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GOVERNMENT NEWS



Chamber Recommends Salinas City Council Strengthen Its Case for Measure G Sales Tax Renewal

By Kevin Dayton, Government Affairs Liaison

On July 16, 2024, the Salinas Valley Chamber of Commerce sent a letter about the city's Measure G sales tax to the Salinas City Council and Measure G Oversight Committee. The letter includes nine specific recommendations on how the City of Salinas can improve openness, transparency, and accountability for how it spends revenue collected under the authority of Measure G.

Voters approved Measure G in 2014. It has an expiration date of 2030.

If implemented, the Chamber's

TAX RENEWAL see page 6

Chamber Requests Salinas City Council Leadership on Impending Amazon Warehouse

By Kevin Dayton, Government Affairs Liaison

Agricultural regions elsewhere in California have changed dramatically after the introduction and proliferation of massive retail distribution warehouses. Knowing this, your Chamber of Commerce leadership is increasingly puzzled about why the Salinas City Council is not making remarks or inquiries about the secret planning and review of the first massive retail warehouse in the Salinas Valley — a five-story structure for Amazon on the verge of construction in a South Salinas field.

On July 15, 2024, the Chamber's Board of Directors instructed staff to survey the membership about whether they support, oppose, or have some other position concerning the Amazon warehouse. In the meantime, the Board approved a letter to go to the

Salinas City Council asking for their leadership on warehouse planning and review. The text of the letter is below.

Requesting Elected Officials to Take Leadership on Warehouse Logistics and Distribution Replacing Agriculture as the Economic and Cultural Destiny of the Salinas Valley

On June 14, the Salinas Valley Chamber of Commerce obtained 165 documents in response to a public records request concerning the planned 3 million-square-foot Amazon warehouse in the Salinas Ag-Industrial Center Specific Plan area. Have you seen these records?

We learned that the City of Salinas has been planning for this warehouse for almost three years under a Non-Disclosure Agreement (NDA). We also learned that Amazon

believes the warehouse does not need any public review related to environmental impacts, vesting tentative maps, or development agreements. A former City Manager unilaterally eliminated a reference to agriculture in the Salinas Ag-Industrial Center Specific Plan because times have changed. The traffic mitigation planned for the warehouse trucks entering Highway 101 from Abbott Street appears to be merely a metering light. Also, the Salinas City Council voted on vacating a street and also voted to proceed with a Enhanced Infrastructure Financing District (EIFD) without public references to the true purpose of these agenda items: preparation for the Amazon warehouse. Did you know about that?

WAREHOUSE see page 3



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WAREHOUSE - from page 1

Attached are two comprehensive articles from the July 2024 Salinas Valley Chamber of Commerce Business Journal and an article from the June 2024 Salinas Valley Chamber of Commerce Business Journal about the Amazon warehouse. The Business Journal also had a comprehensive article in the May 2022 Business Journal that explained the issue, to the extent we could find out about it from secondhand sources. The Chamber has been trying to fulfill its role as a community leader by trying to bring openness and transparency to this issue.

Salinas is special. The Salinas Valley has a historical and even a literary tradition of agriculture

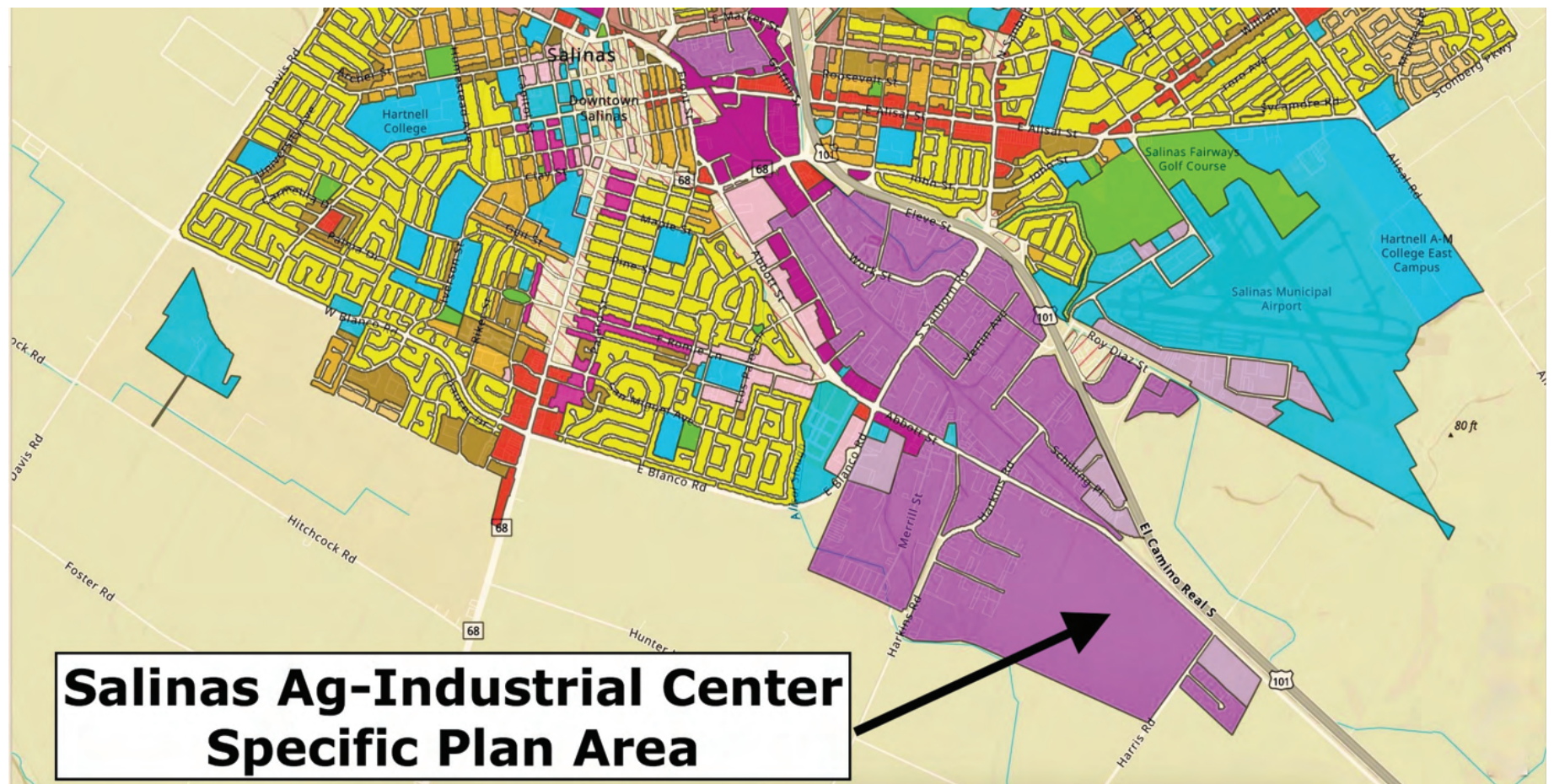
as a foundational aspect of its economy and culture. It's frankly astonishing that the City of Salinas is adopting the economic development strategies of cities such as Moreno Valley, Fontana, Tracy and Stockton without even a peep from its elected officials in a public meeting. Warehouse logistics and distribution isn't even mentioned in the city's Economic Development Element, which is part of the city's foundational General Plan.

While warehouse distribution and logistics may indeed become an economic and social benefit for the Salinas Valley — and the Salinas Valley Chamber of Commerce is open and interested in welcoming this argument — nothing is available to the public to prove or disprove it.

Someone else is determining the destiny of your community.

Introducing massive retail warehouse operations in Salinas will dramatically influence your community for future generations. As the elected representatives of the People of Salinas for their city government, you would act wisely and appropriately to end the secrecy now.

Please consider public deliberation and consideration of the development and operation of massive warehouses owned by multi-national corporations without local connections or relationships. This will allow your constituents to petition their government about this new economic development strategy in a structured, meaningful, public legislative setting. 🌱



Chamber Takes Positions to Promote Transparency & Accountability in Local Government

By Jennifer Williams, SVCC Board Chair

As I've shared before, I joined the Board of Directors of the Salinas Valley Chamber of Commerce, and ultimately became Chair of the Board of Directors, because of the people I'm surrounded by and the opportunity to lend my voice to developing policy positions that will stand as enduring models for holding ourselves and our government accountable.

We have taken positions in the past year asking the Salinas City Council to modify policies to promote transparency and accountability. A significant example is the Chamber's recommendations and support for the new Community Sponsorship Policy, which improves clarity and fairness for line-item expenditures in the city budget for community groups and events.

We can only demand transparency when we also hold ourselves to the same standard. We've begun sharing a monthly column in the Business Journal highlighting the key issues the Government Relations Committee is focusing on. We focused on the Chamber's Candidate Review process to make sure everyone knows how the Chamber approaches the interviews and what issues the Chamber focuses on.

In this issue, Chamber Government Affairs Liaison, Kevin Dayton, contributes the content of five letters recommended by the Government Relations Committee and approved by the Board of Directors that exhibit knowledge, interest, and leadership capabilities on key Salinas

Valley public policy issues.

These include letters to the Salinas City Council regarding the Measure G sales tax, the planned Amazon warehouse, and housing development in the North of Boronda Future Growth Area. It also includes a letter to the



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California Coastal Commission supporting the Monterey-Salinas Transit (MST) SURF! Bus Lane and Bus Rapid Transit project. And it includes a letter to Assemblywoman Dawn Addis opposing her Assembly Bill 3233, which would lead to the eventual shutdown of San Ardo's oil wells.

We have the opportunity to stand as leaders for the Measure G sale tax renewal, demanding rigorous accountability. A tax is not merely a financial imposition; it is a social contract. We consent to part with our earnings, trusting that they will be used for the common good. We must know exactly how these funds will be allocated and the specific benefits they aim to achieve. Furthermore, clear mechanisms for tracking these expenditures must be established. Transparency in financial stewardship fosters trust and strengthens the moral foundation upon which our societal contributions are built.

Like you, I see the potential of businesses and commerce as a positive force to improve the community, and we have the collective power to model — and lead — consistency in openness, transparency and accountability. 🌱

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TAX RENEWAL - from page 1

recommendations will help the City of Salinas develop an effective and credible public education and community outreach effort for renewal of the Measure G sales tax. The text of the letter is below.

Conditions for Salinas Valley Chamber of Commerce Leadership on Measure G Sales Tax Public Education and Community Outreach

You voted on June 25, 2024 to wait until the November 2026 election to ask City of Salinas voters to renew the Measure G sales tax. At that meeting, you examined survey results, took public comments, and acknowledged the need for extensive public education and community outreach to educate the public about Measure G sales tax revenue and expenses.

The Salinas Valley Chamber of Commerce is interested in taking a leadership role in the next two years on Measure G sales tax public education and community outreach. This could include nominating a Chamber representative (or representatives) to serve on a Measure G city advisory committee, hosting meetings to explain Measure G to city businesses, publishing articles about Measure G in the Chamber's Business Journal, and other roles independent of official city activities as the November 2026 election approaches.

However, before the Chamber proceeds to invest volunteer and staff time and money in this effort, Chamber leadership recognizes the City of Salinas must improve its openness, transparency, and accountability concerning the Measure G sales tax. Here are our recommendations:

1. Include a standing item entitled "Measure G Sales Tax Accountability, Public Education, and Community Outreach Activities" at every Salinas City Council Finance Committee meeting. This committee should take primary responsibility for directing and reviewing staff activities related to Measure G.
2. The Salinas City Council should hold a study session in the fall of 2024 dedicated to learning about, reviewing, and discussing the Measure G sales tax.
3. Take specific, measurable actions to ensure the Measure G Oversight Committee not only

achieves a quorum at its quarterly meetings, but has 100% attendance from its seven members at meetings. Members of the City Council need to identify and recommend constituents for this committee who understand and embrace public accountability, fiscal responsibility and service to the community. If current committee members cannot commit to 100% attendance (outside of exceptional circumstances), remove and replace them.

