SCCIA association property owners to request contact information has been completed. <Catherine reviewed along with handout the SCCIA calendar reporting dates. <SCC is processing the addition of the L+G 318 Cayuga property to the District with the City of Salinas as required. Pro-rata assessment through 6/30/17 has been invoiced with agreement by Jeff Gilles.	No action taken.
4. Committee Reports:		
<ul style="list-style-type: none"> • Organization Committee 	<See President’s comments above. <u>Annual Meeting:</u> 1 st week of April 2017.	No action taken.
<ul style="list-style-type: none"> • SOBO Committee 	<Committee after review of Uretsky patrol reports revised the two (2) officer patrol hours to (a) 11AM to 9PM Monday through Thursday and (b) 10 AM to 10 PM Friday & Saturday for first ninety (90) days of 2017 to be able to stay within SOBO budget. <City is preparing to post additional signs downtown in January, including No Camping, No Trespassing and No Loitering.	No Action Taken.

	<p><Committee requested that Hope Services vests include both Hope and SCCIA logos; to work with DISI and TMD. Also, armbands for security and maintenance with SCC logo under consideration.</p> <p><Trial pressure washing postponed indefinitely when vendor's equipment failed.</p> <p><Based on fiscal year carryover balance, Committee to set aside \$30K for reserves to address any budget needs at year end.</p> <p><Chief Frese to attend next SOBO meeting.</p> <p><Past Due property owner assessments to be reviewed on ongoing basis as in the past.</p> <p>Next Meeting: 2/02/17 (201 Main Street).</p>	
<ul style="list-style-type: none"> • DISI Committee 	<p><Website development and activation completed with Coastal Marketing Group: www.salinascitycenter.com</p> <p><DISI plans to do SCC mixer with downtown Merchants in February; informal format tentatively at Farmer's Union Pour House.</p> <p><Light pole banners designed and ordered pending approval by City to be installed by end of January 2017.</p> <p><DISI to consider social media specialist to assist with promotion of District.</p> <p><Meryl and Margaret updated new downtown tenant list: 1st Capital Bank, Flow Cryo Therapy, Mexican Furniture store in Taylor building, Starbuck's and Steinbeck Realty. Taylor completing employee health center (corner of Salinas & Central Streets).</p> <p>Next Meeting: TBD @ 1:30 at Taylor Bldg.</p>	<p>No Action Taken.</p>
<ul style="list-style-type: none"> • Land Use Committee 	<p><LUC met 12/22/16: City of Salinas contracted "Housing Target Market Study" (HTMS) has been drafted and will be released for review in February. Traffic/Parking Study by City consultants near completion and will be reviewed for alignment considerations with HTMS.</p> <p><City Structural Engineering Dept. reviewing Bruhn building. Preliminary proposal includes seven (7) retail units (first floor) and fourteen (14) residential units (upper floors). Sale or rental to be determined.</p> <p><Rabobank building (301 Main) sold (to Slama family Slama) Preliminary plans are to convert upper floors to 52 residential units and maintain retail on first floor. Slama in discussion with City and will attend next LUC meeting. Floor Area Ratio ("FAR") under review.</p> <p><Lisa updated Board that City is working on refinement of the Adaptive Reuse Ordinance.</p> <p><City in discussion to form a City Council based committee to address Vibrancy Plan.</p>	<p>No Action Taken.</p>

	<p><LUC to continue to clarify role of LUC in terms of regulations and authority within City. LUC wants to be contributor to improvement process versus impediment.</p> <p>Next meeting: January 26, 2017 at 11:00 AM @ Brian Finegan's office.</p>	
5. Update on Pending Projects-status		
<p>a) Electeds Ad-Hoc Task Force</p>	<p><Fred updated meetings with city and county officials. Two (2) new Salinas city council members elected; will meet with them.</p> <p><Fred and Catherine met with new County Supervisor Mary Adams. Fred and Catherine met with City Manager Ray Corpuz.</p> <p><Fred requested the Board to consider new and renewal Board members: In April, five (5) terms mature and five (5) stay on. Need nominations and committee.</p> <p><Brian attended City Council (1/10) observed a change in the council's attitude for the good though Permit Center has negative feel.</p>	No Action Taken.
<p>b) Property Owner Master List</p>	<p><Master District Property Owner List compilation by Greg Piini and Ken Steen continues to be updated with outstanding information.</p> <p><Post cards mailed to property owners to request information contract information. Greg Piini provided mail sort that assisted with the processing. Requested that updates to list be in color.</p>	No Action Taken.
6. Property Ownership Changes & New Businesses	<p><Further to new tenants/businesses in downtown, Salinas Gas will in fact pump fuel.</p> <p><TAMC continues to acquire properties at the train station. TAMC is working on the extension of Lincoln at Market through to the train station.</p> <p><Fourth Quarter business license issuance list to follow meeting via email. City staff person not available first part of January.</p>	No Action Taken.
7. New Business: Dennis Donohue	<p><Dennis provided update on his two (2) roles: (1) President of the National Steinbeck Center (NSC) and (2) Executive Director of the Western Growers Center for Innovation & Technology (CIT).</p> <p><<u>NSC:</u></p> <p>< NSC is a tenant under separate agreement with CSUMB @ Salinas City Center.</p> <p><NSC is a stand alone, independent center.</p> <p><<u>CIT:</u></p> <p><Founded by Western Growers, an ag based organization with 2,600 member growers.</p> <p><Goal is to be the best AgTech center in the country with focus on investment, purchasing, food safety, water and labor.</p> <p><CIT wants to attract young companies.</p>	No Action Taken.

	<p><One (1) year anniversary event at Taylor building (1/18/17). Started with six (6) startup companies and now have 27 companies.</p> <p>< Want to be international and have Salinas be known as a “City of AgTech”, encourage education, economic development and make visitors welcome with favorable hospitality.</p> <p><Questions/Answers:</p> <p><Who does promotion? Who tells the story?</p> <p><SCC can promote innovation and economic development. DISI could do campaign to sponsor/promote CIT.</p> <p><Reverse commute for workers from Silicon Valley with emphasis on STEM and reduced traffic. Peter pointed out that there is a housing shortage in Monterey County.</p> <p><Dennis pointed out that “we don’t know what we don’t know”.</p> <p><Labor would be called “new color” vs. blue collar.</p>	
8. Public Comment	No public comment.	No Action Taken.
9. Set Next Meeting Date	<i>February 8, 2017 at 235 Monterey Street at 3 PM.</i>	No Action Taken.
10. Adjourn	4:25 PM	Unanimous Board Approval.

Submitted By:

**Kenneth Steen Jr.-District Manager, SCCIA
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