

**Salinas City Center Improvement Association  
Interim Board of Directors Meeting  
10B Midtown Lane  
Salinas, California 93901**

**Board Meeting Minutes: October 12, 2016**

**Present:** Catherine Kobrinsky Evans, Fred DeYoung, Meryl Rasmussen, Brian Finegan, Frank Saunders, Gaylon Haney, Greg Piini, Peter Kasavan, Jim Gattis, Jeff LaTourette and Larry Brussard.

**Absent:** Jim Gattis, Margaret D'Arrigo Martin

**Guests:** Debbie Hale, Executive Director-TAMC; Christina Watson, Transportation Planner-TAMC; Lisa Brinton, Senior Planner-City of Salinas

**Staff:** Ken Steen, District Manager

| <i>Item</i>   | <i>Discussion</i>  | <i>Action Taken</i>  |
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| <b>1. Introductions</b>   | Catherine Kobrinsky Evans, Interim President, called the meeting to order at 3pm. Board and Guest Introductions (See above)  | <b>No action taken.</b>  |
| <b>2. Consent Agenda:</b><br><Approval of August 24, 2016 Board Meeting Minutes (No meeting in August.)<br><Approval of 8/31/16 & 9/30/16 Financials (Balance Sheet & Operating Statement). | < Minutes for August Board meeting & Financials for August and September were reviewed.<br>< As Fred requested at prior Board meeting, a Balance Sheet for SCCIA was included to reflect the formation cost repayment obligation to the City of Salinas.   | <b>Action Taken: Approval of Minutes and Financials. Motion: Greg Piini. Second: Fred De Young. Unanimous approval by the Board.</b> |
| <b>3. Committee Reports:</b>  |  |  |
| <ul style="list-style-type: none"> <li>• <b>Organization Committee</b></li> </ul>   | <p>&lt;Catherine proposed that the formation repayment cost be pro-rated to each committee when due at end of November.</p> <p>&lt;Each Committee to review budget for next fiscal year, and accomplishments/goals.</p> <p>&lt;Warming Shelter concerns discussed by Board with Lisa Brinton (City of Salinas) and Debbie Hale (TAMC), including security, decision by City/County without SCC consideration, homeless traffic patterns, Conditional Use Permit and request to meet with new Police Chief.</p> <p>&lt;Board feels partnership with City was needs to improve.</p> <p>&lt;Board Members to continue to review the list and provide list data for outstanding property owners. Greg provided a Google Docs Link for use in provision of updated or outstanding information.</p> <p><u>Annual Meeting:</u> 1<sup>st</sup> week of April 2017.</p> | <b>No action taken.</b>  |
| <ul style="list-style-type: none"> <li>• <b>SOBO Committee</b></li> </ul>   | <p>&lt;Uretsky to review authority to enforce "No Camping Ordinance".</p> <p>&lt;Movement discussed re: Downtown Vibrancy Plan by Lisa Brinton.</p> <p>&lt;Concern with movement of W. Shelter.</p>  | <b>No Action Taken.</b>  |