4. To improve member and public attendance, the City of Salinas may need to schedule Measure G Oversight Committee meetings in the evening. While evening meetings may be inconvenient and costly, the Chamber believes Measure G sales tax renewal deserves this commitment from the City.
5. Develop a prominent Measure G page on the City of Salinas website. On this website, post all fundamental documents related to Measure G, including the following:
 - (A) The language that appeared on the ballot for Measure G
 - (B) The background information that appeared in the Voter Guide for Measure G, including statements in support and in opposition to the ballot measure
 - (C) The Salinas City Council resolution putting Measure G on the ballot
 - (D) The Salinas City Council resolution establishing the Measure G Oversight Committee
 - (E) Bylaws for the Measure G Oversight Committee
 - (F) Current Measure G Oversight Committee members, with information on how to contact them, identification of which City Councilmember appointed them and their appointment date
 - (G) A list of all past Measure G Oversight Committee members and their periods of service (appointment date and resignation/expiration date)
6. It appears to the Salinas Valley Chamber of Commerce that one of the major public concerns about Measure G is a lack of knowledge about how the revenue is spent. The City of Salinas needs to give this information to the

Measure G Oversight Committee and to the public via the Measure G page on the City of Salinas website:

- (A) A list of Measure G sales tax revenue for each fiscal year
 - (B) A list of specific direct expenditures for each fiscal year that Measure G has been in effect
 - (C) A table showing the number of City positions in each City department fully or partially funded for each fiscal year that Measure G has been in effect ("Transfers Out")
 - (D) A table showing the percentage of the personnel budget for each department funded by Measure G for each fiscal year
7. The Measure G page on the City of Salinas website should explain the Measure G expenditures on debt service for the Salinas Police Station. It needs to list reasons why a new police station was needed. It needs to list service improvements to the community that resulted from a new police station. It needs to be associated with the significant reduction in crime rates.
 8. All Salinas City Councilmembers supportive of Measure G sales tax renewal must commit to active involvement in the education and community outreach campaign. This is not "something staff can handle."
 9. Under no circumstances should the City of Salinas educate the public about Measure G using negative and distorted depictions of the City of Salinas, such as deteriorating infrastructure and/or infestation by crime and gangs. Measure G has provided public services and benefits that have made the City of Salinas a better place to live and work. The City of Salinas is a good place to live and work, and it's getting better.

As the City of Salinas develops its Measure G sales tax public education and community outreach plan, the Salinas Valley Chamber of Commerce expects the community to propose many more ideas. Please listen to them. In the meantime, we look forward to City consideration and adoption of our recommendations. 🌱

Greet HWY 68 Loop Publication Celebrates 10-Year Anniversary, 120th Issue

By Laurie Martin, Greet HWY 68 Loop

Brad and Laurie Martin, publishers of the local Greet magazine, are excited to announce the release of their 120th issue. What started as a local small distribution publication to the residents of Corral de Tierra, San Benancio and the Robley Road community, expanded three-fold after five years in print. Currently the magazine is delivered to 5,000 households along the Highway 68 corridor and River Road each month, and now includes the neighborhood communities of Toro Park, Pasadera, Boots Road, Monterra, Bay Ridge, Laureles Grade, Las Palmas I & 2, Ranchito Pine Canyon, and more.

“With the intention of creating a strong community through the

sharing of resident stories and photos, Greet has become a part of the fabric that knits the community together,” says Brad.

“We love it when residents of the community refer to themselves as Loopers!” Laurie adds, “it not only refers to the three-road Loop, but it now refers to the readership.”

With one name change, Greet HWY 68 Loop now incorporates a title that draws attention to the specific community and can be found anywhere in the country. The Martins are the original publishers of the franchise owned by the N2 Company and continue to make plans for the magazine for years to come. They are a part of a network of over 40 Greet magazines nationwide.

Greet invites residents to get involved with the magazine monthly, as well as with their much anticipated issues, such as the Annual Photo Contest, Graduation issue, Pet Photo Contest. They also host resident events such as the Annual Yard Sale, and their upcoming 10-year anniversary celebration at Monterey Zoo. In doing so, Greet HWY 68 Loop continues to work to bring residents together for fun, connection and positive experiences in the community.

Brad and Laurie are 25-year residents of Salinas and have one son, Mitchell. Brad and Laurie have been members of the Salinas Valley Chamber of Commerce for 10 years, they also served as Chamber Ambassadors for two

years. They also publish a second magazine, Monterey County Real Producers, a social publication for the Monterey County real estate community.

Active in the community, the Martins are in the early stages of creating a nonprofit for adults on the autism spectrum to live independently in an assisted living-style community in the area. Brad is a member of Rotary International and Laurie serves on the board of IMPOWER, a local nonprofit. The family is also active in their church.

For businesses eager to market to the residents in this outstanding community, please contact Brad or Laurie Martin to review marketing opportunities. Brad.martin@n2co.com or Laurie.Martin@n2co.com. 🌱

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Celebrating National Thrift Day with Goodwill Central Coast: A Treasure Hunt for a Cause

By Goodwill Central Coast Staff

Happy National Thrift Day! Each year on Aug. 17, we come together to celebrate the joy of thrifting — a day dedicated to discovering hidden treasures, supporting sustainable shopping, and giving back to our communities. At Goodwill Central Coast, this day holds special meaning as it aligns perfectly with our mission of promoting environmental sustainability while providing vital employment services to those in need.

Why thrift?

Thrifted isn't just about finding great deals; it's about embracing a lifestyle that values sustainability and community. When you shop at Goodwill Central Coast, you're not only scoring unique items at unbeatable prices, but you're also contributing to a greater cause. Every purchase you make supports our job training programs, career services and community outreach initiatives.

The thrill of the hunt

One of the most exciting aspects of thrifting is the element of surprise. You never know what you might find! From vintage clothing and rare collectibles to household items and furniture, our stores are filled with unique treasures waiting to be discovered. Whether you're a seasoned thrifter or a newbie, the thrill of finding that perfect item is a feeling like no other.

Sustainable shopping

In a world where fast fashion and disposable goods are prevalent, thrifting offers a sustainable alternative. By purchasing second-hand items, you're reducing waste and minimizing your carbon footprint. At



Goodwill Central Coast, we pride ourselves on being a part of the circular economy, where goods are reused, repurposed, and given a new life.

How donations make a difference

Every item donated and sold at Goodwill Central Coast helps fund our mission-driven programs. These programs provide job training, employment placement services, and other community-based initiatives that empower individuals and strengthen our communities. When you shop with us, you're not just saving money; you're also helping to create opportunities for others.

Join us on National Thrift Day

This National Thrift Day, we invite you to visit any of our Goodwill Central Coast locations and join in the celebration. Here are a few

ways you can get involved:

- 1. Shop:** Explore our stores for unique finds and enjoy special discounts throughout the day.
- 2. Donate:** Clean out your closets and donate gently used items to support our cause.
- 3. Share:** Spread the word about National Thrift Day and encourage your friends and family to join the thrifting movement. Share your favorite thrifted finds on social media using the hashtag #NationalThriftDay and tag @GoodwillCentralCoast.

A day of community and giving

National Thrift Day is more than just a shopping event: It's a day to celebrate community, sustainability and the power of giving back. At Goodwill Central Coast, we're committed to making a positive impact, one thrifted item at a time.

We thank you for your continued support and look forward to celebrating with you on Aug. 17. Happy Thrifting!

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Stay connected on social media to keep up with the latest news, promotions and inspiring stories from Goodwill Central Coast. Follow us on Facebook, Instagram and Twitter.

About Goodwill Central Coast

Goodwill Central Coast is a nonprofit dedicated to providing job training, employment placement services, and community-based programs that uplift others. Our mission is to help individuals achieve their full potential through the power of work and sustainable living. Learn more about our programs and how you can support our mission at www.goodwillcentralcoast.org.

Using Buffer ETFs to Minimize Stock Market Volatility

By **Ryan Hastie**, Hastie Financial Group

One area of research in finance is behavioral finance, a field of study that relates behavioral and cognitive psychology to financial planning and economics to attempt to understand why people may behave irrationally during the financial decision-making process. The two types of biases, cognitive errors and emotional biases, often lead investors astray and end with below favorable outcomes. One of the most common emotional biases is loss aversion — investors fear losses much more than they value gains, and they prefer avoiding these losses to acquiring the same amount of gain.

Buffer exchange-traded funds (ETFs) offer a potential solution for investors grappling with the fear of losses within their investment portfolio. Depending on the issuing firm, these ETFs are referred to as structured ETFs, defined outcome ETFs, target ETFs or buffered outcome ETFs. Traditionally, ETFs have provided investors with daily liquidity, improved tax efficiency, low investment minimums and increased transparency. Buffer ETFs go a step further by offering a “buffer,” or some degree of downside protection, while also implementing a “cap,” or limit on upside gain.

The unprecedented levels of market volatility observed within the markets since the COVID-19 pandemic have led investors to focus on risk management during the investment process. In a high interest rate environment and decreased appetite for risk, many investors have fled to safe havens such as Treasuries, Certificates of Deposit (CDs) and money market accounts. Buffer ETFs were created to allow investors to continue to participate in the market, albeit with more downside protection with upside limit.

Buffer ETFs track an index, typically the S&P 500, over a defined period, known as outcome periods. Within the ETF, derivative investments, a subset of alternative investments, known as options, are the underlying strategy that allows for the buffer and cap. Four options contracts (two calls

and two puts) enable the ETF to establish a floor or buffer, with options ranging from 9% - 100%. For example, a 20% buffer means that market losses between zero and 20% result in no loss to the investor. However, market declines greater than 20% will result in losses for the investor. In addition, the ETF will have a cap that varies with the fund company and the associated buffer but typically range from 3% - 15%. Simply put, buffer ETFs track the price return of a specific index (e.g., S&P 500), seek to provide some level of downside protection while limiting returns up to a stated cap (limit) and have a maturity date (outcome period).

These types of investment vehicles have become increasingly popular among retirees and conservative investors, whose chief concern is safety of principal (loss aversion) but would like to participate in a portion of stock market returns. Buffer ETFs attempt to allow investors to remain invested during volatile market conditions, which would otherwise cloud some investors' decision-making. Since 2022 when the Federal Reserve began its interest rate hiking campaign, buffer ETFs have been a great option for conservative investors as bonds have been hit particularly hard due to their inverse relationship with interest rates (i.e., interest rates rise, bond prices/values fall).

A buffered ETF is designed to track the return of a specific index (up to a predetermined cap) while buffering investors against a predetermined percentage of downside losses over the outcome period, before fees and expenses. Principal protection is not guaranteed and investors may lose their entire investment regardless of when shares are purchased.

The full extent of caps and buffers only apply if held for the stated outcome period and are not guaranteed. Caps are subject to change. Investors who make purchases after the outcome period has begun, or sell prior to the conclusion of the outcome period, may experience investment returns very different from those that the defined outcome product seeks to provide.

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MEMBER NEWS



Santa Cruz County Bank Hires Senior Business Banking Officer, John Telesco

Santa Cruz County Bank, with assets over \$1.7 billion, is a top-rated community bank headquartered in Santa Cruz County. The bank is pleased to announce that John Telesco has joined as Senior Business Banking Officer to serve clients in the Silicon Valley, Greater Bay Area and Santa Cruz County. Telesco maintains his office at the Bank's Scotts Valley branch, at 4604 Scotts Valley Drive, where he is responsible for new business acquisition, lending and business development. Telesco has a 25-year history in the banking and mortgage industries with an extensive background in loan origination, lending policy and regulatory compliance and relationship management. Telesco served as Branch Manager for Prospect Mortgage LLC, Regional Manager for American Financial Network, Inc. and as District Manager for Sierra Pacific Mortgage Company, Inc. Most recently, Telesco served as Originating Branch Manager for Premier Mortgage Resources LLC. Doug Fischer, Senior Vice President and Director of Business Banking, remarked, "We are excited to welcome John to the team. His background in loan origination and policy make him a great asset to the bank and his relationship-based approach to business aligns perfectly with our commitment to providing personal attention to our clients. We look forward to John's contributions to the bank's growth." Commenting on his new appointment, Telesco stated, "Joining Santa Cruz County Bank is a great fit for me. We share a community-minded and relationship-based approach to doing business. I look forward to working with the Bank's amazing team and supporting local businesses." Telesco currently resides in Capitola.



envision
INITIATIVE

Envision Initiative has Moved Offices and Added Eden Magana to the the Team

Envision Initiative, a human resources and legal consulting services for startups to medium-sized businesses, has moved offices. Envision is in the same building at 2511 Garden Road in Monterey, but has now moved to Suite B100. Envision is also thrilled to announce the hiring of Eden Magana. She is currently a communications major at CSUMB and passionate about creating and maintaining a healthy workplace for both employees and employers.



