

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

Board Meeting Minutes: June 14, 2017

Present: Catherine Kobrinsky Evans, Frank Saunders, Brian Finegan, Fred DeYoung, Meryl Rasmussen, Greg Piini, Gaylon Haney, Jeff LaTourette, Peter Kasavan and Joel Panzer.

Absent: Margaret D'Arrigo Martin

Guests: Mayor Joe Gunter; Councilman Steve McShane; Jeanna Sutton; Lisa Brinton-City of Salinas; Anastasia Wyatt-City of Salinas; James Kendall-Mahoney Commercial; Larry Bussard; James Sang; Sandra Whittle; Tyler Dunn-Uretsky Security.

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 May 10, 2017 Board Meeting Minutes. <Approval of May 31, 2017 Financials (Balance Sheet & Operating Statement).	< Minutes for May 10, 2017 Board Meeting & Financials for May 31, 2017 were reviewed.	Action Taken: Approval of both Minutes and Financials: Motion: Fred DeYoung. Second: Gaylon Haney. Unanimous approval by the Board.
3. President's Report:	<Catherine reminded Board that SCCIA structure emphasizes committee work with action items elevated to the Board for approval. < Homeless Issue: Guest Speakers Councilman McShane & Mayor Gunter spoke: ~ McShane: Said he was hands on; 70% of calls to City are for activity on Lincoln between Clay and Gabilan Streets. City prefers that calls be data driven. ~Anastasia Wyatt, City of Salinas was introduced, who will assist with homeless and affordable housing issues along with CDBG Grants for low income housing. ~Church: Steve said Grant will not create intensification of uses. Peter wanted clarification from City on "why church is good for business." Catherine: "How do we stop predator incidents?" Fred: Communication needs to be better between City and SCCIA. ~Reported that Downtown Vibrancy Plan (DVP) is improving. Catherine expressed concern that \$250K has been spent by everyone with no implementation. ~Council approval (6/06) of amended inclusionary housing considered good for downtown (5-year exemption). Was	No Action Taken.

	<p>noted that Ag Labor Contractors are leasing entire motel properties in Salinas to house farm workers.</p> <p><u>Gunter</u>: Said more code enforcement coming for Clay/Lincoln/Church Street areas.</p> <p>~Reported on site search for permanent homeless shelter. Mayor favors 1220 Natividad building (Wts & Measures). Likes proximity to social services. Encouraged County to cooperate and work to get shelter identified/done. Wants shelters in Seaside, Gonzalez and King City not just Salinas.</p> <p>~Councilman McShane encouraged Letter of Support to County from SCCIA for Natividad site; letter to follow.</p> <p>~Security: Board told Mayor need more code enforcement. Frank wants more restraining order support and enforcement from District Attorney then SPD.</p> <p><Catherine reported that CSUMB will provide coordination of cultural events for downtown.</p> <p><Expansion of District by two (2) sets of properties to be finalized at 7/11 Council meeting, with Lisa's assistance.</p> <p><California Welcome Center approved by Council to move to Salinas Train Station freight building; State approval next.</p>	
<p>4. Committee Reports:</p>		
<ul style="list-style-type: none"> • Executive Committee 	<p><None. See President's report above.</p>	<p>No Action Taken.</p>
<ul style="list-style-type: none"> • SOBO Committee 	<p><SOBO met June 10, 2017.</p> <p><<u>Security</u>: Frank reported that Uretsky hours to be adjusted to later in the evening. Would like to see District Attorney manage and enforce restraining orders better.</p> <p>~Market Street Warming Shelter now closed.</p> <p>~SPD to expand security for City buildings along Lincoln Street through pending RFP process. Brett Godown with City will manage RFP process to go out 6/26.</p> <p>~SOBO/Board disappointed that assault incident at Bakery Station only included trespassing arrest. To meet with SPD.</p> <p>~Surveillance: Committee encourages merchants and property owners to install surveillance equipment as both a deterrent but also identification of break-ins. Committee to investigate if "group package with discounts" be available from vendors. Several businesses have installed equipment.</p> <p>~Board discussed forwarding Uretsky Security reports to Mayor and Councilman McShane. SCC to forward sample reports along with daily reports to Salinas PD (Cdr. Crabell with approval by Chief Frese and Deputy Chief Shaw.)</p> <p>~SCC will request Uretsky to provide as in the past monthly metrics for types of incidents, location and time of day. Report to be forwarded to Mayor, Councilman and SPD.</p> <p><u>Maintenance</u>:</p> <p><New Image Landscape has provided a competitive bid to do Tier I given concerns about level of service with current maintenance provider.</p> <p><Action Item: Approve maintenance contract for Tier 1 with new image landscape. Hope Services will be requested to reduce service to Tier 2 only.</p> <p>Next Meeting: July 6, 2017 at 201 Main at 10 AM.</p>	<p>Action Taken:</p> <p>Approval New Image Landscape to maintain Tier 1:</p> <p>Motion: Fred DeYoung. Second: Brian Finegan. Unanimous approval by the Board.</p>

