



SPECIAL BOARD OF DIRECTORS MEETING

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

Friday, April 4, 2008 at 8:00 AM

MINUTES

I. CALL TO ORDER

Roll Call	Board Members:	David Brown(P)	Keven Pedersen(P)
		Sal Jimenez(A)	Kris VanGelder(P)
		Alan Stumpf(P)	Daniel Shim(P)
		Alicia Delena(P)	Deloris Scaife-Higgins(P)
	City Council:	Sergio Sanchez(P)	Tony Barrera(A)
		Gloria De La Rosa(A)	
	Staff:	Victor J. Mehia(P)	
		DeAnna Diaz(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. CONSIDERATION ITEMS

1. Mexican Heritage Expo (August 23-24, 2008)
 - a. Presentation by Ricky Cabrera and Board Discussion – Ricky presented to the Board information about the Mexican Heritage Expo. SUBA would receive 10% of all monies that are raised through the event and would assume zero liability. The promoter will purchase an additional insurance policy and draft a hold-harmless document. SUBA was chosen as the non-profit organization because it’s a perfect fit with this type of event. At the 10% level, SUBA would be receiving more than the typical sponsor at these types of events. SUBA would have to act as the event’s fiscal agent – accept monies, manage the monies, and cut checks to the vendors and contractors. SUBA members will get first “crack” at all the food-related booths as a means to promote their business and sell their wares. SUBA will receive tickets to the event to provide their membership. SUBA gets 10% of all income generated through the event. Maria had suggested Ricky use the 2nd Chance Program as the



- fiscal agent, but Ricky thought the best fit would be with SUBA. Deloris asked what the estimated gross income is or is expected. Ricky stated that SUBA should get no less than \$10,000; otherwise, Ricky would be losing money on the event. Alan asked why SUBA was chosen as the non-profit organization...What benefits does SUBA bring to the event? Ricky stated he respected SUBA's leadership and the direction of the organization in the community. Victor suggested distinguishing between partner and subcontractor, because SUBA may be acting as a subcontracted fiscal agent, not necessarily as a full partner. Ricky would prefer the event be billed as Ricky and Daniel "...in Association with SUBA." Alan asked if SUBA would be responsible for covering upfront items such as deposits or requests for payments prior to raising the funds necessary to cover these expenses. Ricky explained that all upfront expenses would be covered by him, not SUBA. Sergio explained the process of working with non-profit groups as fiscal agent. He believed most of the vendors at the event would be SUBA members, given the type of the event. If all goes well, SUBA should have the opportunity to participate in these events in the future. Keven stated that aside from the money, this event, if properly organized, will have the power to attract many people from across the region. Dave stated that this event would be good for our membership. Ricky stated that all intellectual property associated with this event belongs to Ricky and Daniel. Sergio suggested that all contracts be reviewed by an attorney and that Ricky should cover these costs. Ricky stated he will cover costs up to \$400.00.
- b. Action - Kris motioned to approve SUBA's entry into negotiations with Ricky and Daniel, but Ricky stated he needs to move into an agreement with the Rodeo ASAP, so a decision is needed soon. Kris refined his motion: To approve entering into a relationship with Ricky and Daniel to serve as the fiscal agent for the Mexican Heritage Exp, and to vet the paperwork through the full Board prior to signing the contract, and then to provide a full presentation at the next Board of Directors meeting. Deloris seconded the motion. Alicia asked for clarification regarding the 10%...is it from the net income or gross income? Ricky stated the 10% for SUBA will be figured based on the gross income. The vote was called and the motion passed unanimously; Alan abstained because the event is going to be held outside of the SUBA BID.

IV. INFORMATIONAL ITEM

2. Acquisition of Properties Near the Division Street Project Area
- a. Presentation by Alan Stumpf, City of Salinas Redevelopment Agency – Alan provided information about the Division Street project area and possible purchase of the church property at the corner of Circle Drive and North Sanborn Road. He used a map of the Division Street project area to show where parcels targeted for acquisition are located and where in the acquisition process each parcel is currently at. RDA has been focused on property acquisition up until now and will continue with this process. Alan stated that he cannot talk about price or the specifics of the terms of acquisition until the report becomes public information. The church property came up as a result



of the council wanting to use the facility for a community-use center. The city would not staff the facility; instead, a non-profit group would be asked to take on the task through an RFP process. The church facility may need additional work in the areas of heating and cooling, ADA requirements, and paint. Sergio explained that many aspects of the Division Street project are being discussed in closed session, and the community will not be informed until after the acquisition transactions are completed. Alan commented that releasing information about a possible acquisition prematurely tends to have a positive effect on prices, and that's bad from the buyer's perspective. Alan provided an explanation of RDA's budget and spending in the Sunset Avenue Redevelopment Project Area as it appears in the City's budget. The Board of Directors continued with a Q&A session with Alan and Sergio. Victor asked if the church property and facility at that site were of any historical significance to the community. Alan responded saying the property and facility were of no historical significance. Victor asked why, if there was no historical significance attached to the property and/or facility, couldn't we push for the development of a brand new facility? He suggested that the community's children deserve something new, not just an old building that has been rehabbed. He asked whether the Steinbeck Center was a rehabbed building or a brand new facility. And if it were brand new, why couldn't a similar investment be made in the Sunset Avenue Redevelopment Project Area? Sergio informed the Board that no firm plans were in place for the Division Street project area but acquisition of the properties in that area would make it easier for a development idea to take hold. He said SUBA had asked about the formation of a community advisory committee for redevelopment in the Sunset Ave area, and he suggested that SUBA take the lead on this and present a proposal to the City Council.