Hartnell College Community College District Welcomes Cesar Iracheta as New Trustee for District 6

The Hartnell Community College District (HCCD) Governing Board is pleased to welcome Cesar O. Iracheta as Trustee for District 6. Iracheta took the oath of office during a board meeting held on Tuesday, July 9, 2024, at Hartnell College main campus. District 6 encompasses the cities of Chualar, Gonzales, Soledad, and parts of Northeast Salinas. Iracheta's term will run through December 2026. "We are honored to welcome Cesar to the Hartnell Community College District board," said Irma Lopez, HCCD Board President. "We look forward to the positive impact of his leadership and contributions to the growth and success of Hartnell College and our students." Iracheta is a seasoned broker and investor in Monterey County and boasts a career in real estate that spans over 30 years. With deep roots in the Salinas Valley, Iracheta's educational background includes attending public schools in Chualar and graduating from North Salinas High School in 1988. Following high school, Iracheta honorably served in the United States Army from 1988 to 1992, earning distinction as a wartime veteran. Beyond his professional achievements, Iracheta has actively contributed to the community by serving as an assistant coach for the junior varsity team at Everett Alvarez High School in Salinas. Iracheta is also a dedicated family man, the proud father of four sons and grandfather of four grandchildren.



Ryan Cash Graduates from the Credit Union Executives Society CEO Institute

Bay Federal's Senior Vice President and Chief Experience Officer, Ryan Cash, has graduated from the Credit Union Executives Society (CUES) CEO Institute, a highly concentrated program for credit union leaders. Considered to be a top-notch educational experience that combines the best curriculum from leading business schools across the nation, The CEO Institute equips students to tackle any challenges or opportunities that come their way. The program consists of one-week sessions held over the course of three years. At the CEO Institute, Cash engaged in interactive presentations, collaborated on exercises, and delved into case studies focused on key executive leadership topics. "I'm grateful for the opportunity to have attended the CUES CEO Institute. Not only was I able to learn from some of the finest business school faculty in the country, I was also able to learn and interact with some of the brightest minds in the credit union industry," said Cash. "I look forward to applying the knowledge I gained to Bay Federal's growth and prosperity, enhancing services to our members and community alike." Completing this course earned Cash the status of Certified Chief Executive, signifying his ongoing commitment to professional development and a level of expertise recognized industry-wide. "I am deeply impressed with Ryan and his dedication to this course over the last three years," said Carrie Birkhofer, Bay Federal President and CEO. "Investing in leaders like Ryan exemplifies our commitment to fostering a strong leadership culture at the Credit Union, ultimately ensuring exceptional service delivery for our members."



MEMBER NEWS



ARTS COUNCIL for Monterey County

\$110,520 in Grants Awarded to Local Arts and Culture Projects

The Arts Council for Monterey County (Arts4MC) is thrilled to announce that they have awarded \$110,520 in Arts & Cultural Impact Grants to 23 local arts organizations and nonprofit organizations with art programs. This funding, provided by the County of Monterey and the Board of Supervisors, aims to support the arts and cultural initiatives in the community. These grants represent the second round of awards this fiscal year, following the first round awarded in the fall. "The number of fantastic organizations that applied for grants this grant cycle was overwhelming. I wish there was enough funding to support all the organizations in need," said Jacquie Atchison, Executive Director of Arts4MC. "It just goes to show the high demand for arts funding in our county." All applications were reviewed by an independent panel of jurors, which included Audrey Summers, Bob Robe, Cathryn Wilkinson, Christian Mendelson, Gail Salgado, Julia Echenique, Mary Linzer, Megan Whilden, Mike Buffo, Natalie Rava, Peter Kasavan, Robert Richmond, Ruth Rodriguez, Sandie Borthwick and Terrence Gargiulo. Arts & Cultural Impact Grants are available to nonprofit organizations seeking support for public arts and culture projects/programs. The range of programs supported this grant cycle is extensive, including initiatives like storytelling for healing, using art with animals to help trauma-impacted youth, bringing music to the senior community, dance programs for Parkinson's patients and supporting cultural celebrations such as Festa Italia. Congratulations to the 2024 Spring Arts & Cultural Impact Recipients: Filipino Community Club of Salinas Valley Foundation (D1); Salinas Valley Pride Celebrations (D1); Ye Old Main Street Foundation (DBA Salinas Valley Food & Wine Festival) (D1); Centro Binacional para el Desarrollo Indígena Oaxaqueño (D2); Prunedale Senior Center (D2); Wonder Wood Ranch (D2); Hijos del Sol Arts Productions (D3); The Parenting Connection of Monterey County (D3); Sol Treasures (D3); Action Council (D4); Foundation for Monterey County Free Libraries (D4); Community Partnership for Youth (D4); Camerata Singers (D4); Pacific Grove Breaker Choir (D5); Monterey Bay Power Over Parkinson's (D5); The Lyceum of Monterey County (D5); I Cantori di Carmel (D5); Festa Italia Foundation (D5); Pacific Repertory Theatre (D5); Monterey Peninsula Gospel Community Choir (D5); Monterey Jazz Festival (D5); Jade Events Unlimited (D5); and Sunset Cultural Center (D5).



Partial closure of Torero Drive for Toro Park Cut-Through Traffic Program

The Transportation Agency for Monterey County (TAMC), Caltrans District 5, and the County of Monterey said that a partial closure of Torero Drive, along Highway 68, went into effect Friday, July 12, 2024. The partial road closure is a component of the "Toro Park Cut-Through Traffic Pilot Project," which will be in effect from July 12 to Tuesday, Oct. 1, 2024. Fixed signs and changeable electronic messaging signs will be placed along Highway 68 and within Toro Park to inform motorists of the partial road closure. The "Toro Park Cut-Through Traffic Pilot Project," is designed to re-route traffic that diverts from Reservation Road and Highway 68 into Serra Village and Toro Park during commute hours to avoid traffic congestion on Highway 68. The project is also designed to address safety concerns and congestion in the residential Toro Park communities inundated with aggressive drivers who take Portola Drive as an alternate route and speed through a school zone to re-enter Highway 68 at Torero Drive. The "Toro Park Cut-Through Traffic Pilot Project" closure will block southbound traffic on Torero Drive at the intersection of Bravo Court, thereby prohibiting vehicles from entering the highway from Torero Drive. According to Doug Bilse, TAMC's Principal Transportation Engineer and Project Manager of the pilot project, "The pilot project is expected to be in place a week or two before school starts so that we can observe traffic and adjust accordingly. We will be monitoring traffic throughout the pilot project phase and gathering feedback from community members. At that time, we will review traffic data and have permanent solutions to review." The partial road closure will improve traffic flow and reduce the 20-minute queue many Salinas commuters experience each day. The transportation agencies are also working together to improve traffic signal operations, which will make the traffic flow better than it currently is. Based on travel time studies conducted by TAMC, Toro Park residents might experience an increase for the off-peak trip to the peninsula that should take an extra 3-4 minutes, while a peak hour trip might add 7-8 minutes. In addressing the extra minutes, Bilse said, "We realize this hardship is needed to address safety concerns and are trying to identify a long-term solution that will reduce or eliminate this added travel time." The Toro Park Cut-Through Pilot Traffic Project is a Measure X funded project. It was developed by TAMC, the County and residents of Serra Village and Toro Park, to help define a long-term solution to keep traffic from diverting off the highway.

Salinas Valley Basin Groundwater Sustainability Agency Seeks Members for Subbasin Committee



The Salinas Valley Basin Groundwater Sustainability Agency (SVBGSA) is accepting applications for its six subbasin implementation committees through Aug. 20, 2024. These positions are ideal for people who have an interest in groundwater and local governance. The subbasin implementation committees for SVBGSA discuss, debate and deliberate on matters that focus on the implementation of the groundwater sustainability plans of the subbasins that the SVBGSA manages. Committee members must live or work in one of the subbasins, and collaboration and leadership skills are valued. The committees monitor subbasin sustainability criteria, prioritize subbasin-specific projects and management actions, seek community input and identify preferred funding mechanisms.

The committees advise and recommend actions to the SVBGSA Board of Directors and to provide feedback to staff. The committees do not make final determinations, but rather make recommendations for Board consideration and action. Up to 72 people can be appointed, comprising 12 on each of the six committees. The members must be individuals, not organizations.

To serve on a subbasin committee, applicants must live or work in the subbasin that that committee represents. A core responsibility of SVBGSA is to carry out the implementation of groundwater sustainability plans that were developed for the Salinas Valley subbasins, with a goal to achieve groundwater sustainability by 2040 and 2042. The SVBGSA is committed to work with landowners, business and agricultural managers, community representatives, water leaders, technical specialists and other stakeholders to disseminate information, gather input and implement long-range plans for how to address water scarcity. The Sustainable Groundwater Management Act was signed into law in 2014 in response to a scientific understanding that groundwater in California is being used faster than it's being replenished. The act requires designated groundwater basins to form a public agency to develop a groundwater management plan and implement actions that will help local subbasins reach or maintain groundwater sustainability.



What's Your Chamber's Government Relations Committee Talking About This Month?

AUGUST 2024

By Kevin Dayton, Government Affairs Liaison

Your Salinas Valley Chamber of Commerce Government Relations Committee had 19 members at its most recent meeting on Wednesday, July 10. The Committee discussed the following issues:



1 The Committee agreed with the Executive Committee's advice that the Chamber delay its "Salinas Valley Speaks" Economic Development Strategy Forum featuring city mayors until 2025, when a new Chamber President & CEO is in place. Chamber leaders and staff will focus instead on coordinating a successful Annual Legacy of Leadership event in the fall of 2024.

2 The Salinas City Council did not schedule a vote on June 25 for an ordinance that would reportedly limit landlords' annual percentage increase in rents to 2%, regardless of the inflation rate or any other market conditions. City staff is waiting for a consulting firm, Economic & Planning Systems, Inc. (EPS), to complete an independent economic analysis that projects the effects on housing of "rent stabilization." In the meantime, the City of Salinas Housing Technical Advisory Committee (TAC) is continuing to discuss the proposal, with a meeting scheduled on July 17. A city council vote may occur in August.

3 The Committee recommended to the Board of Directors that the Chamber send a letter to the Salinas City Council and Measure G Oversight Committee recommending nine actions that would ensure more openness, transparency, and accountability for expenditures of Measure G sales tax revenue. The sales tax expires in 2030. The Salinas City Council voted on June 25, 2024, not to put renewal of Measure G on the November 2024 ballot but wait until November 2026.

4 The Committee recommended to the Board of Directors that the Chamber send a letter to the Salinas City Council (and Salinas Planning Commission) asking for the city council to engage in public deliberation and consideration of the planned Amazon warehouse. The letter warns the city council that "someone else is determining the destiny of your community...end the secrecy now."

5 The Committee recommended to the Board of Directors that the Chamber send a letter to the California Coastal Commission in support of the Monterey-Salinas Transit SURF! Bus Lane and Bus Rapid Transit (BRT) Project. This would be a dedicated bus lane adjacent to Highway 1 between Monterey and Seaside that would give commuters from the Salinas Valley an alternative means of transportation to their jobs on the Monterey Peninsula.

6 The Committee recommended to the Board of Directors that the Chamber send a letter to the Salinas City Council (and appointed Planning Commission) expressing continued support for planned housing development in the West Area Specific Plan, Central Area Specific Plan, and East Area Specific Plan of the North of Boronda Future Growth Area. The letter focuses on the obligation of the City of Salinas to pursue its state Regional Housing Needs Allocation (RHNA) goals.

7 The Committee recommended to the Board of Directors that the Chamber send a letter to California State Assemblymember Dawn Addis opposing her Assembly Bill 3233. This bill would allow for full implementation of Monterey County's Measure Z (2016) and lead to the eventual shutdown of the San Ardo oil fields, located in the far southern part of Monterey County adjacent to Highway 101.

Are you interesting in joining the Salinas Valley Chamber of Commerce Government Relations Committee? It simply requires that you or your employer or organization is a Chamber member. For more information, contact Government Affairs Liaison Kevin Dayton at kevin@salinaschamber.com or at (831) 869-6592. 🌱



The Committee agreed with the Executive Committee's advice that the Chamber delay its 'Salinas Valley Speaks' Economic Development Strategy Forum featuring city mayors until 2025, when a new Chamber President & CEO is in place.



Leadership Monterey County members visited ReGen Monterey, whose mission is to turn waste into resources in the most cost-effective and environmentally sound manner.



Leadership Monterey County members toured the Sitos Group, a company that repurposes agricultural waste materials to generate high-quality biochar.

