

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

Board Meeting Minutes: November 9, 2016

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

Absent: Brian Finegan, Margaret D'Arrigo Martin and Jim Gattis

Guests: Debbie Hale, Executive Director-TAMC; Lisa Brinton, Senior Planner-City of Salinas, Jeanna Sutton.

Staff: Ken Steen, District Manager

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
1. Introductions	Catherine Kobrinsky Evans, Interim President, called the meeting to order at 3pm. Board and Guest Introductions (See above)	No action taken.
2. Consent Agenda: <Approval of October 12, 2016 Board Meeting Minutes. <Approval of October 31, 2016 Financials (Balance Sheet & Operating Statement).	< Minutes for October Board meeting & Financials for October 31, 2016 were reviewed.	Action Taken: Approval of Minutes and Financials. Motion: Fred DeYoung. Second: Frank Saunders. Unanimous approval by the Board.
3. President's Report:	<Catherine met with City Manager to discuss the joint Monterey County/City of Salinas warming shelter and Uretsky patrol of parking lot. Inquired re: First Alarm shelter security. <Quarterly meetings proposed by SCC and agreed to by/between SCC and City Manager. <Update provided for Rotary downtown welcome project. Still alive. Plans focus on Central/Salinas Street and San Luis/Main Street. Design has changed. More details to follow along with status of costs and funding. <Fred inquired to Lisa re: Parking Citation revenue as to funds to General Account or to Restricted Account. Lisa to check with City though Enterprise Account to be set up for the funds planned. Fred would like City to confirm future commitment to this fund. <Office Rent: Budget to be reviewed to confirm that rent can be carried or change location/overhead. <Budget in preparation before fiscal year end (November 30, 2016) for approval by Board. <Discussion to have Town Hall meeting to further update community on SCC. Target first quarter of 2017. <SCC to request that merchants address merchant services versus DM. <List of Organization Committee 2015-16	No action taken.

	accomplishments and 2016-17 goals presented by Catherine as Org Committee Chair <i>(See attached for all committees)</i>	
4. Committee Reports:		
<ul style="list-style-type: none"> Organization Committee 	<p><Requirement to distribute Board meeting minutes within one week of the meeting.</p> <p><Per Disbursement Agreement with City, boundary and assessment changes and corrections are to be submitted to City by January 1st each year.</p> <p><2015-16 Fiscal Year accomplishments presented along with 2016-17 goals presented. <i>(See above and attachment)</i></p> <p><u>Annual Meeting:</u> 1st week of April 2017.</p>	No action taken.
<ul style="list-style-type: none"> SOBO Committee 	<p><Maintenance update: Based on RFP's obtained, Hope Services remains most practical and efficient. Additional blower and shop vacuum purchased to increase productivity and efficiency for Hope.</p> <p><Concrete cleaning: Pacheco Carpet to be contracted to do trial cleaning of both sides of the 200 block, not to exceed \$2,800 as condition for future cleaning consideration.</p> <p><Security: Committee reviewing budget; may reduce 2 person patrols to 1 person patrol in first quarter of 2017; may reduce AM hours.</p> <p><Merchants are considering a "night patrol" (10 PM to 6 AM) with Uretsky at their expense. Uretsky to provide quote.</p> <p><Committee to solicit/obtain downtown testimonials re: Uretsky service quality.</p> <p><Armbands for security and maintenance with SCC logo under consideration.</p> <p><Store lighting to be emphasized. Newspaper stands should be removed.</p> <p><2015-16 Fiscal Year accomplishments presented along with 2016-17 goals presented. <i>(See attachment)</i></p> <p>Next Meeting: 11/29 @10 AM at 201 Main.</p>	No Action Taken.
<ul style="list-style-type: none"> DISI Committee 	<p><Website in development with Coastal Marketing Group. To review and go live by end of November.</p> <p><1,000 hits on Facebook page. To continue "I Am Salinas" campaign with District merchants and property owners and post to Facebook page</p> <p><Light post string lighting and pole signage under consideration.</p> <p><TMD to be contracted to do photos of District, Merchants and I AM project. Board photos taken at the 11/09 Board meeting.</p> <p><Committee to structure Town Hall meeting to include all SCC Committees. To work with Committee Member Leticia Bugarin of Cushman Wakefield, who has extensive experience with this type of project.</p>	No Action Taken.