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|   | <p>&lt;Committee meeting with Oldtown Marketplace managers to discuss improvement, management and issues.</p> <p>&lt;Hope Services contract still favorable over other vendors.</p> <p>&lt;Bruhn Building: Asbestos to be removed by 10/31; plans submitted to City for retail/residential improvements; City Engineers to review property structure after asbestos removed.</p> <p><b>Next Meeting:</b> 11/29 @10 AM at 201 Main.</p>  |  |
| <ul style="list-style-type: none"> <li>• <b>DISI Committee</b></li> </ul>             | <p>&lt;Completed RFP process to choose website development contractor/contract: CMG recommended. 90 days to complete and activate.</p> <p>&lt;To review remaining budget and next year's budget with goals and accomplishments to be submitte.</p> <p>&lt;Lightpost string lighting and pole signage under consideration.</p> <p>&lt;1,000 hits on Facebook page. "I AM" Salinas City Center campaign to continue and post to Facebook.</p> <p>&lt;TMD to be contracted to do photos of District, Merchants and I AM project.</p> <p>&lt;Name transition discussed; some resistance.</p> <p>&lt;TAMC offered idea of a way finding sign.</p> <p><b>Next Meeting:</b> 11/30 @ 1:30 at Taylor Bldg.</p>   | <p><b>Action Taken: Approval to contract Coastline Marketing Group to develop SCC website. \$6,500 cost plus \$95 monthly update or maintenance fee if needed.</b></p> <p><b>Motion: Catherine Kobrinsky Evans.</b></p> <p><b>Second: Frank Saunders.</b></p> <p><b>Unanimous approval by Board.</b></p> |
| <ul style="list-style-type: none"> <li>• <b>Land Use Committee</b></li> </ul>         | <p>&lt;Ten (10) item priority actions list reviewed by Lisa. Continue to present to City Council, Supervisors, elected officials and staff.</p> <p>&lt;Gary Peterson, Public Works, presented update on Vibrancy Plan re: Main Street/Alisal and Lincoln along with streetscape update (Community Café to be held by City (9/28)). Walkway between County buildings and Main Street discussed.</p> <p>&lt;Domingo Rivera did presentation on Food Trucks; no action requested nor taken.</p> <p>&lt;Committee Chair recommended that Board and LUC determine its role in decisions by City that effect the District.</p> <p>&lt;EPS to provide goals, process and timing with regard to Housing Target Market Study.</p> <p>&lt;Lisa working on outdoor dining process; now approved by City Council.</p> <p><b>Next meeting:</b> November 21st @ Brian Finegan's office.</p> | <p><b>No Action Taken.</b></p>   |
| <ul style="list-style-type: none"> <li>• <b>Electeds Ad-Hoc Task Force</b></li> </ul> | <p>&lt;Expressed concerns that there was no SCC input with the Warming Shelter decision to move to train station/credit union building. Peter Kasavan &amp; Fred DeYoung continue to meet one with Mayor and various City Council Members. Next to meet with Monterey County Supervisors.</p> <p>&lt;Expressed concern over the erosion of</p>  | <p><b>No Action Taken.</b></p>   |

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|  | employees due to Capital One move.   |                         |
| • <b>Property Data Base</b>  | <Master District Property Owner List compilation by Greg Piini and Ken Steen has improved though now will mail missing information requests to specific owners.<br><List distributed to Board to request assistance with outstanding contact information. Goal: Develop master email list to contact property owners with information.   | <b>No Action Taken.</b> |
| <b>4. Update on pending issues-status</b>                                    | <SCC now a Founding Member on the Chamber driven "Local First" initiative.<br><Lisa working on process and administration for application/approval for outdoor dining.   | <b>No Action Taken.</b> |
| <b>5. Property Ownership Changes &amp; New Businesses</b>                    | <Californian building sold to Mike Yasin & Tony Flores. Californian has 6 months left on lease and looking for space.<br><27 John Street (former bank drive thru) sold to Frank Yasin, Mike Yasin's brother.<br><201 Monterey Street (Salinas Gas) sold to Chris Dabit partnership with his brother.<br><Steinbeck Realty to move from 307 Main to Capp's Saloon space on Gabilan Street.<br><Donna Bruhn/Gifts On The Go moved into Taylor Building (150 Main Street).<br><Rabobank building (301 Main) sold and in escrow; may convert to residential use.<br><Amy Wu of California to be contacted to do stories on new businesses in District. | <b>No Action Taken.</b> |
| <b>6. New Business</b>   | None   | <b>No Action Taken.</b> |
| <b>7. Public Comment</b>   | None   | <b>No Action Taken.</b> |
| <b>8. Set Next Meeting Date</b>  | <b><i>November 9, 2016 at 325 Monterey Street at 3 PM.</i></b>   | <b>No Action Taken.</b> |
| <b>9. Presentation: Transportation Authority of Monterey County ("TAMC")</b> | <Debbie Hale & Christina Watson provided update on County projects and SCC District activity with Power Point and Brochure with focus on the Intermodal Transportation Center ("ITC"). Specific projects include:<br>< Cal Train connection of San Jose to Salinas.<br><Salinas Station Improvements to include pushing Lincoln Avenue through from Market Street to the Train Station.<br><Phase III will include full improvement/development of Train Station.<br><TAMC to further collaborate with City.   | <b>No Action Taken</b>  |
| <b>10. Adjourn</b>   | 4:00 PM  | <b>No Action Taken</b>  |

**Submitted By:**

**Kenneth Steen Jr.-District Manager, SCCIA  
(831) 905-1422**