Leadership Monterey County Members Gain Insights into Local Infrastructure

By Mitchell Friedman, Leadership Monterey County

Infrastructure refers to basic facilities and systems serving a country, city or area, such as garbage collection, water, transportation and communication systems, among many others. Far too often, the inner workings of such systems lay outside the public's view — and as a result we may fail to see the vital role this infrastructure plays in a healthy, vibrant local economy such as in the County of Monterey.

A recent Leadership Monterey County (LMC) program focused on this very infrastructure, with the 30 participants spending a day visiting and engaging with key personnel at organizations charged with overseeing structures and facilities vital for County of Monterey residents.

The day began with a visit to ReGen Monterey, whose mission is to turn waste into resources in the most cost-effective and environmentally sound manner to benefit local communities. LMC participants toured its recycling operations under the insightful guidance of key communications and operations staff.

They then visited the nearby pilot project operated by Sitos Group, a company that repurposes agricultural waste materials to generate high-quality biochar, a stable solid, rich in carbon, that is made from organic waste material or biomass and which is subsequently used to enrich the soil.

Next up was a visit to Marina Coast Water District to learn about its management of water resources throughout its service area. LMC participants then toured the Monterey Regional Airport, where they were briefed on its operations and ongoing renovation and modification efforts. The day ended at Joby Aviation, with a tour of facilities used to manufacture a prototype all-electric, vertical take-off and landing air taxi.

In short, it was a full and fun day that offered LMC participants unique insight into critical issues and vital organizations. To learn more about their experiences, and the LMC program in general, visit <https://www.leadershipmc.org>.



The Brass Tap is now open offering food, drinks & entertainment!



For Lease. For Leisure. For Living.

PROMENADE
AT THE DUNES



Let's Be Great for Our Families!

By Pastor Todd Anderson, Compass Church

Let's celebrate the amazing spirit of Monterey County and the Salinas Valley! We're all about hard work, family love and community care.

There's so much goodness around us that often gets overshadowed by the news and social media, but we're changing that at Compass Church.

One of our big initiatives is supporting families and the community. Our region has been hit hard by economic challenges, and too many families are struggling to provide the basics for their kids.

That's why we stepped up to



provide 3,500 fully packed backpacks with school supplies for children in need. Each backpack came with a heartfelt note, spreading love and positivity for the upcoming school year.

Thank you to everyone who joined us in showing love and support for the children and families in our community.

But that's not all — get ready for Wheels and Wonders! On Sunday, Aug. 11, after each of our Sunday services, kids can explore all kinds of incredible vehicles up-close. It's a hands-on family event where children can check out unique and exclusive

vehicles, including public service, emergency, utility, construction, landscaping, transportation and delivery. And, of course, there'll be crafts, games and food trucks for everyone to enjoy. Best part? It's all free!

We've got more exciting news — a warm welcome to our new youth pastor, Daniel Jae! Daniel and Ruth come with amazing experience and are thrilled to build a student ministry that instills godly values and fosters great friendships for our kids and teens.

If you know any teenagers who need a solid group of friends and a place to belong, I highly encourage you to get them involved in our Tuesday meetings at 1044 S. Main

St., in Salinas. For the younger ones, we have Club 56 for fifth- and sixth-graders, and awesome junior and senior high school programs on the weekends.

Oh, and don't forget that because Compass is growing, we've added a Saturday 5pm service! If your Sundays are booked, you've still got a chance to join us and be part of this amazing community.

My hope and prayer for our community is that we become a haven for families, kids, and students, leaving a powerful impact on the next generation right here in Monterey County. Let's all strive to serve and love others with all our hearts. Amen! 🌿

Navigating the World of Campaign Finance Regulations

By Isaac Nikssarian, Noland, Hamerly, Etienne & Hoss



It's that time of the year when your local candidates will ask for a contribution to their campaign. The burning question in every office and dining room is "how much can I donate?"

California State and Local Offices

A. Cash donations

In California, a "person" is defined as an individual, business entity, trust, or committee. The maximum donations in 2024 are:

Office	Maximum Contribution
Governor, City, County, Senate and Assembly candidates	\$36,400 per election
Lt. Governor, Secretary of State, Attorney General, Treasurer, Controller, Supt. of Public Instruction, Insurance Commissioner, and Board of Equalization	\$9,100 per election
Senate and Assembly	\$5,500 per election
City and County Candidates (if no locally enacted limit)	\$5,500 per election
Committee (PAC), other than a Political Party, that contributes to State Candidates	\$9,100 per calendar year
Political Party Account for State Candidates	\$45,500 per calendar year
Small Contributor Committee	\$200 per calendar year

For married couples, each person can make their own contribution per candidate per election. The campaign will report the donor as the individual who signs the check and if two or more individuals sign the check, the contribution is divided equally between the signers. If the married couple [in our example named Mary and John Smith, who are donating to a local candidate] has a joint account that requires the signatures of both spouses, each spouse can still contribute \$5,500 by writing two checks for \$5,500, but a note must be placed on the first check as follows: "donation from Mary Smith only." The second check must contain a note that the donation is being made on behalf of John Smith only.

A candidate running for re-election can receive a contribution but only for that specific position and race.

A business owner cannot reimburse contributions made by employees.

California recently added further restrictions to locally elected officials by requiring campaigns to disclose prior contributions made by the same party to prevent "pay to play" or the expectation that the politician, if elected, will approve a permit or issue a license to the donor. A person is limited from contributing more than \$250 to a candidate, officer, or agency for 12 months



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after a decision has been rendered regarding a donor's license or permit.

Factors other than the limits above may influence the amount and permissibility of contributions to candidates, including contributions by affiliated individuals and entities, and lobbying and contracting activity.

B. Non-cash donations

Donations other than cash, such as hosting a house party, or allowing a candidate to use empty office space, can pose tricky issues. If you host a fundraiser, any cost up to \$500 does not need to be reported. Any costs exceeding \$500 will be considered a campaign contribution. If a landowner allows a candidate to use empty space without paying fair market rent, then the difference between what is paid, and the fair market value of the rental space is considered a non-monetary contribution which cannot exceed the \$5,500 limit.

C. Gift limits

State and local officials and employees may not receive a gift or gifts totaling more than \$590 in a calendar year.

Federal Offices

Individuals, partnerships, trusts and LLCs contributing to candidates running for the House of Representatives, Senator, Vice-President or President, are governed by federal law and limited to donations of \$3,300 per election. A primary, general, runoff and special election are considered separate elections. Federal campaigns must report contributions exceeding \$200 or aggregating over \$200 from the same source.

Consult your own lawyer before making any campaign contributions or contact the California Fair Political Practices Commission at (866) 275-3772 or the Federal Election Commission at (800) 424-9530. 🌿

This article is intended to address topics of general interest and should not be construed as legal advice. © 2024 Noland, Hamerly, Etienne, & Hoss.

Isaac Nikssarian is a summer law clerk at Noland, Hamerly, Etienne & Hoss and a law student at Santa Clara University School of Law. A Monterey native, Isaac graduated from West Point and served nine years on active duty in the U.S. Army. He is currently a Major in the U.S. Army Reserve.

CalOSHA Approves Rule on Heat Illness Prevention in Indoor Places of Employment

By Brad Levang, Fenton & Keller

On June 20, 2024, the California Occupational Safety and Health Standards Board (CalOSHA) voted to adopt its heat illness prevention rule for indoor places of employment (the Rule). The California Office of Administrative Law (OAL) is now reviewing the Rule and will decide whether to approve or deny the proposal. The CalOSHA Standards Board requested that the Rule take effect immediately after OAL approval.

While the Rule is not yet finally approved, employers should monitor the status of the Rule and begin considering how to implement CalOSHA's indoor heat illness prevention rule since it will quickly go into effect if approved by the OAL.

CalOSHA's indoor heat illness prevention rule would apply to most indoor work areas, including restaurants, warehouses, and manufacturing facilities. In general, an indoor workplace is one with a roof and enclosed sides. The Rule does not apply to employees who are teleworking from a location that is not under the control of the employer.

The proposed Rule would apply to indoor work areas having a temperature or heat index that equals or exceeds 87°F when employees are present. The heat index is what the temperature feels like when taking relative humidity into consideration. The proposed Rule would also apply to indoor work areas where the temperature equals or exceeds 82°F and employees are wearing protective clothing that restricts heat removal or are working in high radiant heat areas. The regulations will not apply to incidental heat exposure where an employee is exposed to temperatures at or above 82°F and below 95°F for less than 15 minutes in any 60-minute period.

Employers must provide fresh, pure, and suitably cool drinking water to employees free of charge. The water must be located as close as practicable to areas where employees are working and in indoor cool-down areas. Where



drinking water is not plumbed or otherwise continuously supplied, it must be provided in sufficient quantity at the beginning of the work shift to provide one quart (two gallons for an eight-hour shift) per employee per hour for drinking throughout the entire shift. Employers must also remind and encourage employees to frequently drink water.

Employers must maintain cool-down area(s) that are large

enough to accommodate employees who are taking recovery or rest periods and located as close as practicable to where the employees are working. A cool-down area is an indoor or outdoor area that is blocked from direct sunlight, shielded from high-radiant heat sources, is either open to the air or provided with ventilation or cooling, and is less than 82°F.

Employers must allow and encourage employees to take preventative cool-down rest periods in a cool-down area when needed to protect themselves from overheating. Employees taking a preventative cool-down rest must be monitored and asked if they are experiencing symptoms of heat illness, encouraged to remain in the cool-down area, and not ordered to return to work from the cool-down area for at least five minutes and until any signs or symptoms of heat illness have abated. If an employee exhibits signs or reports symptoms of heat illness, the employer must provide appropriate first aid or emergency response.

Employers must assess, measure, and record the temperature and heat index, and record whichever is greater when the temperature or heat index reaches 87°F or the temperature reaches 82°F for employees working in clothing that restricts heat removal or high radiant heat areas.

To minimize heat illness, employers must, if feasible, implement the use of control measures to protect employees against heat illness. Examples of such control measures include

increased ventilation, cooling fans, air conditioning, reflective shields, isolating heat sources, etc. Employers may also need to implement administrative controls to further limit heat exposure through the adjustment of work procedures, practices, and schedules.

Employers must also implement emergency response procedures, which include: 1) ensuring effective communication so employees can contact a supervisor or emergency medical services; 2) responding to signs and symptoms of possible heat illness services; 3) contacting emergency medical services and, if necessary, transporting employees to a place where they can be reached by an emergency responder, and 4) ensuring that, in the event of an emergency, clear and precise directions to the worksite can and will be provided as needed to emergency responders.

A supervisor or designated employee must closely observe employees newly assigned to a work area that exceeds the temperature conditions discussed above for the first 14 days of the assignment to detect symptoms of heat illness. A supervisor or designated employee must also closely observe all employees during a heat wave where no effective engineering controls are in use to control the effect of outdoor heat on indoor temperature.

Employers must also establish and maintain an effective written Indoor Heat Illness Prevention Plan (IHIPP), which can be included in their existing Injury and Illness Prevention Program. The IHIPP must be customized to the employer's operations. Employers must also train supervisory and non-supervisory employees about heat related illness and employer procedures for recognizing and responding to heat illness, as well as the elements of the employer's IHIPP.

Employers should be on the lookout for the finalized regulations and take steps now to prepare to adopt an Indoor Heat Illness Prevention Plan. 🌿

Brad Levang is a lawyer with the Fenton & Keller law firm in Monterey. This article is intended to address topics of general interest and should not be construed as legal advice. For more information, please visit www.fentonkeller.com.



RIBBON CUTTINGS & CHAMBER EVENTS

by Chamber Staff



United Way Monterey County Community Impact Center's Two-Year Anniversary and Legacy Donor Wall Unveiling

Chamber members and community partners gathered to celebrate the second anniversary of the Community Impact Center. The highlight of the event was the unveiling of the new Legacy Donor Wall, which pays tribute to Emilie "Dolly" Koontz and Jack R. Killian for their remarkable \$2.5-million contribution. Their generosity has propelled the center forward, enabling it to pursue its mission.



California Rodeo Salinas & Monterey Regional Airport Chamber Mixer

Members of the Salinas Valley and Monterey Peninsula Chambers of Commerce gathered for an amazing pre-event for the California Rodeo Salinas hosted by the Monterey Regional Airport. The Rodeo has been an important event to the people of Salinas and other neighbor counties since 1911. The celebratory mixer was filled with fun, showcasing everyone's cowboy/girl spirit with hats and boots aplenty.



