



BOARD OF DIRECTORS MEETING

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

Wednesday, January 16, 2008 at 8:30 AM

MINUTES

I. CALL TO ORDER

Roll Call	Board Members:	David Brown (P)	Teresa Gomez (A)
		Sal Jimenez (A)	Kris VanGelder (P)
		Alan Stumpf (P)	Daniel Shim (A)
		Alicia Delena (A)	Deloris Scaife-Higgins (P)
		Keven Pederson (P)	
	City Council:	Sergio Sanchez (P)	Tony Barrera (A)
		Gloria De La Rosa (P)	
	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.*

Gloria suggested that planning for El Grito 2008 should start soon. She also encouraged Board Members to call the City for assistance in removing the homeless people who are camping out at the empty lot on East Market Street and in addressing the condition of the Burnes furniture building at North Hebron Street. Gloria will work on getting the Weed & Seed coordinator to make a presentation to SUBA’s Board about the Code Enforcement Officer who was hired with W&S funds.

David suggested writing a letter to the City requesting RDA funds to pay for a Code Enforcement Officer assigned exclusively to the SUBA BID.

Sergio suggested that SUBA write a letter to the City requesting a meeting to discuss the possibility of hiring a Code Enforcement Officer for the SUBA District.

Keven commented that no other part of the City gets this bad. We need the City to do something more on top of what we are trying to do to address these issues.

Deloris suggested a clean-up project involving a team comprised of business owners and community members.



Felix Ambrosi, a visiting mobile vendor, said that the homeless people in our area make the situation worse. He asked what the City was going to do about the homeless problem.

IV. CONSENT ITEMS

1. Approval of Minutes for Board Meeting on December 19, 2007

Motion to Approve by Deloris; Seconded by Keven. Approved

2. Approval of Finances for Period Ending December 31, 2007

Motion to approve by Deloris; Seconded by Kris. Approved

V. CONSIDERATION ITEMS

None

III. INFORMATIONAL ITEM

3. Sun Street Transfer Station Update and Next Steps for SUBA

David provided the Board with information he collected at the most recent SVSWA Board meeting in Gonzales. While at their meeting, David reiterated SUBA's opposition to any transfer station on Sun Street. He also told their Board that SUBA was opposed to any kind of expansion to the existing facility and operations. David suggested writing a letter to the Board of Supervisors informing them that SUBA was opposed to any transfer station on Sun Street.

Sergio asked if there were some Salinas City Council Members who supported the idea of putting the transfer station on Sun Street.

Gloria clarified the City's position saying that she, the Mayor, and several other Council Members were in favor of moving the transfer station out of the area. Only Council Member Barnes supports the idea of leaving it on Sun Street and increasing its permit to allow for 400 tons per day.

Sergio commented that maybe the City Council should have a discussion on this issue for the purpose of establishing the City's official position on the Sun Street transfer station. He suggested SUBA write a letter to the City requesting a meeting with the Mayor and City Council to help inform the City's official position on the transfer station. Sergio feels it's important for the City to take a formal position on this issue.

Gloria said she would make the call to have this item added to the Council's agenda. She said SUBA should write a letter to the City requesting the City take an official position on the Sun



Street transfer station. The Council could then schedule a meeting for the purpose of establishing the City's official position on the Sun Street transfer station.

Sergio provided translation into Spanish for Spanish-speaking visitors.

Alan suggested SUBA make its position on the Sun Street transfer station clear in a letter addressed to the City Council; the letter should also ask for the City Council's support. He also informed the Board that the current permit does not allow for automatic increases in tonnage and/or expansion of the facility. Alan asked whether or not the Sun Street transfer station was already exceeding its permit by accepting and processing more than the allowed daily tonnage.

Sergio commented that there is a need to expand the transfer station's operations but not on Sun Street. We need to find an appropriate site for the transfer station and it's not on Sun Street.

4. Solid Waste Services and Streetscape Maintenance on East Alisal Street

Victor provided a brief update on some of the problems that are being reported with solid waste services on East Alisal Street. Two garbage can liners were either stolen or misplaced, leaving an empty concrete shell.

Maria informed the Board that RDA has ordered replacement liners.

Deloris suggested that perhaps we need to arrange for a 2nd day of garbage service on East Alisal Street.

