



BUSINESS JOURNAL



Take a 'Journey Through Time' with the City of Salinas

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Openness, Transparency, and Accountability Expands for Salinas City Budgets

By Kevin Dayton, Government Affairs Liaison

In the spring of each year, the Salinas City Council and city staff work to develop and approve an annual budget for the upcoming fiscal year (July 1 to June 30). In 2023, an unexpected controversy arose concerning line-item expenditures ("earmarks") in the city budget designated for specific private organizations, activities, and events.

This controversy now heads toward resolution in 2024 with a new "Annual Budget Community Sponsorship Policy." Your Chamber of Commerce supports this policy.

THE STATUS QUO PROVOKES LEGITIMATE CONCERNS

How did this controversy flare up? As the Salinas City Council reviewed the proposed Fiscal Year 2023-2024 budget in the spring of 2023, some councilmembers expressed concerns about which private parties were receiving public funds and how they arranged to get them. As Acting City Manager Jim Pia has repeatedly admitted, the process was "haphazard."

Haphazard government operations are a recipe for trouble. Some California cities and counties use a comprehensive, outlined procedure to consider expenditures to private organizations. The City of Salinas was not using one.

City Budgets - see page 8

Business Council Takes Over Operation of Small Business Center, Plans to Add Satellite Locations

By Mac McDonald, Salinas Valley Business Journal Editor

Aspiring entrepreneurs and small business owners now have more resources for either starting a new business or building an existing business thanks to the Monterey County Business Council, which was awarded the contract to manage the Small Business Development Centers in Monterey and San Benito counties.

The new Small Business Development Center, which is located in Salinas, has been renamed Central Coast Small Business Development Center, and officially launched on April 1, with satellite locations expected to open later in the year in Monterey Hollister, and Soledad.

Small Business Development Centers are part of the federal Small Business Administration's goal to help new entrepreneurs realize the dream of business ownership and to assist existing businesses to remain



Participants meet as part of MCBC's local "Building Business Back" program.

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Small Business - see page 6

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Transparency and Openness Paves Way for Accountability & Trust

by Jennifer L. Williams, SVCC Board Chair

A key pillar of the Salinas Valley Chamber of Commerce's 2023-2025 Strategic Plan is to strengthen our advocacy and policy influence to more effectively advance the interests of our membership and the Salinas Valley.

Last month, as part of this work, your Salinas Valley Chamber shared a letter with the Salinas City Council supporting a March 5, 2024, agenda item regarding an "Annual Budget Community Sponsorship Policy."

The Chamber made a series of recommendations to further define the City's proposed policy and aid in achieving transparency regarding General Fund expenditures designed to benefit the public. More details about the specific recommendations are included in this issue's contributions from Kevin Dayton.

In the realm of governance — both at the nonprofits in which I operate and in government — transparency stands as a legal and moral imperative, both for those who steward the public trust and for the public who place their trust in them. In my professional role, transparency and openness with donors and partners paves the way for accountability and trust.

As C.S. Lewis wrote, "Integrity is doing the right thing, even when no one is watching." A writer, scholar, and theologian, Lewis's apologetics had a major influence on the development of my worldview in seminary and my leadership style. Transparency is the currency of trust, and our obligation is to cultivate that trust where donors can sow the seeds of compassion with confidence.

When we, collectively as leaders in the Salinas Valley, share our stories of success and good deeds before

the watchful eyes of the populace, we strive to invoke an ethos of honesty. Transparency is the eternal guard, ensuring the actions of the powerful are scrutinized, and their motives are laid bare.

The City's forthcoming policy will help to further unveil the workings of local

government and guard the sacred covenant between the governed and the governing. The spirit of openness in governance embraced by the proposed policy will encourage individuals to exercise their civic duties with discernment, elevating them from mere subjects to active participants in the unfolding narrative of our community.

As partners, together we can prevent ruptures of trust in local government that can hinder economic growth and exacerbate inequalities — both of which are contrary to the values and pursuits of your Chamber. A shared commitment to transparency allows us to work together to address pressing challenges and pursue the common good. It is a privilege to have this opportunity to partner with the City on this duty of transparency and trust as it becomes distilled in a procedural formality.

I'm confident that those who receive sponsorship funds from the City of Salinas will welcome the opportunity to share their stories of impact in and with our community! 🌱



In the realm of governance — both at the nonprofits in which I operate and in government — transparency stands as a legal and moral imperative, both for those who steward the public trust and for the public who place their trust in them.

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Goodwill Central Coast's Newly Renovated Salinas Center 'A Beacon of Hope' for the Community

By Goodwill Central Coast Staff

Reimagining the thrift shop experience behind the philosophy of "wider aisles and wider smiles," the fully renovated Goodwill Central Coast Salinas Center promises to serve as a beacon of hope and opportunity for the community.

GCC has unveiled its flagship store that now boasts an expansive layout (the largest in Monterey County) to provide more space and more found treasures for locals keen on bargain shopping in support of Goodwill's job-focused Mission Services.

With shelves stocked daily with a vast array of items, from unique finds to brand-new merchandise, the Salinas Center will provide a more rewarding and streamlined experience.

The Center, at 1325 N. Main St., in North Salinas, is now a dynamic, integrated community hub, providing the following benefits:

- **Expansive and welcoming:**

Discover a shopping haven with a large and open store design, offering an inviting atmosphere where treasures abound. Well-trained associates have the skills to create an enjoyable visit while helping shoppers find exactly what they need — or didn't know they needed.

- **Drive-through donation convenience:** Giving back has never been easier with

GCC's enhanced drive-through donation center. A convenient time saver, it's also an easy way to declutter and contribute to a good cause, all from the comfort of your car.

- **A hub for community growth:**

At the heart of our flagship store is our comprehensive Career Center, dedicated to empower individuals through free job readiness training, placement services, program referrals, and support. From helping with

resume development and mock interviews to assisting with online applications, job search support, and fulfilling community service requirements, GCC's Career Center experts provide a vital service to the community.

- **Additional programs:** GCC's assistance extends beyond its Career Centers into subsidized job placement, financial counseling, tax preparation, digital literacy and more, including its impactful Opportunity Platform that offers a Resource Specialist who provides one-on-one coaching to help

community members begin a journey toward self-sufficiency.

