



**BOARD OF DIRECTORS MEETING**

SUBA Office, Community Room  
314 Rianda Street, Salinas, California 93901

Wednesday, December 19, 2007 at 8:30 AM

**MINUTES**

**I. CALL TO ORDER**

<b>Roll Call</b>	Board Members:	David Brown - P Sal Jimenez - P Alan Stumpf - P Alicia Delena - A Keven Pederson - P	Teresa Gomez - A Kris VanGelder - P Daniel Shim - P Deloris Scaife-Higgins - P
	City Council:	Sergio Sanchez - A Gloria De La Rosa - A	Tony Barrera - A
	Staff:	Victor J. Mehia - P	

**II. PUBLIC COMMENT** *This item is for comments on subjects not appearing on the Agenda. Speakers are limited to three (3) minutes.*

None

**III. INFORMATIONAL ITEM** (10 Minutes)

1. Presentation by Interim Inc. – Proposed Development at 29 Sun Street (Casa de Sol).

Barbara Mitchell of Interim, Inc. provided the Board with an overview of the proposed Casa de Sol housing development project on Sun Street. The site is located approximately ½ block outside of the SUBA BID. Once completed the housing project and its programs will serve people dealing with mental health issues and those at-risk for becoming homeless. The housing is currently designated as farm worker housing but there have been problems with underutilization – i.e., the vacancy rate is high. Interim has requested financial support for the Casa de Sol development from the City of Salinas’ redevelopment agency and the city’s housing programs. Interim has developed similar projects in other areas in Salinas. The Board asked



several questions about possible funding for the project but expressed no major concerns or opposition.

**IV. CONSENT ITEMS**

2. Approval of Minutes for Board Meeting on November 28, 2007

3. Approval of Finances for Period Ending November 30, 2007

Motion to approve by Keven; seconded by Kris. Approved.

**V. CONSIDERATION ITEMS**

None.

Sal expressed concern with the City’s 3-year License Enforcement Program. More information and education should have been provided by the City prior to implementation. This program may have a negative impact on many of the businesses in the SUBA area, since it is perceived that many aren’t reporting accurately or completely due to a lack of understanding or knowledge regarding the City’s requirements.

Victor informed the Board that those participating in the monthly informational sessions and workshops are receiving information about the program and are being advised to take advantage of the amnesty period if there are doubts or questions regarding one’s reports to the City. Also, the City’s letter to the business community was distributed in English only. Victor further informed the Board that future informational sessions and workshops would focus on building the capacities of small businesses for accurate and complete reporting with the objective of reducing the risk of failure among SUBA’s members.

**VI. REPORTS/UPDATES**

4. Executive Committee

None

5. Standing Committees

None



6. Executive Director

Victor provided a brief overview and update on the Business & Community Masquerade Mixer which will take place on Saturday, February 9, 2008 at the Sherwood Hall. The event is one part promotion of the membership and one part fundraiser. Members who cater primarily to weddings and other formal events will be invited to participate in the Masquerade Wedding Fashion Show. Funds will be raised through ticket sales, souvenir sales, a silent auction, raffles, and the sale of alcoholic beverages. Net proceeds will go to enhance and sustain entrepreneurship programs that are now being offered at SUBA with funding provided by the National Rural Funders Collaborative. Daniel and Maria will be working with a team of volunteers organized by Victor.

**VII. BOARD MEMBER COMMENTS/ANNOUNCEMENTS**

7. Workshop/Informational Session: *How to Start Your Own Business* (January 9, 2007 @ 6:00 PM to 8:00 PM at SUBA)
8. Small Business Development Training Course: *Planning for Success* (Course will begin on January 16, 2008 at SUBA)
9. Workshop/Informational Session: *Understanding the Value of Your Business* (January 31, 2008 @ 8:30 AM and 6:00 PM at SUBA)

**VIII. CLOSED SESSION ITEMS**

None

**IX. ADJOURNMENT**

Meeting adjourned at 9:30 a.m.

Recorder: Victor