<ul style="list-style-type: none"> • DISI Committee 	<p><Facebook views of SCC increased to 2,700 last month. < Jenna and Committee to obtain “pop-up” banners to be posted at Forbes Agri-Tech summit at end of June. <SCC slide to be included in rotating presentation at summit. SCC in communication with City on event details. <Various projects under consideration include overhead banners for specific streets downtown, reusable bags with SCC logo, coasters (in distribution), logo umbrellas for outdoor dining venues, videos and flags. <u>Next Meeting:</u> TBD as needed.</p>	<p>No Action Taken.</p>
<ul style="list-style-type: none"> • Land Use Committee 	<p><LUC met May 25th. <City Parking Study Memo along with Appendices to be provided to SCC with time to respond with comments. <Counsel: Brian/Catherine working to obtain attorney to measure basis for SCC to initiate actions against the City for several issues. Process will include proposal for scope of the work and cost to be presented to the Board for approval. <Action Item: Authorize President to execute contract with L+G, LLP for legal research. Item was postponed. <Lisa Brinton reported that City further reviewing Downtown Vibrancy Plan (DVP). <City Council to consider ratification (7/11) of the proposal to expand the SCCIA District with two (2) properties (Slama and Gilles) following required formal process. <At July 11th City Council meeting, Lisa reported Council will discuss combined review of the Housing Target Market Analysis and the Parking Study. Note: City to follow with formation of a Parking District Management Plan. Council to be presented with implementation update for the DVP. Board encouraged to attend. <u>Next Meeting:</u> June 29th at 11 AM at Brian’s office.</p>	<p>No Action Taken. Action Item deferred.</p>
<p>5. Update on Pending Projects-status</p>		
<ul style="list-style-type: none"> a) Electeds Ad-Hoc Task Force 	<p><Fred reported that he and Catherine continue to meet with electeds, in particular County Supervisors, Salinas City Council members, Salinas Mayor and City Manager. <Most recent meeting was Fred/Catherine and Mayor Gunter/City Manager Ray Corpuz. ~Four (4) topics were discussed: (1) Security and RFP status; (2) Communication between City and SCCIA; (3) Personnel; (4) Grants (CDBG). Note: Separate meeting re: Personnel to follow with Mr. Corpuz. ~(1) Security: Need for improved code enforcement, particularly with beer store owners. Need more arrests downtown. Work more closely with Chief Frese, Deputy Chief Shaw and Cdr. Crabell. Need to increase safety. ~(2) Communication & Partnership: Open communication needs to be improved. Continue meetings with Board of Supervisors with SCC and City. Coalition suggested including City/County/HUD and SCC. Need measurable outcomes from City and County in response to SCC issues. ~(3) Personnel: SCC has issues with specific personnel in different departments. Specific examples to be discussed. ~(4) Grants: SCC requested explanation re: \$500K CDBG grant to local church when item buried in Council Agenda. SCC sees no progress on this issue and may not be winnable.</p>	<p>No Action Taken.</p>

b) Property Owner Master List	<Master District Property Owner List compilation by Greg Piini and Ken Steen continues to be further updated. <Ken, Larry Bussard and Patricia Minnis have been meeting to divide list and further research. Though more work required, closer. Phone calls and property visits included.	No Action Taken.
6. Property Ownership Changes & New Businesses	<17 East Gabilan (to Taylor Foods); 14-16 Station Place (Frank's First Market) (to TAMC); 26 W. Market (Coin Laundry)(to TAMC). <New Businesses (April/May): Starbuck's (150 Main Street); Hastie Financial Group (307 Main Street); First Capital Bank (Admin/Exec Offices)(150 Main). <Property Owner Calls: Juan Uranga (Ctr For Community Advocacy); Akshai Patel/Ganesa Properties (All Care Pharmacy (331 Main); Stephen Atwood (118 Central: Central Liquors); Mike Bitar/Exec Realty (123 E. Alisal & 27 E. John); Cheri Hitchcock (356 Main: Coast-Tel bldg).	No Action Taken.
7. New Business:	<James Sang requested SCC consider several smaller projects including solar and additional lighting to be added to other projects such as string lighting for downtown, lighting outer streets, bike racks and motorcycle lighting. <Meryl, DISI Committee Co-Chair offered to meet James offline to discuss ongoing DISC projects and James ideas.	No Action Taken.
8. Public Comment:	<None	No Action Taken.
Open Session: Adjournment	4:40 PM	Unanimous Board Approval.
Closed Session: Commence	4:45PM	No Action Taken
9. Closed Session:	Board to perform annual review of District Manager contract.	
10. Set Next Meeting Date	<i>July 12, 2017 at 235 Monterey Street at 3 PM.</i>	No Action Taken.
11. Closed Session: Adjournment	To follow.	Unanimous Board Approval.

Submitted By: Kenneth Steen Jr.-District Manager, SCCIA ((831) 905-1422)