A private 501(c)3 nonprofit, Goodwill Central Coast has roots in 1928 serving the city of Santa Cruz. It has expanded into three counties: Santa Cruz, Monterey and San Luis Obispo, employing more than 600 people and supporting programs that strengthen communities by improving job growth, the lives of individuals and families, and the health of the environment.

GCC recognizes that many individuals face obstacles to employment that are too high to overcome alone.

Situations such as homelessness, military service, single parenting, incarceration, addiction, and job displacement can define a person's identity, even when they have so much more to offer.

Believing that having a job extends beyond an income into providing self-worth and personal transformation, GCC helps more than 17,000 job seekers build brighter futures each year. Community support through generous donations on unused or unwanted items helps fuel GCC's programs while also keeping more than 12,000 tons of unwanted items out of local landfills each year.

For more information on Goodwill Central Coast and its programs, visit www.cgoodwill.org. 🌱





MCBC's local "Building Business Back" program serves as an information hub to help business owners find grants, loans, workshops and other resources.



Small Business - from page 1

on a variety of topics. Other services include a full calendar of workshops and training focused on business skills, local regulations and other business challenges.

"It's all about building relationships with people, so we are making an effort to reach out to other locations so our business advisors can meet business owners close to where they are," said Paul Farmer, COO of the Monterey County Business Council, about expanding the center's satellite locations. "And we will be putting special emphasis on minorities, women, the LGBTQ+ community and in unincorporated areas of the counties."

Farmer, who has been at MCBC the past two years and spent 10 years as CEO of the Salinas Valley Chamber of Commerce, added that MCBC will be hiring a full-time director to run the center and that an open house will be held in June.

"Winning this contract to manage the SBA's Small Business Development Center means our community stands poised for transformative growth," Kimbley Craig,

President and CEO of Monterey County Business Council, said in a statement. "Under MCBC's stewardship, our vision is for the local SBDC to serve as a dynamic hub of innovation, empowerment, and opportunity."

Craig said that by providing tailored advisory services, comprehensive training programs, and strategic resources, the Central Coast Small Business Development Center will aim to catalyze sustainable economic development, foster job creation, and enhance the competitiveness of the region's businesses in the global marketplace.

"We are 1000% committed to cultivating a local ecosystem where businesses thrive, communities prosper and dreams of entrepreneurship become vibrant realities," said Craig.

Farmer said that most of the business center's programs and activities, such as workshops, luncheons and speaker series, would be retained. He added that the three main programs, Building Business Back, The Monterey Bay APEX Accelerator (formerly Monterey Bay Procurement Technical Assistance Center- PTAC), and Leadership Monterey County (a

consolidation of Leadership Monterey Peninsula and Leadership Salinas Valley) will continue their efforts.

MCBC's Building Business Back program serves as an information hub to help business owners find grants, loans, workshops, and other resources as we recover from the pandemic, flooding, and other challenges. They collaborate with numerous local business support organizations and offer services in English and Spanish.

BBB is a program of the County of Monterey, operated in partnership with the MCBC, and will operate from 2022 through 2024, with funding from the US Government's "American Rescue Plan Act of 2021."

The Monterey Bay APEX Accelerator, which serves 15 counties in the Central and Northern California region, provides assistance to companies wishing to sell products or services to government agencies by offering confidential counseling and education at no cost to the client. Its purpose is to generate employment and improve the general economic condition of the Monterey County region by assisting small businesses in bidding and winning local, state,

and federal government contracts. APEX Accelerator Services are free to clients.

Leadership Monterey County (LMC) builds awareness of local business and community concerns and encourages involvement and stewardship to help shape the future of Monterey County. The LMC program is centered around educating management-track individuals in different career paths to better understand the economics, government, social issues, and heritage of all areas of Monterey County. The program strives to motivate new leaders into local government, advocacy in local policy, understanding the major job industries in Monterey County, and volunteerism in the community in which they live.

The Monterey County Business Council is a membership-based nonprofit organization consisting of professionals from business, government, and education working together on countywide issues. Founded in 1995, the nonprofit corporation seeks to promote the concept of private-public partnerships by bringing business experience and techniques to the public arena. 🌱



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- **William Johnson, Dave Johnson, and David Black**
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FY 23-24 City of Salinas Sponsorship Contributions

FY 23-24 Community Sponsorships	Amounts
Other Charges Ciclovía	\$ 15,000
Communities for Sustainable Mo Co	\$ 5,000
Community Human Services	\$ 40,000
Community Science Workshop	\$ 20,000
Other Charges El Grito Festival	\$ 4,000
First Mayor's House	\$ 20,000
Other Charges Parade of Lights	\$ 1,500
Outside Services Sponsorships-Ag Robotics	\$ 15,000
Other Charges Convention & Visitors Bureau	\$ 101,000
Salinas Valley Pride	\$ 10,000
United Way 211	\$ 12,000
Other Charges Veterans Day Parade	\$ 6,700
Other Charges Neighborhoods	\$ 56,000
Salinas Regional Soccer Complex-Unreserved Fun	\$ 250,000
Other Charges Salinas Valley Promise	\$ 177,000
FY 23-24 Community Sponsorships through Funding Agreements	
Airshow	\$ 60,000
Other Charges Carnival	\$ 67,500
Outside Services Sponsorships-Hartnell 5 Cities	\$ 60,300
Other Charges Rodeo	\$ 67,500
Welcome Center	\$ 120,000
Total	\$ 1,108,500

Instead, members of the city council and private citizens were apparently submitting direct requests to city staff for financial support, often in the form of emails. City staff would determine if those requested expenditures were eligible as a public benefit to the community at large. If so, staff would incorporate the requested expenditures into the proposed city budget. In addition, staff would include annual budget expenditures as required in existing multi-year agreements between the city and private organizations.

REGULATIONS ARE BURDENSOME

Is there anything outrageously wrong with how the City of Salinas has handled public benefit expenditures to private entities? Is there a legitimate need to enact a formal policy?

It could be argued that the organizations, activities, and events with a history of receiving city support are all well-known, established local causes with a valuable and positive role in the community. Perhaps the government would send a negative message about these groups to the community if it tells them to endure an intrusive public review and accountability process.

In addition, a formal process imposes regulatory burdens on non-profit organizations. Filling out forms and collecting documents requires time and expense. For entities completely governed by unpaid volunteers, paperwork may altogether discourage them from seeking city support.