MotoAmerica Bike Night

Community members gathered on the 100 block of Main Street in Salinas for an exhilarating evening at MotoAmerica Bike Night, presented by Mission Foods and WeatherTech Raceway Laguna Seca. Motorcycle riders, owners and enthusiasts brought their bikes, creating a vibrant atmosphere at this highly anticipated community event. Attendees enjoyed various activities including autograph sessions, exciting giveaways, live music performances, and more.



Northridge Mall 50th Anniversary Celebration

Community members, families, and dignitaries celebrated the 50th anniversary of the Northridge Mall in Salinas. The event featured a journey through the decades, showcasing the evolution of fashion, music and entertainment from the 1970s to the 2000s. The festivities included a special ribbon cutting, dance performances, caricature artists, and other family-fun activities. Congratulations to the Northridge Mall, with many more years to come!



Support our Chamber Members

Thank you, to our August renewing Members. Please help keep the Salinas Valley strong by doing business with companies that support the Chamber.

Member Name	Member Since	Member Name	Member Since
Del Monte Fresh Produce	1959	Cloverfield Management LLC	2012
Monterey County Agricultural Commissioner	1972	Hartnell College	2012
Sammut Brothers	1980	Kobrinsky Group	2012
Shaw Development	1980	Aspire Health	2013
Central Coast College	1983	Hospice Giving Foundation	2013
Natividad Medical Center	1987	Housing Resource Center for Monterey County	2015
National Steinbeck Center	1993	Johnson Electronics	2015
Bay Federal Credit Union *30 year*	1994	Laurel Inn	2016
JRG Attorneys at Law *30 Year *	1994	Montage Wellness Center	2016
Granberg Law Office	1995	Allied Universal Security Services	2017
Ruggeri-Jensen-Azar	1998	Salinas Valley Basin Groundwater-Sustainability Agency	2018
Salinas Firefighters Association	1998	Greet Hwy 68 The loop -	2019
Boys & Girls Clubs of Monterey County *25 year *	1999	Monterey County Real Producers Magazines	
Girls Inc of the Central Coast	2012	Brent Eastman Insurance Services	2020
American Cancer Society	2005	Joby Aviation	2020
Bayonet & Blackhorse Golf Course	2005	Round Table Pizza—South Salinas	2020
Monterey County Works (MCW)	2005	Pebble Beach Company	2021
Holiday Inn Express & Suites	2007	Fresh Harvest	2022
Mission Trails Regional Occupational Program	2007	Premier Valley Bank	2022
Pinnacle Bank	2007	The Last Call Bar and Grill	2022
Christopher M Mule DDS	2008	Coastal Post Box	2023
Central California Alliance for Health	2009	Privatus Consulting	2023
Mexican American Opportunity Foundation	2009	Suicide Prevention Services Central coast	2023
Entravision—Univision 67/ Unimas -	2010	The Cheese Fairy Charcuterie	2023
La Tricolor / La Suavecita			

A Special Thanks to Our Visionary and Stakeholder Members





UPCOMING EVENTS

- **Grand Opening and Ribbon-Cutting Ceremony with Chris Cain Law**

Thursday, Aug. 8 • 5:00 – 6:30 p.m.

60 West Alisal St., Salinas

Join us for a grand opening and ribbon-cutting event with Chris Cain Law, an established Monterey County law firm. With over 12 years of experience as an attorney licensed to practice law in California, Chris has a proven record of fighting aggressively for the rights of his clients. Chris currently handles immigration, criminal defense and traffic matters in Monterey County. The office offers free consultations, either in person or over the phone. Come network, celebrate, and learn more about Chris Cain Law's services.

- **Paint the Town Purple Mixer**

Thursday, Aug. 29 • 5:30 - 8:00 p.m.

201 Main St., Salinas

Join us at the Paint The Town Purple Mixer, a collaborative event hosted by 201 Main, the Salinas Chamber, American Cancer Society and The Relay for Life Team. This special occasion will feature activities such as painting, trivia, raffles, and more. It's a time to celebrate our cancer survivors, honor those we've lost, and unite in the fight against cancer. Everyone is welcome — whether you're a survivor, caregiver or supporter — to join together to celebrate, remember and show our support in the battle against cancer! Your ticket includes unlimited tacos, one beverage ticket, a painting canvas, a Relay for Life Shirt, and a raffle ticket. Purchase your tickets at www.201complex.com.

- **Lunch and Learn with ARCPoInt Labs**

Tuesday, Sept. 10 • 12:00 - 1:00 p.m.

119 E Alisal St., Salinas

Join us for a Lunch and Learn hosted by the Salinas Valley Chamber of Commerce featuring Spenser Smith, the Lab Director of ARCPoInt Labs of Monterey Bay. ARCPoInt Labs offers a comprehensive range of laboratory testing and screening services in Monterey County. Smith will delve into the "Gaize" marijuana impairment detection platform, an AI-powered headset designed for sobriety checks and detailed expert analysis of results. Don't miss out on this informative opportunity — register today. Additionally, a Zoom option is available for remote participation.

- **Member Orientation**

Tuesday, Sept. 17 • 12:00 - 1:00 p.m.

119 E Alisal St., Salinas

Join us for an informative orientation with Gabriel Lopez, the Membership Director of the Salinas Valley Chamber of Commerce. Whether you're a new or prospective member, discover how the Chamber can assist you in achieving and exceeding your marketing objectives! This event will be held at the Salinas Valley Chamber of Commerce office, with a Zoom option available for those unable to attend in person. Don't miss this opportunity to learn more — register today. If you have any questions, please contact Gabriel Lopez at Gabe@salinaschamber.com or call (831) 751-7725.

- **ITNMontereyCounty 100,000 Ride Celebration & Ribbon-Cutting**

Thursday, Oct. 24 • 5:00– 8:00 p.m.

WeatherTech Raceway Laguna Seca

1021 Monterey-Salinas Highway 68, Salinas

We're celebrating a significant milestone in Monterey County. The community and media are invited to the ITNMontereyCounty (Independent Transportation Network Monterey County) 100,000th Ride Celebration. ITNMontereyCounty, founded in 2012, provides dignified rides to anyone over 60 years of age or those with visual impairments over age 18. This free event will include a hosted wine reception and delectable food. The celebration will commence with a reenactment of the 100,000th ride. Additionally, there will be an opportunity to enjoy hot laps and go-cart rides. Join in celebrating this remarkable achievement and support ITNMontereyCounty's ongoing mission to provide essential transportation services to our community. If you have any questions, email info@itnmontereycounty.org or call (831) 233-3447.

RSVP at salinaschamber.com



Salinas Valley
CHAMBER OF COMMERCE

BUSINESS JOURNAL



For more information: www.salinaschamber.com

Supporting Employees Through Substance Abuse: Counseling, SAPs, EAPs, and Your Business

By Spenser Smith, Lab Manager, ARCpoint Labs

It's the situation that employers dread: one of your employees has tested positive on a drug test. After the investigations, the confirmations and the conversations, there comes a time when a decision must be made. What happens next?

In this article, I will explore some of the resources available to address the ramifications of a positive drug test. Specifically, we will be focusing on two overlapping types of professional resources, Substance Abuse Professionals (SAPs) and Employee Assistance Programs (EAPs). Your company may even already have an EAP, making this resource a zero cost solution for many businesses that you may not even know about!

These resources exist to help bridge the relationship between employer and employee following a positive drug test. It doesn't need to be the end of someone's career! In fact, in my time as owner of ARCpoint Labs of Salinas and Monterey Bay, I have seen many initially fraught situations turn into an opportunity for a win/win situation for all parties, keeping good employees who made a bad choice on the job, while improving the chances of a successful intervention with professional and timely assistance.

Understanding SAPs and EAPs

A Substance Abuse Professional (SAP) is a specialist who evaluates employees who have violated a drug and alcohol program, and makes recommendations concerning education, treatment, follow-up testing and aftercare. SAPs are highly trained, undergoing years of education and hands-on counseling experience before receiving their



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certifications. They are a required part of any federally mandated drug testing program, including DOT drivers, rail workers, pipeline engineers, etc. SAPs are typically engaged on a per-case basis, representing an extra cost that can be borne by either the employer or, more commonly, by an employee as a condition for continued employment following a positive drug test result.

However, an Employee Assistance Program (EAP) is a work-based intervention program designed to help employees resolve personal problems that may adversely affect their performance, including substance abuse. EAPs also provide counseling for other issues including mental health, relationship or marriage

issues, work-related stress, and more.

According to a University of Maryland study, an estimated 53% of workers in America already have access to an EAP through their employer, often through healthcare plans. Yet only about 4% of employees with access to an EAP use it. This even though an existing EAP program is already paid for, meaning that using an EAP for post-drug test counseling is a zero cost solution to potentially addressing the underlying causes of an employee's substance abuse issues.

Whether it is received through an SAP, EAP, or other counseling solution, people who test positive on a drug test are significantly more

likely to recover and maintain long-term health if they remain employed compared to those who lose their job due to the test. Research indicates that employment provides structure, purpose, and a supportive environment, which are crucial for individuals recovering from substance abuse disorders.

According to a study by the Substance Abuse and Mental Health Services Administration (SAMHSA), individuals who are employed are nearly twice as likely to complete treatment programs compared to those who are unemployed (53% vs. 30%). This suggests that maintaining employment can be a critical factor in successful recovery, offering stability and a sense of

responsibility that supports sobriety.

Counseling and support programs also play an essential role in the recovery process. The National Institute on Drug Abuse (NIDA) highlights that participation in counseling, such as that provided through EAPs, significantly increases the chances of long-term recovery. Statistics show that individuals who engage in professional counseling are 50% more likely to achieve long-term sobriety compared to those who do not receive such support. Keeping individuals employed while providing access to counseling and support services is a win-win strategy for both employees and employers.

Benefits for the Employee

Access to counseling programs provide structured support to help the employee address their substance abuse issues, which can lead to several positive outcomes:

- **Professional Help:** Employees receive access to professional counseling and rehabilitation services tailored to their specific needs. This personalized approach can significantly improve their chances of overcoming substance abuse.
- **Job Retention:** Instead of facing immediate termination, employees are given the opportunity to retain their employment. This not only alleviates the immediate stress and financial burden of losing a job but also fosters a sense of loyalty and gratitude towards the employer.
- **Long-term Health:** Addressing substance abuse issues through professional help can lead to improved overall health and well-being. This not only benefits the employee personally but also translates into improved work performance and reduced absenteeism.

Benefits for the Employer

Employers often struggle with the

decision of how to handle positive drug tests. Making SAP and EAP services integral to the response to a positive drug or alcohol test can offer several advantages:

- **Retention of Valuable**

Employees: Many employees who test positive for substances are good workers facing personal struggles. By offering support rather than punishment, employers can retain valuable employees who might otherwise be lost.

- **Cost Savings:** The costs associated with recruiting, hiring, and training new employees can be substantial. Investing in the rehabilitation of an existing employee can be more cost-effective in the long run.

- **Workplace Safety:** Ensuring that employees receive the help they need to overcome substance abuse can enhance overall workplace safety. Employees who have successfully addressed their issues are less likely to pose a risk to themselves or others.

- **Reduced Liability:** Providing employees with access to SAP and EAP services demonstrates a proactive approach to addressing substance abuse. This can reduce the company's liability in the event of future incidents or legal challenges.

Addressing substance abuse through SAP and EAP services is not just a compassionate choice, but a strategic one. Employers retain valuable talent, enhance workplace safety and reduce the financial and legal risks associated with substance abuse.

Be aware of the options available to you, many of which are already accessible through existing EAP services or insurance plans. By leveraging these resources, companies can navigate the complexities of positive drug tests in a manner that benefits everyone involved, creating a healthier, safer and more productive work environment. 🌱

AMBASSADOR SPOTLIGHT RICARDO RUELAS

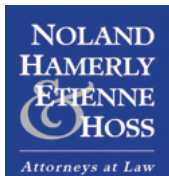


Local to Monterey County, Ricardo was born and raised in Salinas. Coming from immigrant parents, Ricardo is passionate about helping the Latino community and constantly strives to be a positive and strong reflection of his parents. Ricardo is a proud alumnus of California State University Monterey Bay, having received his bachelor's degree in marketing in 2018 and a master's degree in business administration in 2022. He has experience in marketing, accounts receivables and remains committed to helping Salinas grow. Currently, Ricardo is an Integrated Media Specialist where he helps businesses grow by utilizing digital and broadcast advertising. During his free time, Ricardo enjoys traveling, exercising and trying out different restaurants.