Victor informed the Board that any additional service (above and beyond the franchise agreement) would trigger an invoice to SUBA from BFI. SUBA would then have to find a permanent funding source for the additional service. He also reminded the Board that some businesses are using the public garbage cans to dispose of their garbage. Victor suggested developing a formal plan of action to address the garbage service issues on East Alisal Street. He also suggested working with SVSWA and BFI on the development and implementation of the plan.

Sergio suggested SUBA send an email to him requesting his assistance with the garbage situation on East Alisal Street. He said we should focus on the audit of existing services, explore the possibility of adding a 2nd day of service, and the availability of educational and informational materials for SUBA members.

5. Ice Cream Vendors' Appeal to SUBA for Support

Manuel Garcia of Paeteria Garcia provided the Board with a copy of a letter that was written and signed by a group of ice cream vendors that have been negatively affected by the City's new vendor ordinance and fees. He told the Board that ice cream vendors, particularly push cart vendors, are facing a hardship due to the new fees that were imposed as part of the new ordinance.



Adan Perez of Centro para la Gente commented that the City of Salinas mistakenly lumped all mobile vendors together even though ice cream vendors are very different than the typical catering truck vendor.

Sergio commented that the City needed an ID system for mobile vendors, but the intent was never to tax every cart at a particular business.

Keven asked what SUBA needed to do in order to get the City to rethink the contents and implementation of the new vendor ordinance.

Sergio translated into Spanish for the Spanish-speaking ice cream vendors.

Manuel Garcia clarified why it is the new ordinance negatively affects push cart vendors more than others. He stated that the vendors' main concern is losing their business licenses for not being able to pay the new fees.

Sergio stated that the City should take another look at the operating schedules and change them to make it easier for ice cream vendors to operate. He said changing the fee is going to be difficult, because it will require opening the ordinance and possibly amending it.

Alan suggested that SUBA may get behind the vendors to address the issues they are facing with the new ordinance. He said that SUBA could request a possible amendment to the ordinance and certainly a thorough review of the ordinance. Alan also suggested SUBA write a letter to the City requesting a meeting with City staff, the vendor ordinance subcommittee, and the vendors to explore possible solutions to the problems that have been identified by the vendors.

Keven commented that maybe the City could explore different fee strategies for businesses with multiple push carts.

Sergio translated into Spanish for the Spanish-speaking vendors. He also stated that the vendor ordinance subcommittee's focus was primarily on catering trucks. He informed the Board and the vendors that ice cream vendors were not present during the subcommittee's meetings and discussions despite several invitation that were sent to the members of this group.

Keven asked the ice cream vendors what kind of assistance they were requesting of SUBA. He informed the vendors that SUBA wanted to work with them to resolve their issues. He also said City staff needed to be consulted in any effort to resolve the issues facing the ice cream vendors.

Sergio translated into Spanish for the vendors. He also informed the vendors that SUBA cannot change the ordinance on its own, but it could support their attempts to resolve their issues.

Keven informed the vendors that, in the future, they need to be at the table where decisions are being made. He suggested setting up a meeting between SUBA's Board, City staff, the vendor ordinance subcommittee, and the ice cream vendors.



Victor reminded the vendors they still need to comply with the new ordinance or risk losing their license. He also informed the vendors that amending the ordinance and addressing some of their other issues will not happen overnight. As such, it is important for the vendors to continue complying with their obligations under the current ordinance.

VI. REPORTS/UPDATES

- 6. Executive Committee
- 7. Standing Committees
- 8. Executive Director**

Business & Community Masquerade Mixer – February 9, 2008
(See Handout)

Victor informed the Board that work is continuing in preparation for the Masquerade Mixer on February 9th.

VII. BOARD MEMBER COMMENTS/ANNOUNCEMENTS

9. Workshops and Informational Sessions

No update at this time.

Sergio informed the Board that staff at the Department of Social Services would like to meet with SUBA, to discuss the services available at the one-stop center. He will help to organize the meeting.

Victor commented that the timing is perfect for a meeting with this agency, since there is a need for additional resources both at SUBA and within SUBA’s business community.

VIII. CLOSED SESSION ITEMS

None

IX. ADJOURNMENT

Meeting was adjourned at 10:00 a.m.

Recorder: Victor