BUT SOMETIMES REGULATIONS ARE NECESSARY

Despite these arguments against a formal policy, your Chamber recognizes several principled and practical reasons why the Salinas City Council should enact an Annual Budget Community Sponsorship Policy for the Fiscal Year 2024-2025 budget and beyond. Here are four of these reasons:

1. THE PEOPLE ARE THE GOVERNMENT

If the People are the Government, then the people should have a clear

idea of the process for authorizing these expenditures. Expenditures are funded by the people (through taxes and fees) for the purpose of benefiting the general welfare of the people. The people should also know how to petition their government to obtain an expenditure — or how to petition their government to OPPOSE a proposed expenditure.

2. UNFAIRNESS AND THE DANGER OF CRONYISM

The “haphazard” process for expenditures gave an unfair advantage to people with political influence. In order to receive funding, interested parties needed inside knowledge about the line-item expenditures and how to send requests to the right people — and at the right time. Certain private organizations, activities, and events had an advantage over others that were worthy of public support but not associated with people who knew the system and how to use it.

3. FISCAL RESPONSIBILITY AND BALANCED BUDGETS

Local governments need to ensure they spend enough money on essential direct government services before distributing money to the private sector. (There are people on the political left and political right who are skeptical of ANY public funds going directly to the private sector.) Government officials need to consider budgets as a comprehensive whole, not just as a long list of expenditures for favorite projects and programs. In addition, governments need to maintain a balanced budget and avoid spending more than what they collect as revenue.

4. VERIFICATION THAT FUNDS ARE PROPERLY SPENT

It’s important to check a project or program before and after it received public funding to ensure expenditures actually result in a public benefit to the community at large. Even the most worthy community organizations can be compromised with waste, fraud, and abuse. Checks and balances reduce the risk.

Your Chamber of Commerce inclines toward supporting policies to ensure

government openness, transparency, and accountability. We want the taxes and fees paid by you and your business to be carefully considered and then spent properly.

A NEW POLICY UNDER DEVELOPMENT

On March 5, 2024, the Salinas City Council considered a first draft of an Annual Budget Community Sponsorship Policy.

The Chamber’s Government Relations Committee had discussed development

of such a policy at three of its meetings in the summer of 2023. In fact, the Chamber had sought to bring clarity to the issue by requesting public records and using the data to produce the following tables:

1. Proposed expenditures and expenditures adopted by the City Council as public benefits in the Fiscal Year 2023-2024 city budget.
2. City of Salinas Outside Agency Contributions for Fiscal Year 2021-2022, Fiscal Year 2022-2023, and Fiscal Year 2023-2024 through Aug. 17, 2023.
3. Expenditures funded by the city's Measure G sales tax since its implementation.
4. Expenditures funded by the city's allotment of the Transportation Agency for Monterey County (TAMC) Measure X sales tax since its implementation.

Some of those tables appeared in fall 2023 issues of the Business Journal. Because of this preparation, the Chamber was able to send a letter to the Salinas City Council before the March 5, 2024 vote. We supported the policy and even proposed a few constructive, specific revisions to make it even more effective.

The city council voted 5-0 to refer the draft policy back to the Finance Committee for revision, including incorporation of Chamber recommendations. This proposed "Annual Budget Community Sponsorship Policy" is a step forward in advancing principles of openness, transparency, and accountability when disbursing general fund expenditures from City of Salinas revenue sources.

Please contact President and CEO Karin Moss at (831) 751-7725 or at karin@salinaschamber.com if you have concerns or objections to the Salinas Valley Chamber of Commerce position on this proposed policy. 🌱



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Soledad Community Health Care District Leadership Applauds Historic Advancement for Specials Districts Nationwide

The recent approval of the Special District Grant Accessibility Act by the House Oversight and Accountability Committee marks a watershed moment for special districts nationwide. For leaders like Graig Stephens, President of the Soledad Community Health Care District Board of Directors, and Ida Lopez Chan, CEO, this legislative milestone represents a critical opportunity to amplify the voices of rural communities and secure much-needed resources for underserved areas. "That's why we have to have someone at the table," remarked Graig Stephens, President of the Soledad Community Health Care District Board of Directors. His sentiment underscores the necessity of representation in shaping policies that directly impact local communities. With over 35,000 special districts across the country, including 32 in Monterey County alone, having a seat at the table ensures that the unique needs and challenges of rural areas are not overlooked.



Monterey Regional Airport Announces Additional Services for Three Locations

Monterey Regional Airport (MRY) has announced second nonstop flights between MRY and three destinations: Dallas Fort Worth (DFW), Denver (DEN) and San Diego (SAN). These additional nonstop flights are an increase in daily frequency to the three markets. "This increase in service is just in time for summer travel! Passenger traffic at Monterey has been doing extremely well and is now rivaling our historic levels. In fact, the Denver, Dallas and San Diego flights have performed so well that passenger loads on our current flights are at or near capacity," said Michael La Pier, Executive Director of Monterey Regional Airport. The additional MRY/DEN service will begin on April 10, 2024, and is provided by United Airlines. The additional MRY/SAN service will begin on April 17, 2024, and is provided by Alaska Airlines. These two routes will fly the Embraer 175 aircraft featuring 76 seats in a two-class configuration, including first class cabin service. Every seat on the Embraer 175 is either a window or an aisle seat, there are no middle seats. The additional MRY/DFW service will begin on May 6, 2024, and is provided by American Airlines. The service will use the Airbus 319 aircraft featuring 128 total seats and offering three classes, with 8 First Class seats, 24 Main Cabin Extra seats, and 96 seats in the Main Cabin.



Salinas Valley Health Announces Asthma Camp 2024

Get ready for a week of adventure and learning at the Mark Velcoff, MD Asthma Camp from July 22 - July 26. This is your child's chance to enjoy summer activities like hiking, swimming, and soccer, all while learning to manage their asthma in a fun, safe, and supervised environment. Celebrating our 39th year, we're committed to empowering kids with asthma, helping them understand their condition, and ensuring they have a blast with peers who get it. What's on offer? Outdoor adventures and sports, asthma education sessions supervised by medical professionals and trained volunteers, a chance to meet and bond with fellow asthma warriors.