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It's Been a Long Ride, But Friends of Laguna Seca Ready to Take the Wheel of Laguna Seca Recreation Area and Weathertech Raceway

By Mac McDonald, Salinas Valley Business Journal

It's been a long, bumpy and often-challenging ride, but the Friends of Laguna Seca (FLS) expects their 55-year concession agreement with the County of Monterey County to run the Laguna Seca Recreation Area and its crown jewel, WeatherTech Raceway Laguna Seca, to be finalized in early-to mid-August.

"My team and I are extremely excited to make the transition final," said John V. Narigi, President & General Manager, A&D Narigi, one of the three components of the agreement. "Having FLS come in as concessionaire spells a positive future for the Laguna Seca Recreation

Area. The infrastructure, amenities and more need to be modernized to keep up with the standards of other major racetracks. There's no reason Laguna Seca can't be brought up to the same standards."

But Narigi was quick to point out that the famed racetrack, which was founded in 1957 and has a sterling reputation around the world, is just the centerpiece of the 500-acre park, with other recreational options adding to its luster.

"There are a lot of passionate individuals who want to see Laguna Seca brought up to the standards of other major racetracks, but to upgrade and utilize the facilities

for other activities, such as music festivals, car shows and a number of additional recreational events and non-motorized events such as the Sea Otter Classic (bicycle festival)," said Narigi, whose company came on in 2020 to manage LSRA. Laguna Seca also has several miles of hiking and biking trails and a popular campground.

The 501(c)(3) nonprofit Friends of Laguna Seca will operate as an independent, privately funded operation and will provide the leadership and resources necessary to create the capital investment required to restore, revitalize and reinvent Laguna Seca for decades to come.

The new operating structure involves three organizations working collaboratively to ensure the long-term growth and success of Weathertech® Raceway at Laguna Seca and LSRA and includes:

- FLS, the non-profit concessionaire responsible for providing resources and oversight of the operation, maintenance and improvements of the park going forward;
- A&D Narigi will continue as the day-to-day management company;
- The County of Monterey retains ownership of the property.



FLS will assume all operational and improvement obligations for the LSRA long term, thus relieving Monterey County taxpayers of that burden. FLS's business plan will honor the long history and legacy of motorsports on the Monterey Peninsula with a sense of duty to the needs of the community. FLS will also maintain and enhance the long history of volunteerism and community engagement at Laguna Seca with the goal of improving community access and the visitor experience.

Once the agreement gets the final approval, the first thing on the to-do list is to identify goals and priorities of the coalition, said Narigi.

"The first thing to do is to complete the Master Plan, outline the goals, go out in community and put out what we want to do, then make our pitch for donations," said Narigi, "I think there's a lot of interest out there and I'm very positive about what the future will bring."

The agreement was actually agreed upon in July 2023, but a lawsuit by the Highway 68 Coalition, a group of residents and homeowners who protested environmental and noise impacts on the area. That lawsuit delayed the operational date

of the Concession Agreement and also delayed FLS' fundraising efforts by approximately 12 months. The Agreement included provisions for delays, so once the suit was successfully settled in March of this year, FLS jumped into accelerated fundraising mode to meet the conditions in the Concession Agreement and to assume the operational duties of the park.

"This is a clean sheet of paper," said Lauri Eberhart, CEO of Friends of Laguna Seca. "It's an opportunity to restore, revitalize and reinvent the facility. I want it to be an international showpiece, but I don't want to lose the flavor of the place. "It's a community asset. We want a mix of events that will generate the highest return. It can be a tourist

destination."

With Eberhart, a motorsports and entertainment industry veteran, as CEO, FLS will be run by a volunteer six-member board of directors, including:

- Ross Merrill, FLS President and CEO of Merrill Farms
- Bruce Canepa, FLS Vice President FLS and CEO of Canepa
- Jonathan Feiber, FLS Director and General Partner Mohr Davidow Ventures
- Gordon McCall, FLS Director and Director of Motorsports at Quail Lodge & Golf Club
- Jason Retterer, FLS Secretary/Treasurer and Partner JRG Attorney at Law
- Warren "Ned" Spieker, FLS



There are a lot of passionate individuals who want to see Laguna Seca brought up to the standards of other major racetracks, but to upgrade and utilize the facilities for other activities, such as music festivals, car shows and a number of additional recreational events and non-motorized events such as the Sea Otter Classic.

— John V. Narigi, President & General Manager, A&D Narigi

Director and Founder Spieker Investments

While Narigi admits that the coalition has its work cut out for it, he's excited about the future.

"Upgrading the amenities, infrastructure and concessions are all high on the list, there's a lot of things that come into play in moving forward," he said. "We'll take our time and make sure the plans are doable and sustainable. This is an extremely huge economic asset for this county. More than \$290 million was generated for this county. This is a community asset and we want to be good neighbors. This is still their park and track."

For more information, or to donate to Friends of Laguna Seca, go to: www.friendsoflagunaseca.org.

P.S. All of this comes at the perfect time for the racetrack, Car Week, the annual celebration of all things automobile and racing, with two big events scheduled in August: Aug. 10-11 — Monterey Pre-Reunion & Community Day; and Aug. 14-17 — Rolex Monterey Motorsports Reunion. All eyes of the racing world will be on Laguna Seca that week, shining a spotlight on the new operators. 🌿

North of Boronda Future Growth Area Is Key to Salinas Achieving Housing Goals

By Kevin Dayton, Government Affairs Liaison

Important Salinas City Council votes are planned soon for advancement of housing construction in the fields north of East Boronda Road. As these votes approach, your Chamber of Commerce wants to make sure nothing undermines this essential component of the city's strategy to achieve its goals for new housing.

On July 15, the Board of Directors approved a letter to the Salinas City Council and Salinas Planning Commission supporting new housing. The text of the letter is below.

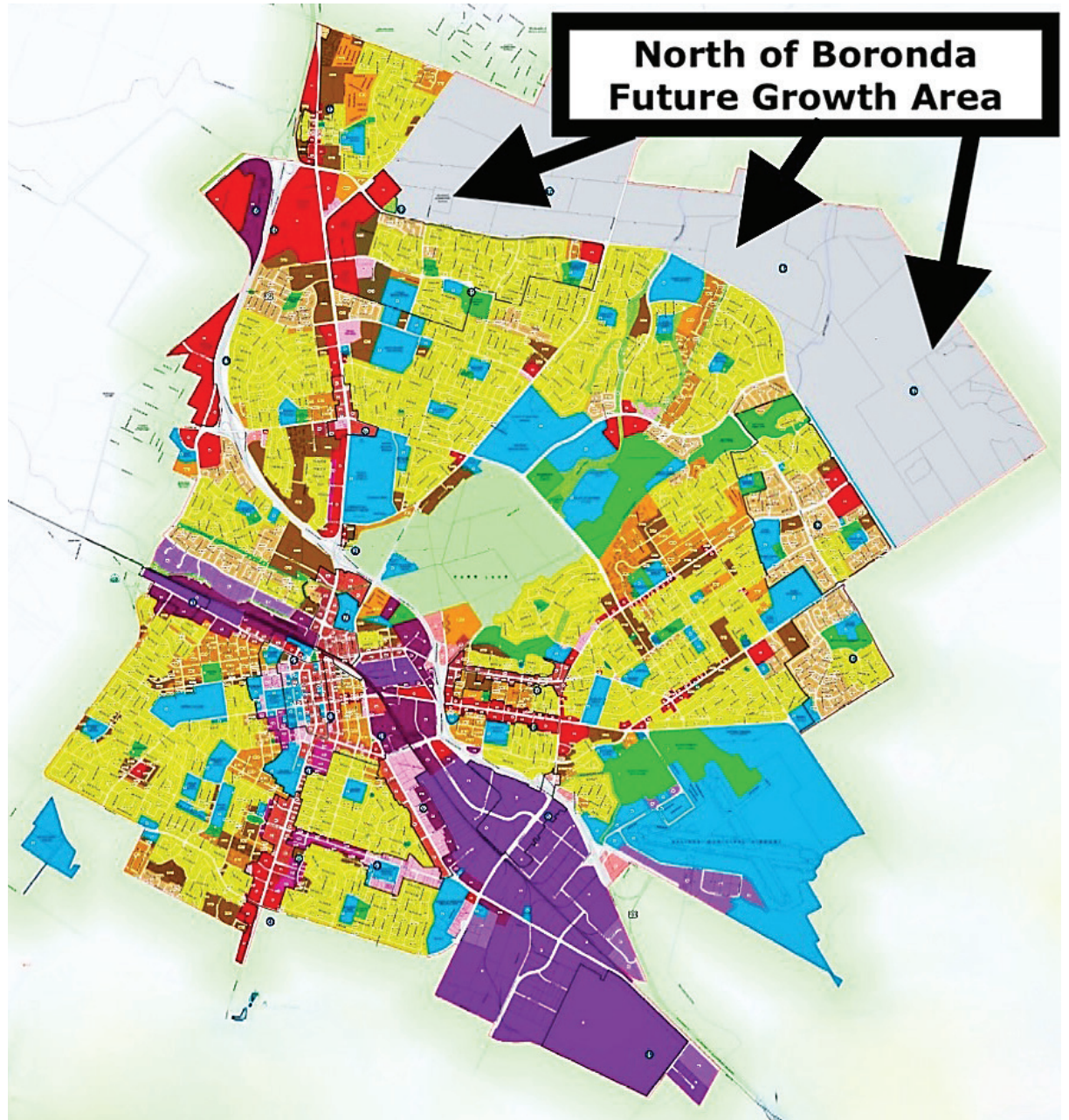
Re: Support for Approval of Development in the North of Boronda Future Growth Area (West Area Specific Plan, Central Area Specific Plan, East Area Specific Plan)

The Salinas Valley Chamber of Commerce urges you to expedite all of the approvals needed to advance and implement the North of Boronda Future Growth Area, consisting of the West Area Specific Plan, the Central Area Specific Plan, and the East Area Specific Plan.

As you know, the City of Salinas achieved 68 percent of its Regional Housing Needs Allocation (RHNA) targets for the 2015-2023 Housing Element (5th Cycle), in the end permitting 1,508 of the 2,229 units. This included achieving 42% of very low-income units, 28% of low-income units, and 2% of moderate units. This performance in Salinas is better than other Monterey County jurisdictions, but still has room for improvement.

Much of the recent progress in new residential construction in Salinas has consisted of new Accessory Dwelling Units (ADUs), which are an important but supplemental part of the solution. Housing developments and multi-unit structures — built by for-profit developers, non-profit developers, employers (for workforce housing), and the government — are the key to achieving RHNA goals for the next cycle. For the 2023-2031 Housing Element (6th Cycle), the City of Salinas is pursuing a total Regional Housing Needs Allocation (RHNA) target of 6,674 new units.

Approval at your June 11, 2024 meeting of the first of seven phases of the John Street and Abbott Street Mixed Use Development Project



(ultimately planned for 141 new units) is a step in the right direction. The Chamber also hopes to see more multi-story density infill housing eventually built in downtown Salinas — a transportation corridor, an employer hub, and a center for retail and entertainment. However, the North of Boronda Future Growth Area will be most critical for meeting the city's housing needs.

The Chamber continues to monitor efforts to stop the construction of new residential units, whether the opposition is brazen or subtle, legally sophisticated or anchored on populist slogans, or based within the city or provoked by outsiders. Please reject these efforts and support new residential construction in the North of Boronda Future Growth Area. 🌱

Salinas Valley Health Names Carla Spencer as Chief Nursing Officer

Carla Spencer, MSN, RN, NEA-BC, a 22-year nursing veteran at Salinas Valley Health, will lead the more than 700-member nursing team at the medical center as its new Chief Nursing Officer (CNO).

Spencer comes to the position with extensive experience in various nursing roles and a deep connection to the community.

"Carla has been a key leader in our organization for more than 20 years," said Salinas Valley Health president/CEO, Allen Radner, MD. "Her clinical skills, combined with her dedication to community health and her proven leadership during the COVID-19 pandemic, make her an invaluable asset to our organization. Carla's passion for nursing and her unwavering commitment to

quality healthcare and the patient experience exemplify our mission."

