



BOARD OF DIRECTORS MEETING

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

Wednesday, February 20, 2008 at 8:30 AM

MINUTES

I. CALL TO ORDER

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

This section followed TAMC’s Informational Item. Sal is currently exploring the possibility of establishing a farmers’ market in east Salinas. He will be engaging ALBA, to continue his research and begin to plan the implementation of a farmers’ market concept in east Salinas. Sal proposes to establish the market across from the Sywest property on E. Market Street. Bringing in additional shoppers would most likely benefit other businesses in the surrounding areas. It would most likely be a Sunday-only enterprise to start. We should make sure any new enterprise does not negatively impact the existing fruit and vegetable businesses in the area. How can Sal include the input and participation of the other businesses (e.g., auto dealers, food stores) in the surrounding areas? The farmers’ market could be a means to a greater end...improving the image and increasing foot traffic in the E. Market Street/Simas Street area. It’s important to know what types of goods and services would be offered at a farmers’ market on E. Market Street. Knowing and managing the composition of the vendor pool is important, to keep from having a negative impact on the community and existing businesses. Sal stated that first we need to develop the concept and then begin the design and planning process. Tony commented that there are consumer groups for all types of goods and services, including those who would patronize farmers’ markets and even mobile vendors. Sergio suggested including businesses in the early discussions, to



garner their support and participation in the process of planning and implementing the market. David supported the idea of doing outreach in the business community early on, to ensure the business community supports the farmers' market concept. Victor commented that the composition of the vendor is critical to achieving the community's goal of improving the image of east Salinas and improving access to healthy foods in their community. Tony reminded the Board that the Alisal Education Foundation is still working to finalize a plan for establishing a marketplace in Salinas. Sergio commented that many Salinas-based vendors are leaving our City and our area to sell their wares in San Jose and even as far away as Fresno. If fruit and vegetable stands in the area would like to participate they would be welcome to do so. Victor reminded the Board that previously SUBA was opposed to a marketplace on N. Sanborn Road, so it's important for the Board to remain informed and up-to-date regarding the development of the market concept. Sergio suggested that Sal come to a future Board meeting for a study session regarding the farmers' market concept, goals/objectives, and perhaps the implementation plan. Sal reminded the Board that he's a businessman, and he would gain from establishing a farmers' market on E. Market Street; but businesses in the surrounding area would benefit, too. Sal said he would come to a future Board meeting for a study session on the farmers' market concept and proposal. Victor will coordinate with Sal to set up a mid-cycle Board meeting.

III. INFORMATIONAL ITEMS

1. **TAMC Presentation on Future Transportation Projects** – TAMC Director shared with the Board information regarding TAMC's proposed investments in transportation projects in Monterey County. There are currently unfunded transportation projects, and many public streets in Monterey County are in poor to unsafe condition. TAMC is proposing to raise funds for the new projects and maintenance of existing infrastructure through a county-wide Sales Tax Investment Plan/Program. This plan/program would provide the City of Salinas with much needed money for transportation repairs and improvement projects. Adoption of the Sales Tax Investment Plan requires the support (vote) of 2/3 of all voters in Monterey County. TAMC will request that the Board of Supervisors add the adoption of this plan/program to the ballot in 2008. The funds coming through this plan/program could be used to leverage other sources of funding for transportation improvement and maintenance projects. Sal asked TAMC if there were a "plan b" in case the voters decide not to support the Sales Tax Investment Plan. TAMC said they were already operating under a "plan b," so what is hoped for is the widespread support in Monterey County for a greater and long-overdue investment in transportation projects. TAMC is currently conducting community informational sessions, to provide the public with an opportunity to comment and provide feedback on the Sales Tax Investment Plan.
2. **Utilizing the Firehouse Recreation Center** – LUPE is no longer at the Firehouse Recreation Center. Victor asked the Board if there was interest in exploring the possibility of SUBA becoming the chief tenant at the Firehouse Recreation Center. The City is now staffing the Firehouse Recreation Center with a few Parks & Recreation employees. The City doesn't want to create any problems between SUBA and its landlord. Jim Pia, City of Salinas, stated that there may be some office space upstairs at the Firehouse Recreation Center, and the City may be interested in leasing a part of the building. If the Alisal Marketplace comes in, then the developer will have to pay to relocate SUBA to a new home. It would be best to remain on



Rianda Street, but to explore the rental of some of our underutilized office space to help out with the monthly rent.

IV. CONSENT ITEMS

3. Approval of Minutes for Board Meeting on January 16, 2007
Motion: DS; 2nd: AS Approved
4. Approval of Finances for Period Ending January 31, 2007
Motion: KVG; 2nd: DS Approved

V. CONSIDERATION ITEMS

5. 626 East Alisal Street Fire Relief Fund: Policies and Procedures for Management and Allocation of Relief Funds – David recommended that a committee be formed and led by Daniel Shim, to establish a policy and plan for collection and allocation of fire relief funds. RDA will be a part of the 626 E. Alisal Street Fire Relief Fund Committee. Daniel provided a progress report and update for the recovery and transitional activities for the tenants of 626 E. Alisal Street. Portable restrooms will be needed if the tenants are to set up shop in the parking lot on weekends. The full recovery may be delayed, since the insurance companies are now fighting among themselves. Tenants may not be able to reenter the building while the insurance companies are fighting and failing to cover the costs of replacing and restoring the building interior. This weekend's outdoor marketplace is a trial run, to see how these outdoor marketplaces are going to work. If the insurance companies cause delays, are there any programs through the City that could help expedite the construction/remodeling work at the building. Tenants want to remain at the 626 E. Alisal Street building area, since that is where their clients are located. The RDA may purchase canopies and loan them to the tenants for their outdoor marketplace on weekends. RDA cannot purchase the canopies and give them to the tenants. RDA proposes to purchase 15 canopies and SUBA can provide the ten additional from its supply to make a total of 25. RDA further proposes to give SUBA the 15 new canopies that are purchased with RDA funds once they are no longer needed at the outdoor marketplace. Additional supportive pressure needs to be placed on the property owner, to get him to keep moving forward with the building construction and renovation. The business owners are meeting with an attorney tomorrow, to discuss the process of recovery from the tenants' perspective and to provide them with a legal perspective.

Motion: KVG; 2nd: SJ - Form a special committee chaired by Daniel, to establish the policies and procedures for the management and allocation of relief funds. Approved

6. El Grito Street Festival 2008: The Plan, Policies, and Procedures for 2008 and Beyond – David commented that businesses in the area should be polled, to determine how they feel about the future of the El Grito Festival. Sal commented that El Grito is about Mexican Independence and should be continued since the last five years have been successful.



Motion: DB; 2nd: KVG - Form a special committee chaired by Deloris Scaife-Higgins and co-chaired by Kris VanGelder, to establish the goals, policies, procedures, and plan for the future of the El Grito Festival. Approved

VI. REPORTS/UPDATES

7. Executive Committee – David stated that the Board needs to form a special committee, to discuss, research, and make decisions regarding SUBA’s employment goals/objectives, policies, and procedures. This group would need to meet as soon as possible. Meeting set for Tuesday, February 26th @ 9:00 a.m. at SUBA Office.

Motion: DB; 2nd: SJ – Form a special committee, to discuss and make decisions regarding SUBA’s employment goals/objectives, policies, and procedures. Approved

8. Standing Committees – None
9. Executive Director – None

VII. BOARD MEMBER COMMENTS/ANNOUNCEMENTS

10. The NxLevel Small Business Development Training Course

VIII. CLOSED SESSION ITEMS

None

IX. ADJOURNMENT

Meeting adjourned @ 10:10 a.m.