Hospice Giving Foundation Announces New President/CEO

An exciting new chapter for Hospice Giving Foundation begins this spring in anticipation of Siobhan Greene's planned retirement in June 2024. HG Foundation is proud to welcome Erin White as the incoming President/CEO, who began her tenure on April 1, 2024, succeeding the long-term President /CEO, Siobhan Greene. A committed and dynamic leader, White has dedicated decades to advancing educational and philanthropic efforts in Monterey County. She notably served as the Director of Philanthropy and Community Partnerships at York School and as the Director of Development at Santa Catalina School. Throughout her career, White has been instrumental in driving transformational change and ensuring organizational sustainability through philanthropy. Some of her notable professional accomplishments include projects that promote women in science and mathematics, scholarships addressing racial and social inequities in education, and a tuition-free study abroad program for high school students.



Natividad Celebrates American Heart Month

We depend on our hearts for life itself. But, as strong as the heart is, it's also subject to disease that can weaken its ability to do its job. Did you know that cardiovascular disease (CVD), also known as heart disease, isn't just an older person's problem? More and more younger people are dealing with heart disease. "Each risk factor increases your chance of developing heart disease. The more risks you have, the higher your overall risk," said Natividad Cardiologist Dr. Nicholas Chee. "Some of these risk factors cannot be changed, such as age, sex, or family history. But there are many important factors you can change, like choosing a heart-healthy diet and being physically active." Heart disease is the #1 cause of death in the United States for both men and women. But you can do a lot to protect your heart and stay healthy. Preventing heart disease starts with knowing your risk factors and what you can do to reduce them. There's much in your control when it comes to matters of the heart. So please don't wait until it's too late. Natividad's cardiologists are here to listen, help and inspire you to live a healthier, longer life. Our experts will work with you to give you the knowledge, support and tools you need to meet your heart health goals.

Salinas Valley Health and Monterey County Educators Celebrate Expanded Healthcare Services



Educators in Monterey County now have the affordable, local healthcare services they need and deserve thanks to an agreement between Salinas Valley Health and Municipalities, Colleges, Schools Insurance Group (MCSIG). "Salinas Valley Health recognized that many teachers and other educators in our area were falling through the cracks of unaffordable commercial health insurance plans and low cost government healthcare programs," said Allen Radner, MD, Salinas Valley Health Interim President/CEO. "The situation was unacceptable. We listened to concerns and diligently worked with MCSIG to provide educators with local, quality care at no additional cost to them." The agreement provides members with expanded care options at Salinas Valley Health Medical Center and Clinics with no additional premium costs to the current PPO Select Plan for MCSIG members. The agreement takes effect March 1, 2024. Members are able to use their current insurance ID cards until new ones are issued. "MCSIG is constantly looking for ways to provide better coverage for our members at affordable rates," says MCSIG Executive Director, Neddie Sarmiento. "We are pleased with what we were able to accomplish working collaboratively with Salinas Valley Health. The result is a win/win for our educators and their families."



Santa Cruz County Bank Recognized as Trailblazer by Independent Banker Magazine

Independent Banker Magazine, a publication of Independent Community Bankers of America, featured Santa Cruz County Bank as a Trailblazer, a designation given to community banks on the forefront of industry advances. The March 2024 issue spotlights the technology innovations, initiatives and upgrades implemented by the Bank's Digital Transformation Team, led by Krista Snelling, President and CEO. With a deposit market share of 15.5%, the Bank ranks fourth in Santa Cruz County, trailing only megabanks. Snelling notes that the bank's strong performance reflects its strategy of investing in up-to-date technology to serve and therefore strengthen customer relations. In the article, Snelling said, "We've made significant investments in both client-facing and back-office technologies that create a better and safer client experience." Snelling formed the Digital Transformation Team when she joined the bank in 2021. In addition to Snelling, the team includes Paul Happach, SVP Director of Product and Digital Transformation; Jaime Manriquez, EVP Chief Information Officer, and Shamara van der Voort, EVP Chief Operations Officer. "It is an honor for our bank and our Digital Transformation Team to be recognized in the industry for our innovations in technology that improve internal processes and contribute to the client experience," said Snelling. "Taking the friction out of back-office processes allows us to focus on the client in front of us."

Take a 'Journey Through Time' with the City of Salinas

By Sophia Rome, City of Salinas



Photos clockwise from top:
1952 - Home & Seifert Lettuce Co-Op;
1951 - Salinas Valley Memorial Hospital;
1938 - Big Week parade;
1938 - Main Street, looking south

Photo credit: Edward Johnson, Salinas History Group on Facebook

Salinas has been the backdrop for many influential moments in history. Cesar Chavez marched the streets of Salinas fighting for farmworker rights and Dolores Huerta led the Chicano civil rights movement through Salinas; both would later receive the Presidential Medal of Freedom. We can't forget the stories of the Salinas Valley woven into the novels written by Nobel Peace Prize recipient John Steinbeck, who grew up in Salinas. From the founding of our community to where we are today, there is deep-rooted history to share. The City invites the community to take part in the Journey Through Time event as we celebrate the 150th anniversary of becoming the 44th incorporated City in the State of California.

Salinas' history begins with the founding of the community as a town in early 1868. A pioneering group of settlers and local businessmen gathered at the first structure in the area that would later become downtown Salinas, to discuss establishing a town. Named after the abundant sources of salt from salt ponds and marshes, the Town of Salinas was formed.

On Sept. 17, 1872, voters petitioned to incorporate the Town as Salinas City, which was supported by 112 of the town's 150 qualified voters. It wasn't until March 4, 1874, that the State would approve the incorporation, changing the town's name to Salinas City and affirming the appointment of our City's first Mayor, City Council, and city leadership. In the 1900s, Salinas' city name would be changed twice by the Council, formally changing the organization to City of Salinas.

The City of Salinas invites the community to embark on this journey through time during the 150th Anniversary Celebration on Saturday, April 6, 2024, from 10 a.m. - 2 p.m. There are two event locations with activities focused on different eras of our City's history.

INTERMODAL TRANSPORTATION CENTER (TRAIN STATION) - 1 STATION PLACE, SALINAS

- Welcome from our Mayor and guest speakers and a time capsule ceremony at 10 a.m.
- Free tours of the First Mayor's House, Railroad Museum, and Welcome Center
- Storytime and hands on activities in the garden at the First Mayor's House
- History talks by guest speakers

**CSUMB @ SALINAS CITY CENTER
(DOWNTOWN) – 1 MAIN ST., SALINAS**

- First 300 guests receive free entry into the Steinbeck Museum
- Performances by local community groups and musicians
- Community resource fair

Guests are also encouraged take a walking tour downtown to learn about the historic and art deco buildings in the area.