Spencer has served in a variety of crucial positions at Salinas Valley Health, including Associate Chief Nursing Officer, Director of Critical Care & Emergency Services, Director of Emergency Services, Clinical Nurse Manager Critical Care, and Registered Nurse III ICU/CCU. Her tenure at Salinas Valley Health began in 2002, and she has consistently demonstrated clinical expertise, a process-oriented, outcomes-driven leadership style. Spencer's commitment to professional governance and her experience in intensive care, education, and emergency services have been instrumental in supporting the organization's success.

"It is an honor to take on the role of Chief Nursing Officer at Salinas Valley Health," said Spencer. "The nurses here are not just my colleagues, they are my family. I am deeply committed to supporting and empowering them as we are a locally established healthcare leader, dedicated to providing exceptional care to everyone in our community."

In addition to her clinical expertise, Spencer has also been a steadfast advocate for nurturing the more heartfelt aspects of exceptional nursing care. She was the primary driver behind the Care for the Caregiver Program at Salinas Valley Health, which includes the Code Lavender Peer Support Program and Schwartz Rounds. Most recently, her leadership contributed to the ICU/CCU achieving the Beacon



Carla Spencer, MSN, RN, NEA-BC, has been named Salinas Valley Health's Chief Nursing Officer.

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Award for Excellence from the American Association of Critical Care Nurses. She also served on the Salinas Valley Health Foundation Board of Governors from 2014 to 2021.

Spencer assumes the role of CNO following the retirement of Lisa Paulo, MSN, RN, NEA-BC. Paulo served as an invaluable leader in the organization for more than 23 years, in multiple nurse director roles, including organizational leadership as the Director of Corporate Compliance, Revenue Integrity, and Patient Experience.

Salinas Valley Health is known for nursing excellence as demonstrated by the 2021 American Nurses Credentialing Center Magnet Recognition, the highest and most prestigious distinction a healthcare organization can achieve for nursing excellence. The recognition is held by fewer than 10% of medical centers nationwide.

Salinas Valley Health is a public district network of primary and specialty care operations, including a 263-bed acute care Medical Center, delivering quality care at a local level to everyone in the community for more than 70 years.

Founded in 1953 as Salinas Valley Memorial Healthcare System, today the hospital serves individuals and families throughout the Salinas Valley, Monterey Peninsula, and surrounding region. Salinas Valley Health employs more than 2,000 people and consists of a network of resources and collaborations which include primary, specialty, and urgent care clinics; a mobile clinic; and community-based health and wellness programs such as Blue Zones Project Monterey County. SVH delivers evidence-based quality and patient-focused care to improve health and wellbeing for all. For more information, go to: www.salinasvalleyhealth.com.

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For questions, contact Membership Director, Gabe Lopez, at Gabe@SalinasChamber.com or 831-751-7725



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Bill Would Lead to Eventual Demise of San Ardo Oil Fields

By Kevin Dayton, Government Affairs Liaison

Assembly Bill 3233 was introduced by Dawn Addis, the member of the California State Assembly who represents coastal Monterey County. The bill would effectively allow the Monterey County Board of Supervisors or the people of Monterey County (as voters) to eventually shut down the San Ardo oil wells in South County. Here's how California legislative counsel summarizes AB 3233:

This bill would authorize a local entity, as defined, by ordinance, to limit or prohibit oil and gas operations or development in its jurisdiction, as provided, notwithstanding any other law or any notice of intention, supplemental notice, well stimulation permit, or similar authorization issued by the supervisor or district deputy. The bill would authorize these limitations or prohibitions to include, but not be limited to, limitations or prohibitions related to the methods and locations of oil and gas operations or development.

If a local entity limits or prohibits oil and gas operations or development of an owner or operator, the bill would require that owner or operator to comply with existing rules related to plugging and abandoning wells, decommissioning attendant production facilities, and related measures, as provided.

The inspiration for this bill is Monterey County's

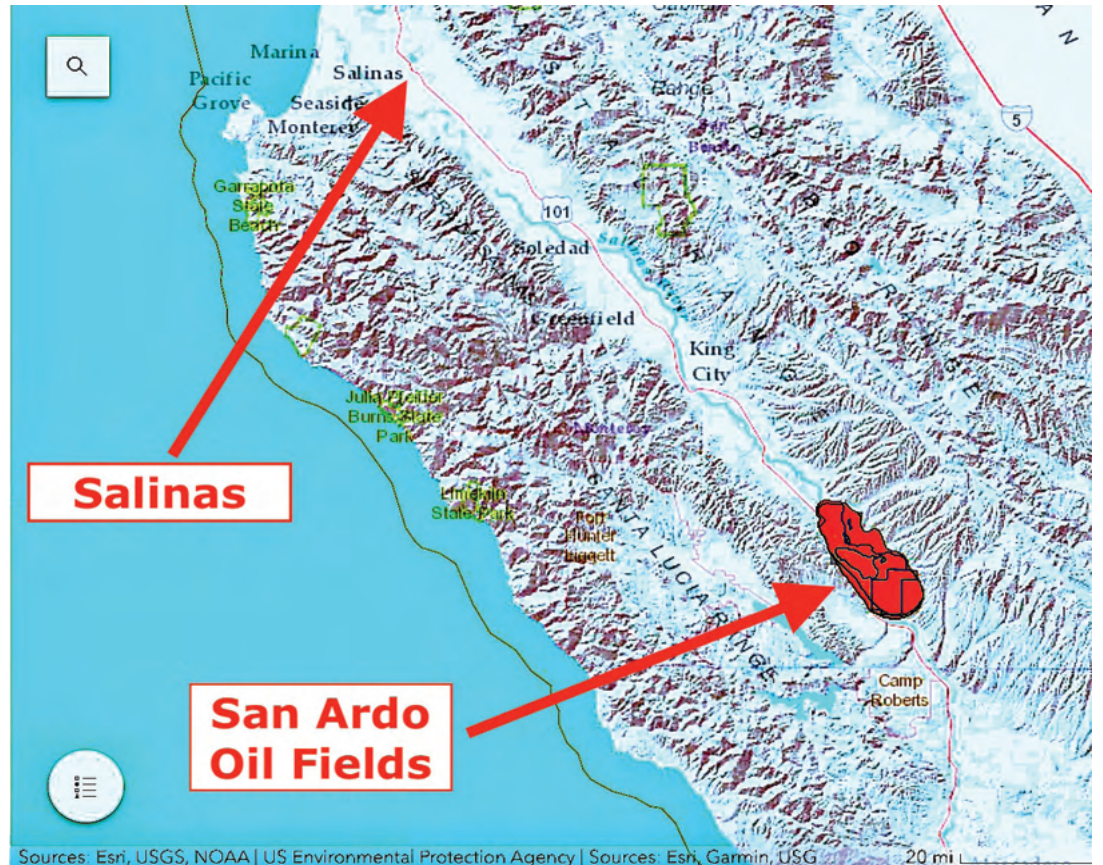
Measure Z, called the "Protect Our Water: Ban Fracking and Limit Risky Oil Operations Initiative." Measure Z was promoted in the November 2016 election as a law to prohibit fracking in Monterey County. In actuality, no fracking was happening in Monterey County. But fracking was a high-profile, controversial practice in other places at the time and created an effective lure for voters to support it.

Not everyone was hoodwinked. The Salinas Valley Chamber of Commerce studied the entire ballot measure and opposed it because of an obscure and ambiguous provision that banned new oil and gas wells. And indeed, proponents jubilantly highlighted this ban after 56% of voters approved Measure Z.

The California courts subsequently ruled that state law preempts that ban on new oil and gas wells included in Measure Z. AB 3233 would change state law to make the court decisions moot and apparently make Measure Z legal in its entirety, including the ban on new oil and gas wells. As existing San Ardo wells decline in production and phase out, they would not be replaced. Here is the text of the Chamber letter to California State Assemblywoman Dawn Addis:

Assembly Bill 3233 — Oppose

The Salinas Valley Chamber of Commerce appreciates your work in the



California State Legislature advocating for Monterey County. However, the Chamber is opposed to Assembly Bill 3233, which you introduced to authorize local governments to limit or prohibit oil and gas operations or development.

The Chamber has credibility to speak about the impact on the Salinas Valley. You likely see the operations of the San Ardo oil wells whenever you drive to and from the northern half of your district. The demise of the San Ardo oil wells will mean elimination of hundreds of jobs and substantial tax revenue for Monterey County and Salinas Valley educational districts.

Contrary to claims from the Monterey Peninsula

that Chevron and Aera are destroying the Salinas Valley, we see those companies actively involved in many community organizations and recruiting local young people for quality jobs. We also see Salinas Valley residents (and visitors and commuters from the Monterey Peninsula) extensively using goods manufactured from petroleum-based plastics. People appreciate plastics for cost, durability and reliability.

We understand your bill is intended to allow the complete implementation of Measure Z, a ballot initiative approved by Monterey County voters in 2016. You may not know that Measure Z proponents campaigned for this ballot measure as a

ban on fracking. After voters approved it, proponents jubilantly proclaimed that Measure Z was going to shut down the San Ardo oil fields. Monterey County voters were deceived by clever political campaign strategy. It is not surprising that the California Supreme Court interpreted Measure Z as effective only for the provisions that prohibited fracking.

There are Monterey County residents with different, perhaps more pragmatic views toward the San Ardo oil wells than what Measure Z proponents assert. You are welcome and invited to contact the Chamber to discuss more constructive, practical, and unifying ways to protect public health, safety and the environment in the Salinas Valley. 🌱

Chamber Supports Monterey-Salinas Transit SURF! Busway and Bus Rapid Transit Project

By Kevin Dayton, Government Affairs Liaison

In a letter sent to the California Coastal Commission on July 16, the Salinas Valley Chamber of Commerce urged the Coastal Commission to approve a permit to allow construction of the Monterey-Salinas Transit (MST) SURF! Busway and Bus Rapid Transit Project. The project creates a dedicated bus lane next to Highway 1 between Marina and Seaside.

The Coastal Commission is expected to vote on the permit at its meeting on Aug. 7-9 in Calabasas (near Los Angeles). The Chamber letter explains why it supports the project:

The Chamber recognizes the regional challenge of large numbers of Salinas Valley residents holding jobs on the Monterey Peninsula and commuting via personal passenger vehicles on a limited number of road arteries. The resulting congestion compromises quality of life for employees and quality

of productivity for employers. It also increases greenhouse gas emissions.

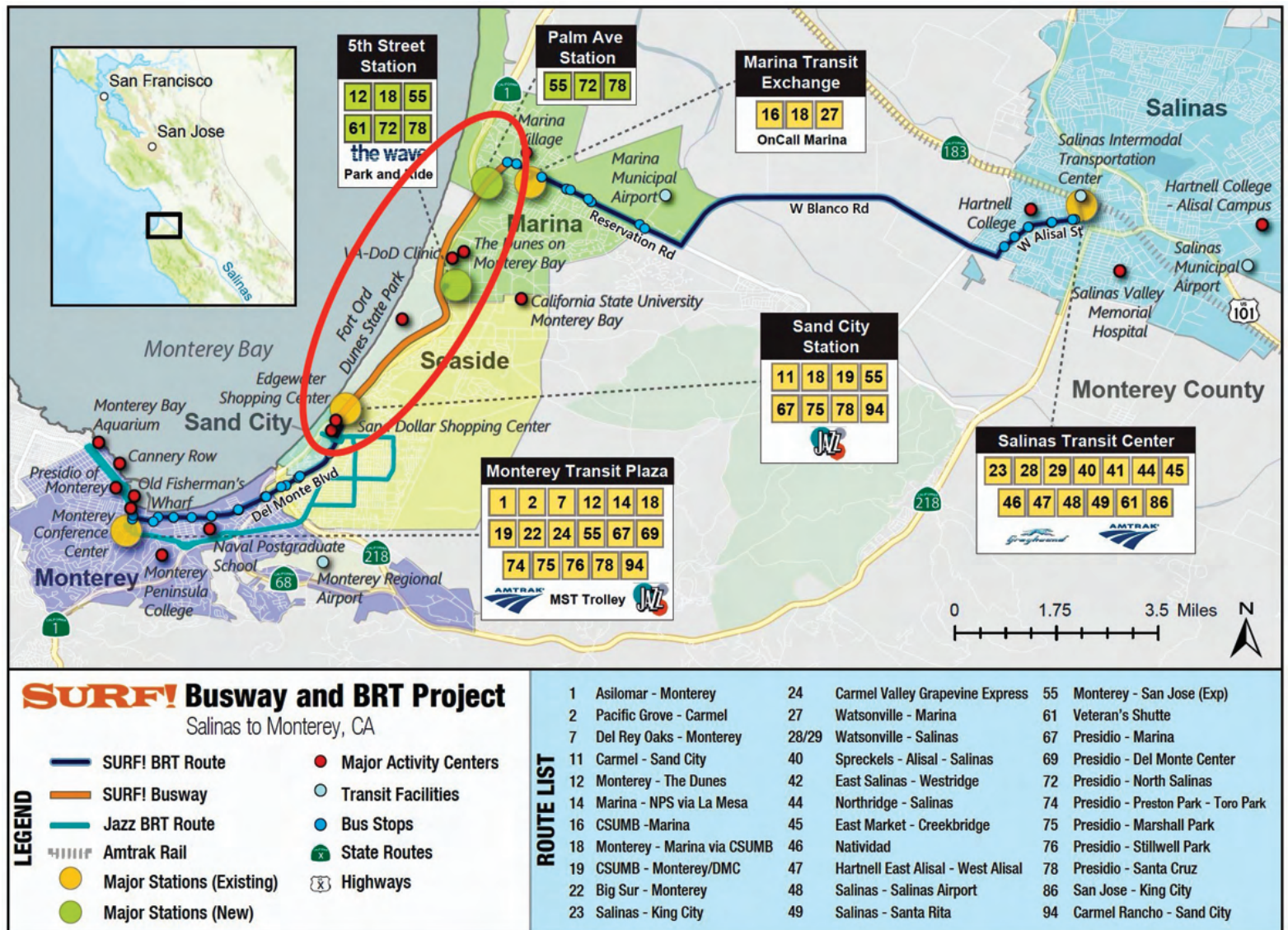
The Chamber supports economic development in the Salinas Valley to provide more jobs where people live. We also anticipate a time when the Monterey Peninsula is able to achieve its Regional Housing Needs

