



BOARD OF DIRECTORS MEETING

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

Wednesday, March 19, 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(P) |
| | | Alicia Delena(P) | Deloris Scaife-Higgins(A) |
| | | Keven Pederson(P) | |
| | City Council: | Sergio Sanchez(A) | Tony Barrera(A) |
| | | Gloria De La Rosa(A) | |
| | Staff: | Victor J. Mehia(P) | |
| | Guests: | Brian Contreras, 2 nd Chance | |
| | | Jesse Luna, 2 nd Chance | |
| | | Luma Serrano Williams, Attorney at Law | |

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

Luma Serrano Williams introduced herself to the Board as a candidate for the Monterey County Superior Court.

Alicia Delena shared with the Board that some established businesses on East Alisal Street are concerned that the city seems to be issuing a lot of permits for mobile vendors, again, including those for flower vendors, fruit vendors, clothing vendors, etc. Mobile vendors impact the prices of established businesses because mobile vendors tend to sell their wares at very low prices since they don't pay the overhead that typical brick-n-mortar businesses pay. That pressure forces us to lower our prices, and we all end up earning less income.



III. CONSENT ITEMS

1. Approval of Minutes for Board Meeting on February 20, 2008 - Motion to Approve: KVG; 2nd AS Approved
2. Approval of Finances for Period Ending February 19, 2008 – Motion to Approve: KVG; 2nd KP Approved

IV. REPORTS/UPDATES

3. **Executive Committee** - Keven reported that the executive committee is working on the policies and procedures for the board, staffing, committees, special events, and other aspects of the organization. Daniel observed that more board members seem to be coming together to get the work done. Keven commented that getting more committees to do the work is a good thing. The organization is evolving and requires updated and relevant policies and procedures to remain effective at achieving our goals and objectives. Keven made a motion to use staff's draft policy and procedures document and allow the executive committee to plan and implement an associate membership program as soon as possible. 2nd by Kris. Approved
4. **Special Bylaw Committee** - Kris reported that there have been two meetings, to discuss several aspects of the existing bylaws, including: staffing, structure of the board, terms of service for directors, election and/or appointment of directors and officers. The committee is also looking at the nominating committee and the process used to renew and/or replace board members. Brian suggested that the three year term of service seems to work better than the one year term. Victor suggested contracting a consultant to work with staff on drafting the policies and procedures. The drafts could then be reviewed at the committee level and presented to the full Board of Directors for adoption.
5. **Special Committee on the Future of El Grito** - Kris reported that the special committee has discussed the future of El Grito and how exactly SUBA will be involved in this event. The event will continue on E. Alisal Street and SUBA will continue to assume full ownership over the event. The event will keep the El Grito name, but it will take on a more international/multi-cultural flavor so that people from every ethnic and cultural background feel welcomed to participate in the event. The special committee will form a standing El Grito committee to take on the planning and implementation of the El Grito event. The chair will be a Board member, and the co-chair will be staff to handle and facilitate the event's contracting and budgeting responsibilities. Kris asked for a volunteer from the board to serve as the chair of the El Grito committee. Alan asked whether it would be possible to have a motivated member of the organization, not a board member, serve as the chair of the committee. The chair is the single point of accountability. Therefore, that person should be a board member who could be held accountable by the Board of Directors. Alicia volunteered to serve as the chair of the committee. She stated that she has extensive experience in coordinating events like El Grito and



serves as the president of an organization in Watsonville. She has served as that president for 10 years. Daniel stated the chair should be a Board Member in good standing – one who has attended meetings and participated in SUBA activities more consistently and with more frequency. He commented that Alicia has not been involved in SUBA activities on a regular basis. Daniel suggested that Alicia take an active role in helping to lead the El Grito committee and participate in SUBA’s activities regularly. Kris echoed Daniels observations. Kris made a motion to appoint Daniel to chair of the committee and staff to serve as co-chair. 2nd by Keven. Approved

- 6. **Safety Committee** - David reported that a new committee has been formed to address safety issues in the SUBA BID. The committee will work on the recommendations to RDA for the future of the SDU. Meeting date and time will be announced shortly. Keven asked Brian if he would be interested and available to participate in the committee. Brian stated he could participate any day other than Tuesdays. SUBA needs its own committee on safety, to address some issues that are specific to the SUBA BID. The committee will also explore ways of becoming involved in other efforts already underway in the SUBA service area.
- 7. **Executive Director** - Deanna will be offered a permanent position at SUBA as the assistant to the executive director. SUBA cannot keep a person working under an independent contractor arrangement indefinitely, and Deanna’s work on the Masquerade Mixer and SUBA’s marketing project is rapidly coming to an end. Keven asked about Deanna’s qualifications to fulfill the duties of an administrative assistant. Victor stated that Deanna has proven to be responsible, trainable, and good at taking the initiative to do things that support the mission of the organization.

V. INFORMATIONAL ITEMS

- 8. **Board of Directors Membership and Participation Policies** - If directors are absent from three meetings, SUBA should send a letter to remind them of their responsibilities to participate in SUBA activities. Absent members should be given the option to resign or be terminated. Brian suggested holding an annual retreat for board members. The board could focus on strategic planning, and other items that are important to SUBA.
- 9. **City of Salinas Shopping Cart Ordinance (DRAFT)** - Kris will be attending the next council meeting dealing with the shopping cart ordinance. He will ask about the creation of a new City-run program to implement and enforce the ordinance. Staff will call store owners in the SUBA area and convene a meeting to get their input.
- 10. **Courtesy Response from Rossi Masonry and The Damper Door** - Staff will convene a meeting with Tom at City Finance (ASAP) to clarify SUBA’s decision-making power over membership in the BID and enforcement of the BID assessment. RDA will be invited to participate in the meeting. Maria stated that SUBA does have some decision-making power over certain aspects of the BID, including where the BID boundary is set.



- 11. **Alisal Marketplace Project (Update by RDA)** - Cooley is working to relocate the transfer station.
- 12. **Sun Street Transfer Station** - Not much to report, as we have not received information from the city or other sources.

VI. CONSIDERATION ITEMS

None

VII. BOARD MEMBER COMMENTS/ANNOUNCEMENTS

- 13. Meeting to Introduce/Discuss the City of Salinas CAPSTONE Program – Wednesday, March 19, 2008 @ 6:30 PM at Hebbbron Heights Center

Keven informed the board that there’s an organization in town (run by Rickie Cabrera and Daniel Torres) that would like to hold a Mexican celebration at the Rodeo grounds in August of 2008. They would like for SUBA to participate as a non-profit sponsor of the event. In turn SUBA would receive a flat 10% of the event’s income which is expected to be at least \$100,000 in the first year and more in later years.

Keven suggests that if the Board is interested he could have Rickie and Daniel present their concept at a future Board meeting. He said it could be used to promote the El Grito event, which takes place in September.

Place the presentation for this event on next month’s agenda as an informational item.

Keven also informed the board that the Rodeo parade will stage at the Vineyard Church on E. Alisal Street. He suggested that we should place the parade as an informational item on an upcoming board meeting agenda.

VIII. CLOSED SESSION ITEMS

None

IX. ADJOURNMENT

Meeting adjourned @ 10:12 a.m.