Questions about the event can be directed to Sophia Rome, Community Relations Manager for the City of Salinas at sophiar@ci.salinas.ca.us or 831-758-7407. 🌿



Top 3 Photos: 1949 - John Street Widening Project.

Bottom Photo: Main Street, 1906

Photo credit: Edward Johnson, Salinas History Group on Facebook



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New Model Template for Workplace Violence Prevention Plans

By Bradley J. Levang, Fenton & Keller



Last fall, Gov. Gavin Newsom signed Senate Bill 553 (SB 553) into law,

which requires California employers to establish, implement, and maintain a written Workplace Violence Prevention Plan (the “Plan”) by July 1, 2024. Recently, Cal/OSHA published its much-anticipated model workplace violence prevention plan, which employers can access under the “Workplace Violence Prevention” heading here: <https://www.dir.ca.gov/dosh/PubOrder.asp#WVP>.

The model plan is designed to assist employers in drafting their own plans. Employers are not required to use Cal/OSHA’s model but may use it as a template. The model plan contains numerous questions and examples for employers to consider as they assess the risks in their own workplaces and “fill in the blanks” of the template accordingly.

Covered Employers. Most California employers are subject to the new law. There are some limited exceptions for:

- employers already covered by Cal/OSHA’s violence prevention in health care standards;
- employees who telework from a location of their choosing that is outside the employer’s control;
- locations that are not open to the public where less than 10 employees work at a given time; and
- certain public agencies.

Workplace Violence Defined.

The law broadly defines “workplace violence” to include any act of violence or threat of violence that occurs in a place of employment. Workplace violence is the threat or use of physical force, a firearm, or other dangerous

weapon against an employee that results in, or has a high likelihood of resulting in, injury, psychological trauma, or stress, regardless of whether the employee sustains an injury.

Plan Requirements. Among other terms, the Workplace Violence Prevention Plan must:

1. Indicate the name(s) of the individuals responsible for implementing the Plan;
2. Identify effective procedures to obtain the active involvement of employees in developing and implementing the Plan, including having employees help identify, evaluate, and correct violence hazards, and design and implement training;
3. Include methods to coordinate the Plan with other employers, if applicable;
4. Identify procedures for the employer to address and respond to reports of workplace violence, and prohibit retaliation against any employee who makes a report;
5. Include procedures to ensure that employees, including supervisors, comply with the Plan and training procedures;
6. Contain effective procedures for communicating workplace violence matters with employees, including informing employees how to report a violent incident, threat, or other workplace violence concern to the employer or law enforcement;
7. Describe how workplace violence concerns will be investigated and how employees will be informed of the results of the investigation and any correction actions;
8. Contain procedures to identify and evaluate workplace violence hazards, including conducting periodic inspections to identify unsafe conditions, unsafe work practices, and employee reports and concerns; and
9. Include procedures for post-incident

response and investigation, and for the review of the effectiveness of the Plan and revisions as needed.

Responding to Workplace Violence Emergencies.

The Plan must describe procedures on how employees should respond to actual or potential workplace violence emergencies, including:

1. Identifying effective means to alert employees about the presence, location, and nature of workplace violence emergencies;
2. Describing evacuation or sheltering plans that are appropriate for the workplace; and
3. Explaining how to obtain help from staff or security personnel assigned to respond to workplace violence emergencies, if any, and law enforcement.

Training Requirements. Employers must provide employees with effective training when the Plan is first established and annually thereafter. Training material must be easy for employees to understand and appropriate for employees’ education, reading skills, and language. Following the discovery of new or unidentified workplace violence hazards or revisions to the Plan, the employer must provide additional training on those hazards or modifications. Training records must be retained for at least one year.

The training must cover topics, including:

1. The employer’s Plan, how employees can participate in the Plan, and how employees can obtain free copies of the Plan;
2. How to report workplace violence hazards and incidents;
3. Potential violence hazards specific to the workplace, corrective measures the employer has implemented, and information on how to seek help to prevent violence in the workplace;

4. The purpose of the violence incident log, its location, and how to obtain a copy; and
5. An opportunity for interactive questions and answers with someone knowledgeable about the Plan.

Recordkeeping Requirement.

Employers must also maintain a detailed written log of every workplace violence incident in the workplace. The information recorded in the log must include the date, time, and location of the incident and provide a detailed description of the incident, identifying where the incident occurred, the type of violence, classification of who committed the violence (e.g., co-worker, supervisor, customer, etc.); and circumstances at the time of the incident.

The workplace violence incident log must indicate the consequences of the incident, including whether law enforcement was involved, and the steps taken to prevent further threats or hazards. Records related to employee training, violent incident logs, and employer investigation of workplace violence incidents must be kept for at least five years. Employees are entitled to copies of these records within 15 calendar days of a request.

Cal/OSHA also published a fact sheet that provides employers with a helpful overview of the above requirements. The fact sheet can be accessed here: <https://www.dir.ca.gov/dosh/puborder.asp>. Employers should consult with their labor counsel soon to draft a compliant plan and implement measures to comply with these additional requirements before the July 1, 2024 effective date. 🌿

Bradley J. 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.

APRIL

CalCap ADA Financing Program

The CalCap ADA Financing Program is a loan loss reserve program which provides up to 100% coverage on losses as a result of certain loan defaults. The program supports participating financial institutions when they make loans to small businesses that may otherwise have difficulty obtaining financing in order to make physical alterations or retrofits to a business.

Eligibility Requirements: Small businesses with 30 or fewer full time equivalent employees OR a total annual gross income of less than \$5 M requiring a loan for facilities under 10,000 square feet. ADA compliance-related costs are eligible for more favorable loan terms.