Allocation (RHNA) goals and provide more opportunities for people to live where they work.

Until that time, the Monterey-Salinas Transit (MST) SURF! Busway and Bus Rapid Transit Project would be a mass transit option for Salinas Valley residents who now spend hours in their

vehicles commuting each day to the Monterey Peninsula. Our membership is in favor of expanding our region's transportation network.

For these reasons, we support approval of a Coastal Development Permit for the SURF! Busway and Bus Rapid Transit Project to move the project forward. 🌱





NON-PROFIT EVENTS

First Friday @ ArtWorks

Aug. 2, 5:30 – 8:00 p.m., 262 Main St., Salinas

Join us this month for the new exhibition, “Glaze, Stain, Pour: Embodied Alter-Tales,” featuring the captivating work of Dani Torvik at ArtWorks @Salinas. The opening reception was held on First Friday, July 5. Invite a friend and don’t miss the chance to meet the artist and explore their mesmerizing artwork. You can also enjoy pieces from the studios of Deborah Good, Kenji Tanner, Ekaterina De La Torre and Shagufta Khan. ArtWorks @Salinas welcomes visitors Fridays through Sundays, from 10 a.m. to 2 p.m. Plan your visit and immerse yourself in a world of creativity and inspiration.

Alzheimer’s Association — Salinas Caregiver Support Group

Aug. 7, 12:30 – 2:00 p.m., 1130 San Vicente Ave., Salinas

If you have a family member who has been diagnosed with Alzheimer’s disease or a related dementia disorder, a caregiver support group can offer you an opportunity to find out more about available community resources, learn from others who are going through similar experiences, and obtain additional educational materials. The Salinas caregiver support group meets monthly, on the first Wednesday of each month, without a fee. In partnership with: Harden Foundation, this program is funded in part by Hospice Giving Foundation, Community Foundation for Monterey County and Monterey Peninsula Foundation, host of the AT&T Pebble Beach National Pro-Am golf tournament.

Blue Zones Project Monterey County — Hike and Wine

Aug. 11, 10:00 a.m. – 12:00 p.m., CRU Winery, 37500 Foothill Road, Soledad

Join Blue Zones Project for an eight-part hiking series through the picturesque vineyard trails of Valley Farm Management and CRU Winery, where you’ll breathe in the fresh air and soak in the natural beauty that surrounds Soledad. This hike is not just about exercise, it’s about fostering connections, embracing nature and cultivating a sense of well-being. After the hike, you’ll have the opportunity to wine taste at CRU Winery with 2-for-1 tastings and 10% off bottle purchases for hike participants. Participants are also more than welcome to bring their own snacks to enjoy a little picnic afterwards. Spaces are limited, so reserve your spot today and be part of this enriching journey towards a healthier, happier you. Comfortable clothes and walking shoes are recommended. And don’t forget your water! This month’s hike will be led by CRU Winery. Hike is easy to moderate, with some inclines, 2- to 4-mile routes, 45-minute to 1-hour walk.

K&D Landscape — First Annual K&D Classic Golf Tournament

Aug. 16, 12:00 p.m., check-in; 1:00 p.m., tee off; 6:00 p.m., dinner and awards, at Seascape Golf Club, 610 Clubhouse Drive., Aptos

Participate in The K&D Classic Golf Tournament for a day of camaraderie, competition and fun on the green. This event is a fantastic opportunity to connect with fellow vendors and clients, enjoy some friendly competition and create lasting memories. This year’s event sponsor is United Way of Santa Cruz County, a fantastic organization dedicated to improving lives. To amplify the impact, K&D Landscaping has pledged to match all donations dollar for dollar. Your participation and contributions will go twice as far in supporting those in need. Details at thekndclassic.com.

Rancho Cielo — Annual Veggie Box & BBQ Event

Aug. 19 – 23, 8:00 a.m. – 5:00 p.m., 710 Old Stage Road, Salinas

Rancho Cielo’s Veggie Box & BBQ fundraiser makes a huge impact in helping sustain the vocational training for its students while also feeding families in need. Purchase boxes for yourself or donate boxes to families in need via the Boys & Girls Clubs of Monterey County, Salvation Army Salinas, the Food Bank of Monterey County and Second Harvest Food Bank. The week-long event concludes with a delicious barbecue lunch prepared on-site by volunteers and Rancho Cielo’s culinary team. Lunches are available by pre-order only and sell out fast. Enjoy the beautiful grounds, or take it to go. The Veggie Box and BBQ fundraiser has grown bigger than ever thanks to the support of Rancho Cielo’s generous community — from local business sponsors and agricultural donors to individuals and groups volunteering to help.

Coastal Kids Homecare — 10th Anniversary Touch-A-Truck

Aug. 25, 12:00 – 4:00 p.m., Salinas Rodeo Grounds, 1034 N. Main St., Salinas

Get ready to rev up your engines and mark your calendars because Touch-A-Truck Salinas is just around the corner! Calling all children and the young at heart to join in on a day filled with excitement as you climb on, explore and learn all about an array of fascinating trucks — from cement mixers to delivery trucks and even garbage trucks. All proceeds benefit Coastal Kids Home Care — this area’s only nonprofit pediatric home health care agency for kids with cancer and other serious illnesses. This year’s Touch-A-Truck is presented by Don Chapin Company. More information on how to purchase tickets will follow. For questions, reach out to Development Specialist Lizette Carbajal at Lcarbajal@coastalkidshomecare.org.

Alliance on Aging — The Trashion Show, a disco-themed extravaganza

Aug. 30, 5:30 – 9:30 p.m., The Inn at Spanish Bay, Pebble Beach

Alliance on Aging presents the Trashion Show, a glamorous and fun-filled event that promises to be the talk of the town. Presented by Pebble Beach Resorts, the Trashion Show will take place at the exquisite Inn at Spanish Bay on Aug. 30, 2024. Guests are invited to join in for an evening of glitz, glamour and eco-friendly fashion as the event showcases stunning outfits created from recycled materials. The event is a celebration of creativity and sustainability and promises to be a night to remember. Tickets for this exclusive event are now on sale, with regular seats priced at \$200 and runway seats available for \$225. For those looking to enjoy the show with friends and family, tables of eight are also available for purchase. To secure a spot at this one-of-a-kind event, call (831) 655-7564 to purchase tickets. The Alliance on Aging is a dedicated community leader and advocate, providing essential services and resources that address the challenges and opportunities for older adults in Monterey County. By attending the Trashion Show, guests will not only enjoy a fantastic evening of entertainment but also contribute to the valuable work of the Alliance on Aging. Don’t miss this opportunity to support a great cause while indulging in an evening of style and elegance. For more information and to purchase tickets, please visit allianceonaging.org/trashion-salinas.

BE SURE TO VISIT THE CHAMBER WEBSITE FOR UP-TO-DATE LISTINGS



CHAMBER NEW MEMBER PROFILES

First Tee Monterey County — Boots, Bottles, and BBQ

Sept. 7, 4:30 p.m., Twin Creeks Golf Course, 1551 Beacon Hill Drive, Salinas

What began as a casual barbecue to introduce the community to First Tee Monterey County, the event has now grown into one of the county's most beloved events. Join in on this year's event in celebration of the 13th annual BB&B and First Tee - Monterey County's 20th anniversary. In 2002 John Zoller, the Vice Chair of the Monterey Peninsula Foundation, the host organization for the Pebble Beach National Pro-Am. The PURE Insurance Championship approached Ollie Nutt, the Foundation's Executive Vice President, to investigate the First Tee, "because the youth of Monterey County need a First Tee chapter." On Nov. 1, 2004, First Tee Monterey County began positively impacting the lives of young people. Now, 20 years later, more than 160,000 young people have been influenced by First Tee's youth development curriculum and 110,000 of them have had their lives impacted forever.

Active Seniors Inc. — An Afternoon with Swing Band San Lyon

Sept. 15, 1:00 – 3:00 p.m., 100 Harvest St., Salinas

Join Active Seniors for an afternoon with San Lyon on Sept. 15 at Active Seniors in Salinas. Tickets cost \$25 and must be purchased in advance. Dancers welcome with plenty of room to move. Doors open at 12:30 p.m. Call (831) 424-5066 if you have any questions. San Lyon is a Los Angeles-based swing jazz quartet, formed in 2019 by Jenna Colombet (Lyon, France), Dani Vargas (Santiago, Chile), Paige Herschell (San Antonio, Texas) and Katie Cavera (Evansville, Indiana). Their music is a mix of early 20th century Parisian Gypsy swing and American jazz standards from 1920s to the 1940s, as well as originals. With five albums under their belt, including a Christmas record, the quartet is preparing to release their new album with 12 all original tunes by July 2024, continuing the San Lyon signature of fun and romantic music. San Lyon's colorful repertoire of French, English and instrumental songs, has gained favor among the swing dance community as well as event parties and house concerts. After a successful Bay Area tour in February 2024, ending with their debut at the Monterey Jazz Bash by The Bay Festival, the band is ready for their first Pacific Northwest tour in early August, and will take part for the first time at the Hot Jazz Jubilee Festival in Sacramento at the end of the month. To learn more about San Lyon, visit: www.swingjazzla.com.

CASA of Monterey County — Fourth Annual Fore the Kids Golf Tournament

Sept. 19, 8:30 a.m. - 2:30 p.m., The Club at Pasadera, Monterey

You will not want to miss this opportunity to play the only Jack Nicklaus Signature Design Course on the Monterey Peninsula. The tourney features Par 3 Challenges and a Longest Drive Contest, all with amazing prizes. Shoot a hole-in-one, and take home a beautiful BMW plus three \$10,000 Hole-in-One Challenges. In the winner's honor, hole-in-one awards \$10,000, \$5,000 take home and \$5,000 donation to CASA of Monterey County. Help CASA support, empower, and advocate for children and youth in foster care.

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Chricainlaw.com, Chricainlaw@gmail.com, (831) 296-0060

CHRIS CAIN
LAW

Salinas Valley Food and Wine Festival

The Salinas Valley Food & Wine Festival is coordinated by a hands-on, action-oriented Board of Directors who volunteer their time and energy to do what they love — immersing themselves in food and wine culture, for the community they love — the Salinas Valley. For 13 years, the Salinas Valley Food & Wine Festival has been dedicated to increasing the popularity of locally grown and crafted food and wine. Ultimately, the Festival brings our community together as well as invites visitors from outside the area to experience and celebrate the tastes and sounds of the Salinas Valley, while raising funds to support local worthwhile and important community nonprofit organizations.

Salinasvalleyfoodandwine.com, Salinasvalleyfoodandwine@gmail.com, (831) 770-7507



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