	<p><Committee encouraged merchants to organize their own group. Patricia Minnis of San Leandro BID and Association to share her experience and best practices with SCC.</p> <p><2015-16 Fiscal Year accomplishments presented along with 2016-17 goals presented. (See attachment)</p> <p>Next Meeting: 11/30 @ 1:30 at Taylor Bldg.</p>	
<ul style="list-style-type: none"> • Land Use Committee 	<p><Brian compiled and reviewed detailed LUC Committee notes from 10/27 meeting. (See attached)</p> <p><2015-16 Fiscal Year accomplishments presented along with 2016-17 goals presented. (See attachment)</p> <p>Next meeting: November 21st @ Brian Finegan's office.</p>	No Action Taken.
5. Update on Pending Projects-status		
<p>a) Electeds Ad-Hoc Task Force</p>	<p><Fred mentioned that <i>Salinas Californian</i> intends to stay downtown when lease matures; re-location process underway.</p> <p><Fred and Catherine continue to meet with electeds. Met with Supervisor Mary Adams.</p> <p><Fred met with new Pastor of First Methodist Church to share concerns and goals; SCC wants a trouble free downtown.</p> <p><Peter mentioned that there may now be Monterey County counseling services in Chinatown; services reported to be provided at warming shelter along with security.</p> <p><Debbie indicated along with Lisa that courthouse walkway project is moving along though no timeline given.</p> <p><Frank wanted feedback on the warming shelter and train station parking lot. Uretsky indicates that First Alarm, who patrols the train station, has been retained by County/City to provide security to shelter.</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. Post cards printed to do mailing to property owners to request information from specific property owners.</p> <p><List distributed to Board to request assistance with outstanding contact information. Goal: Develop master email list to contact property owners with information.</p>	No Action Taken.
<p>6. Property Ownership Changes & New Businesses</p>	<p><Reportedly, a Bail Bonds tenant will lease the former Main Street Pilates space on the corner of Monterey/Gabilan Streets.</p> <p><Steinbeck Realty has not yet moved from 307 Main to Capp's Saloon space on Gabilan Street.</p> <p><Rabobank building (301 Main) sold (buyer: Ken Slama) and in escrow; may convert to residential use (retail first floor; 11 condos on</p>	No Action Taken.

	upper floors. <Seniors Counselor (Kalah Bumba) has leased space above Lizzie G (200 block). <Amy Wu of California to be contacted to do stories on new businesses in District.	
7. New Business	December Board meeting to discuss agreed upon Town Hall meeting with the community to include all SCC committees. Steve McShane has expressed interest in working with the DISI committee to organize and execute.	No Action Taken.
8. Public Comment	<Lisa indicated both the EPS (Housing Target Market Study has been drafted) and Kimly Horn (pending parking study to include parking counts) studies are nearing completion, review and release though they will be aligned to each other before release. <City to tentatively discuss parking 12/14 at Community/Parking Public Café meeting. < Street direction to be discussed by City at 12/14/16 Public Café. <Gary Peterson to take Caltrans information to City Council (11/15/16) to transfer control of Market/Monterey Street intersection. SCC to be provided feedback. <At Fred's request, Lisa to obtain clarification of an Enterprise Fund to restrict parking citation revenue collected by City. <Jeanna requested City of Salinas street sweeper schedule. To contact Mike Garner.	No Action Taken.
9. Set Next Meeting Date	<i>December 7, 2016 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
(831) 905-1422**