Questions?
Access + Capital (formerly Fresno CDFI)
(559) 552-4300
accesspluscapital.com

access+capital



UPCOMING EVENTS

Increase Your Sales with Google Tools
Wednesday, April 3rd, 10 AM - 11 AM (Eng)
Webinar via Zoom

Launch Your Food Business from Home
Thursday, April 4th, 10 AM - 11 AM (Eng/Sp)
Seaside City Council Chambers
440 Harcourt Ave, Seaside, CA 93955

Disability Access for Small Businesses
Thursday, April 11th, 3 PM - 5 PM (Eng/Sp/ASL)
Board of Supervisors Chambers and via Zoom
168 W Alisal St, Salinas, CA 93901

Aumente sus Ventas con las Herramientas de Google
miércoles, 17 de marzo, 10 AM - 11 AM (español)
Webinar via Zoom

8(a) Capability Briefing
Tuesday, April 23rd, 8 AM - 5 PM (Eng)
Community Room, Salinas Police Department
312 E Alisal St, Salinas, CA 93901

Licensed to Build: Workshop for Aspiring Contractors
Wednesday, April 24th, 10 AM - 11 AM (Eng)
Community Room, Salinas Police Department
312 E Alisal St, Salinas, CA 93901

Register: linktr.ee/MontereyCountyBusiness



SCAN ME!

Pigs, Pinot, & More Fundraiser Helps Salinas Rotary Create Lasting Change

By Mark Kooiman, Salinas Rotary Club

Rotary International is a global network of 46,000 clubs, consisting of 1.4 million “Rotarians.” The Salinas Rotary Club was founded in 1921 by Homer T. Hayward and we are the largest and oldest Rotary Club in Monterey County.

Our vision is clear: Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

The focus of the Salinas Rotary Club is both local and global in nature with an emphasis on things such as the beautification of Salinas, health & human services, and International projects that need assistance to get completed.

Some of the recent projects the club has been behind include the Salinas Rotary Arch on Main street, the digital sign at Salinas High School, and a vocational Village in Mатаu, Africa. The club’s ongoing projects include vaccinations and essential goods for the homeless population of Chinatown, Camp Royal, which is a leadership program for high-schoolers, helping fight human trafficking, and scholarships for exemplary youth in the area.

Upcoming projects the club is eager to get going on include building a school in Senegal as well as helping with renovations at Closter Park in Salinas.

To support the projects and initiatives they undertake, the club’s fundraising efforts come in many forms, with the most successful one being our annual food and wine event. The annual event has evolved into a strolling food-and-wine experience called Pigs, Pinot, & More. With nearly 25% of California’s



Pinot Noir grape production coming from our county, it would only be right that we highlight it with an annual celebration!

This year’s event is happening Saturday, April 20 at 201 Main St., Salinas, with the wine and food tastings from 5-8 p.m. and the after party from 8-10 p.m. Pigs, Pinot, & More typically does sell out before the event, so it’s best to get tickets in advance by following this link: <https://www.eventbrite.com/e/pigs-pinot-more-4202024-tickets-841727628997>

For more information on the event or Salinas Rotary Club, go to our website at: <https://salinasrotary.org/> and follow us on Facebook and Instagram for more updates! 🍷





RIBBON CUTTINGS & CHAMBER EVENTS

by Chamber Staff



The Steinbeck House Celebrates 50 Years!

The Steinbeck House commemorated their 50th anniversary. The Valley Guild's beginnings with eight enthusiastic women have flourished into 137 volunteers, each contributing their unique talents to preserve the childhood home of esteemed author John Steinbeck and showcase the richness of the Salinas Valley to generations of visitors.



First Year Anniversary Celebration of Grocery Outlet Soledad

From left to right, Board President for Soledad Unified School District Ivan Ibarra; representative from Sen. Anna Caballero's office, Marisa Hernandez; Mayor of Soledad Anna Velazquez; owners Crystal and Zeke Reyes; President of Soledad Rotary Club Joseph Sanchez, and guests, were on hand to celebrate the one-year anniversary of Grocery Outlet Soledad.



Grand Opening of Golden State Paint Company

Owners George and Grisell Acevedo opened their doors for guests to explore the store's unique ambiance and discover the extensive range of paints. As the newest independently owned Benjamin Moore retailer, they're thrilled to embark on this journey of serving our community with top-quality paints and expert advice.



15th Anniversary Celebration with Loaves, Fishes and Computers (LFC)

LFC celebrated their 15th anniversary through a ribbon cutting and personal tours of its new facility. We extend our heartfelt congratulations and thanks to LFC for its commitment to bridging the digital divide and helping people achieve life-changing goals.



Lunch and Learn with ARCpoint Labs

Spenser Smith Lab Manager of ARCpoint Labs of Salinas and Monterey dived into the crucial aspects of reshaping one's Drug & Alcohol-Free Workplace Policy for 2024. Key highlights included policy crafting, legal compliance, addressing common oversights, effective implementation, and employee education.



Salinas Valley
CHAMBER OF COMMERCE

Honorees Selected for the



Presented by
the human energy company 

You are invited to honor your fellow Chamber members and community leaders at the 103rd Annual Awards Luncheon. The luncheon, presented by Chevron, will be held Thursday, April 11th, from 11:00 a.m. – 1:00 p.m. at Sherwood Hall with a “Networking Power Hour” commencing at 10:00 a.m. With an attendance of nearly 500, the Annual Awards Luncheon is the single largest gathering of businesspeople in our area.

“In its 103rd year, the luncheon not only acknowledges outstanding accomplishments but also serves as a source of inspiration for others, fostering a culture of excellence and innovation within the community,” says Chamber President and CEO Karin M. Moss.

The following individuals and organizations are being recognized for their significant contributions to our community:

OUTSTANDING SMALL BUSINESS: MAG ONE MEDIA

Alex Garcia’s journey into the world of filmmaking began on the rugged trails of mountain biking in his teenage years. While competing professionally, he discovered



his passion for visual storytelling.

Established in 2002, Mag One Productions derives its name from the Magnitude Scale, with “Mag 1” symbolizing the brightest stars in the sky. With an entrepreneurial spirit, owner Garcia dedicated himself to the growth of Mag One Productions, expanding his business by freelance producing for NBC San Jose in 2005.

Today, Garcia has propelled Mag One Productions to new heights. In 2016, a rebrand to Mag One Media expanded their services, offering digital marketing, website development, design, social media marketing, and audiovisual presentations. Serving a diverse clientele spanning local, national, and international markets across various industries, from banking to automotive, Garcia has proudly collaborated with global giants, enhancing their worldwide marketing endeavors. Committed to excellence, Alex ensures each project is infused with creativity. Mag One Media’s mission is to unite communities through video production, social media, and strategic digital marketing.

