

**REPORT TO THE  
CITY COUNCIL**  
*City of Salinas, California*

Agenda Item Number  
Final

**DATE:** January 13, 2004

**FROM:** Larry D. Bussard, Redevelopment Director

**THROUGH:** Alan Stumpf, Redevelopment Project Manager

**BY:** Maria Orozco, Assistant Redevelopment  
Project Manager

Department Director Approval

Finance Review

Attorney Review

City Manager Approval

**SUBJECT: APPOINT SUBA BOARD AS ADVISORY BOARD FOR ESTABLISHING  
A BUSINESS IMPROVEMENT AREA (BIA) AND APPROVE TIMETABLE**

**BACKGROUND**

Over the past year, the Salinas United Business Association (SUBA) Board of Directors (membership list attached) have been actively organizing businesses and activities that benefit the East Salinas community, focusing on the commercial areas covered by the Sunset Avenue Redevelopment Project (map attached). The SUBA Board has committed to the formation of a Business Improvement Area/Assessment District (BIA) that will offer reliable funding to support SUBA's ambitious plans and activities for the area, following the model established for the Oldtown Salinas Parking and Business Improvement Area. Attached is a timetable, or schedule of actions needed in the coming year to establish the BIA, and then to carry out the annual assessment. The SUBA Board has approved this timetable and requests City Council actions to appoint SUBA as the advisory board for establishing the BIA and also to approve the timetable.

**THE ISSUE**

Shall the Council approve the attached Resolution, which appoints the SUBA Board as the advisory board for establishing a BIA within the Sunset Avenue Redevelopment Project Area, and which approves a schedule of actions to establish the BIA?

**FISCAL IMPACT**

Appointment of the SUBA Board will have no fiscal impact on the City General Fund. If approved, a BIA would provide a new, stable funding source for SUBA activities that could supplement funds already allocated to SUBA from the Redevelopment Agency. Significant Redevelopment and Finance staff resources will be required in the coming year to carry out the actions necessary to establish the BIA.

**TIMING**

To achieve establishment of a BIA in 2004, the attached schedule of actions must be followed. Appointment of SUBA as the advisory board for the BIA is the first critical step in the schedule.

**CITY COUNCIL GOALS**

Establishment of a BIA with the SUBA Board will help to achieve Council Goal #1 – Generate Economic Development Throughout the City; and Objective 1F – Develop Economic Development Plan for SUBA.

**ALTERNATIVES AVAILABLE TO COUNCIL**

The Council may:

1. Appoint the SUBA Board as the advisory board for establishing a BIA.
2. Withhold this appointment.

**CONCLUSIONS AND RECOMMENDATIONS**

In its inaugural year, the SUBA Board has achieved recognition and trust among many businesses in East Salinas, and has demonstrated its commitment to improve the East Salinas community. The next step is to ensure adequate and reliable funding so that SUBA can increase its effectiveness. It is therefore recommended that the Council adopt the attached Resolution appointing the SUBA Board as the advisory board to establish a BIA and approve a timetable for this process.

**Distribution**

City Manager  
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SUBA Board

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Resolution  
Schedule of Actions