FOR IMMEDIATE RELEASE
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SALINAS CITY CENTER IMPROVEMENT ASSOCIATION RETAINS GOVERNMENT AFFAIRS DIRECTOR FOR ADVANCEMENT OF DOWNTOWN VIBRANCY

Salinas - The Board of Directors of the Salinas City Center Improvement Association (SCCIA) has retained Kevin Dayton to serve as the organization's first Government Affairs Director. Mr. Dayton will develop and implement policy strategies to accelerate the ongoing revitalization of downtown Salinas.

"Our leadership recognizes the need for professional policy expertise to continue the improvement of downtown Salinas," said Catherine Kobrinsky Evans, President of the SCCIA. "Kevin Dayton has a proven record of commitment, passion, knowledge and experience in advancing the economic well-being of residents, employees, and businesses in local California communities, including in Salinas."

"Through local governments, ordinary people can make their own communities a better place to live, work, and visit," says Mr. Dayton. "I look forward to bringing oversight and accountability to implementing the Downtown Vibrancy Plan and other visions for downtown. My goal is to see the Salinas City Center Improvement Association lead efforts to ensure downtown Salinas is a welcoming and appealing place for residents, workers, and visitors."

A Yale graduate, Mr. Dayton has 25 years of professional experience in public policy. He holds numerous government affairs contract positions and volunteer leadership positions in Monterey County, including with the Salinas Valley Chamber of Commerce and the Salinas Taxpayers Association. He is chairman of the Transportation Agency for Monterey County (TAMC) Measure X Oversight Committee.

The Salinas City Center Improvement Association is a California Nonprofit Public Benefit Corporation established in 2016 by downtown property owners to play a leadership role in the revitalization of the Downtown Salinas area. Among its interests are the Salinas Downtown Vibrancy Plan, enacted by the Salinas City Council in 2014 to restore activity, commerce and vitality to downtown Salinas. The SCCIA Board of Directors for 2017 includes these downtown Salinas volunteer leaders: Catherine Kobrinsky Evans (President), Frank Saunders (Vice President), Margaret D'Arrigo Martin (Secretary), Brian Finegan (Treasurer), Fred DeYoung, Gaylon Haney, Peter Kasavan, Jeff LaTourette, Joel Panzer, Greg Piini, and Meryl Rasmussen.

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