Mag One Media’s dedication to community unity extends beyond its business objectives. Collaborating with nonprofit organizations and municipal clients, the company actively participates in initiatives aimed at supporting local causes and events. Through video production,

social media outreach, and strategic digital marketing campaigns, Mag One Media amplifies the voices of these organizations, helping them reach wider audiences and achieve their goals. Whether it's raising awareness for important issues or promoting community events, Mag One Media leverages its expertise to make a positive impact and contribute to the betterment of the community.

With a team that's steadily expanding to nine members, Garcia and his colleagues at Mag One Media are committed to serving their community through effective digital marketing solutions.

OUTSTANDING LARGE BUSINESS: SSB CONSTRUCTION

SSB Construction wouldn't be where it is today without the hard work of the past. Founded as Salinas

SSB

CONSTRUCTION
ROOF COATING
SOLAR PANEL CLEANING
PAINTING

Steel Builders in 1945 by Homer Goldman as a Butler building dealer, SSB now offers a wide range of commercial construction services throughout the Salinas Valley, Central Coast, and across the west coast.

As a third-generation family business, SSB remains firmly rooted in the local community. The company proudly supports a number of nonprofit organizations, including the Natividad Medical Foundation, Monterey County Food Bank, Hartnell College Foundation, and the Andrew and Phyllis D'Arrigo Charitable Foundation. Stephen Goldman is also a regular volunteer feeding the homeless at AI & Friends in Monterey.

For over 75 years, SSB has been built on trust, respect, and inclusion. Their people, many of whom have been with the company for over a decade, are its most important asset. SSB inspires meaningful relationships that set them apart in how they work with their customers, how they serve their teammates, and how they give back to our communities. At SSB, they never stop learning—and they always strive to live up to their highest potential.

BUSINESSWOMAN OF THE YEAR: NANCY VALDEZ

As a first-generation Latina, Nancy Valdez earned a Bachelor of Arts Degree in Liberal Studies from California State University, Monterey Bay (CSUMB). Valdez is blessed to be the wife of Gabriel Varela and mother to four amazing children, Nate, Bianca, Cassie, and Bella. For more than two decades, she has held various positions within the American Cancer Society and currently serves as a Senior Development Manager in the Salinas Valley. She is responsible for promoting, implementing, and raising funds for two special events. Under Valdez's leadership, Relay for Life of the Salinas Valley reached #1 in California and #3 in the nation, raising \$505,617 in 2023; the ACS Fashion show was also in the Top 100.

In addition to Valdez's professional career, she has volunteered extensively with the Salinas Valley League United Latin American Citizens Chapter (L.U.L.A.C. Chapter #2995) as a Youth Mentor for over 35 years. She has also held various youth-targeted positions with California LULAC. Valdez has organized a local food drive every year since 2005 to help less fortunate families in the Salinas Valley during the Thanksgiving season, providing



food baskets to over 4,000 families. Nancy has also served on the board of the Central Coast Center for Independent Living (CCCIL) and local housing nonprofit CHISPA. She is passionate about empowering people and advocating for underserved individuals. In 2012, Valdez's youngest child Bella was diagnosed with Langerhans Cell Histiocytosis (LCH) when she was only 5 months old. Bella is now 11 years old and is her superhero.

AGRICULTURAL LEADERSHIP: AGRICULTURE AND LAND-BASED TRAINING ASSOCIATION (ALBA)

Since 2001, ALBA has been creating opportunities for low-income field laborers through land-based training in organic farm management, helping them advance their careers or pursue the dream of farm ownership. ALBA provides intensive, on-farm training and access to resources for aspiring farm business owners for up to five years.

Though ALBA welcomes aspiring farmers from all backgrounds, Mexican immigrants and U.S.-born Latinos represent 85-90% of participants in the program.

ALBA's program starts in year 1 with the bilingual and college-credited Farmer Education Course, designed to prepare participants to launch a farm, covering a wide array of topics ranging from production to business to regulatory compliance. Graduates of the course may then launch their own farm business on ALBA's land. They can scale up to 5-plus acres over four more years, gradually mastering the responsibilities of farm business ownership before they transition to independent farming operations. Over 23 years, ALBA has launched more than 250 farms of which 80-plus are actively farming, accounting for 35% of the organic farms in Monterey, San Benito and Santa Cruz counties.



CITIZEN OF THE YEAR: ESMERALDA MONTENEGRO OWEN

Esmeralda Montenegro Owen is an immigrant from El Salvador and grew up in Los Angeles. Fleeing a country torn by a civil war was not easy. At 11, she had to travel long distances to get to the United States and start over. Learning English was one of the first challenges, but her dedication to an education and becoming a good member of society were her priorities and she reached for the stars. She earned dual bachelor's degrees in Broadcast Journalism and Spanish at the University of Southern California (USC) and earned a Master's in Public Administration at Notre Dame de Namur University.



She was introduced to the Central Coast in 2005 when she was hired as a News Anchor for Univision 67, where she earned an Emmy nomination for investigative reporting. Along with 10 years in broadcast TV, Owen has held leadership positions at the National Steinbeck Center, Hartnell

College, and Youth Orchestra Salinas. She has been a professor of communication studies at Gavilan College since 2011 and enjoys sharing her experience with students who value the practical part of their educational experience.

Along with her work experience, Owen takes time to be a mentor to youth in the community, and an integral part of the board of directors for Sunset Cultural Center, the California International Airshow Salinas, and Hand2Stand. She has served on the boards of Hospice Giving Foundation, Salinas Valley Chamber of Commerce, and Informed Choices. This year, Owen is a 2024 Visionary of the Year Candidate for the Leukemia & Lymphoma Society. In 2020, she started her Marketing and Public Relations consulting practice and established Precious Stone PR Inc. Owen has created marketing campaigns for several nonprofit organizations on the Central Coast.

SPIRIT OF THE COMMUNITY: ANDY D'ARRIGO

Andy D'Arrigo's life journey is remarkable, from his service in the U.S. Navy to his pivotal role in expanding D'Arrigo Bros. Co. of California into a major agricultural enterprise. His dedication to the company, even during challenging times like the 1970s, highlights his strong leadership and resilience. His commitment to the Salinas Valley is commendable. His involvement in various non-profit organizations focusing on youth, senior services, community health, historical preservation, and animal welfare showcases his deep-rooted care for the well-being of his community.



The continuity of family involvement in the company, with D'Arrigo's son John now leading as President, CEO, and Chairman of the Board, reflects a legacy of strong family values and business acumen. The fact that fourth-generation family members are actively engaged in the company further underscores the enduring success of D'Arrigo Bros. Co.

The longevity of the Andy Boy label, featuring a childhood photo of Andy himself, symbolizes the company's rich history and enduring brand recognition in the produce industry. Celebrating its 100th anniversary in 2023 is a testament to the company's resilience and adaptability over the years. As D'Arrigo continues to serve as Chairman Emeritus at the age of 100, his contributions to Salinas Valley agriculture and the broader community leave an indelible mark, inspiring generations to come.

AMBASSADOR OF THE YEAR: LAURA KERSHNER

Laura Kershner is a communications professional trained in media and public relations, nonprofit communications, government relations, cable franchise coordination, telecommunications, live television news production and workforce development. Over the years,



she's volunteered with the Salinas Valley Chamber of Commerce Ambassador Committee, the Salinas Valley Businesswomen's Network, The First Mayor's House, Fund Builders Alliance, Monterey County Theatre Alliance, Job Developer's Networking Group, City of Salinas, General Plan

Steering Committee, and she's a graduate of Leadership Salinas Valley's Class XXVI.

Kershner's background includes working behind the scenes in local media, for nonprofit organizations, and local government. She currently works for the Monterey County Workforce Development Board as a business liaison to bring together local employers and jobseekers here in Monterey County. When she's not working, she's busy singing in four-part, acapella harmony with the Monterey Bay Belles ladies' barbershop chorus; and her quartet, Vocal Point. She also enjoys sings in a small choir at Grace Community Church in Prunedale.

Laura is a native of Bakersfield, and moved to Monterey County in 1996. She is a 1991 graduate of Cal State University, Bakersfield with a double major in Communications and History and a minor in Political Science. She also graduated from Bakersfield College with an AA degree in Liberal Arts. In recent years, she has enjoyed traveling the world with her sister, Debbie.

ANNIVERSARIES IN 2023: Member Businesses celebrating 10, 25, and 50 years of Chamber membership will also be honored for their continued support.

We would love to extend a warm "THANK YOU!" to our sponsors, whose support make this event possible (as of the publication deadline):

PRESENTING SPONSOR: Chevron

SILVER SPONSORS: Alliant Insurance Services, Central Coast Federal Credit Union, D'Arrigo Bros. Co. of California, Pinnacle Bank, California Water Service, RHC Management Co, LLC dba McDonalds

BRONZE SPONSORS: Leavitt Central Coast, Fenton & Keller, 1st Capital Bank, Alvarez Technology Group Inc., Goodwill Central Coast, Noland, Hamerly, Etienne & Hoss, Santa Cruz County Bank, Bay Federal Credit Union, and Vistra

MEDIA SPONSOR: KION-TV

IN-KIND SPONSOR: Mission Linen

PLAQUE SPONSOR: Pinnacle Bank

CATERER: Shahram Farahmand and The Steinbeck House

For more information, call the Chamber Office at (831) 751-7725 or visit SalinasChamber.com. 🌿

City of Salinas Regional Housing Needs Allocation (RHNA) Final Outcome - 2015-2023 Housing Element (5th Cycle)													
Income Category	Goal for Units	2015	2016	2017	2018	2019	2020	2021	2022	2023	Total Units for Cycle	Shortfall of Units	% of Units Achieved
Very Low	537	21	24	50	42	0	0	88	0	4	229	308	42%
Low	351	20	16	0	53	8	0	1	0	2	100	251	28%
Moderate	407	6	1	3	0	0	0	0	0	0	10	397	2%
Above Moderate	934	142	52	25	71	100	210	189	139	241	1169	-	125%
Total	2,229	189	93	78	166	108	210	278	139	247	1,508	721	68%

Did Local Governments Achieve Their 2015-2023 Housing Targets?

By Kevin Dayton,
Government Affairs Liaison

Since 1969, California law has required cities and counties to plan for their community future housing needs through a multi-year Housing Element incorporated into their General Plans. Each city and county has a Regional Housing Needs Allocation (RHNA) of new residential units that it is required to meet for

various levels of income.

Because housing demand exceeds available supply throughout Monterey County, there has been much attention over the past two years to the development of new Regional Housing Needs Allocation goals for the County of Monterey and the 12 cities in the county. This new, current eight-year period is called the 6th Cycle Housing Element and encompasses the years

2023 through 2031.

But what happened with the 5th Cycle Housing Element, encompassing the time period of 2015 through 2023? With 2023 concluded, the County of Monterey and its 12 cities are now compiling their final reports (required under state law) to submit to the California Department of Housing and Community Development (HCD) and the California Governor's Office of Planning and

Research (OPR).

The Salinas City Council approved the city's 5th Cycle Housing Element on Dec. 15, 2015. As of February 2024, the city's Community Development Department has tabulated the final results in a 2023 Housing Element Annual Progress Report for review by the Planning Commission and City Council.

Did the City of Salinas achieve its goals? See the table above for results. 🌱



More Than 70% of Retail Space Leased

Introducing The Dunes' mixed-use, open-air retail neighborhood on Monterey Bay coming 2024. You can buy a home or lease a suite for your restaurant, retail store or small business in Monterey County's newest master-planned community with convenient Highway 1 access.

TheDunesPromenade.com



Making waves on Monterey Bay with homes, retail and business opportunities.

Separately Managed Accounts and Unified Managed Accounts

By **Ryan Hastie**, CPFA, Hastie Financial Group



Over the past several decades, investors looking to customize their investments have

turned to Separately Managed Accounts (SMAs). According to Cerulli Associates, there are about \$2 trillion in assets in these accounts, up 14.1% from \$1.72 trillion in assets in 2022, and assets in SMAs are projected to reach \$2.9 trillion by 2026.

These accounts attempt to boost earnings through active professional portfolio management and tax-efficient strategies. Unlike a mutual fund or exchange-traded fund (ETF) where the investor owns shares of a pool of stocks or bonds that is invested according to the fund's prospectus, SMAs allow the

investor to own the individual stocks, bonds and other assets directly. Doing so affords the investor flexibility in tailoring their strategy to their personal preferences or tax needs.

Each SMA seeks to meet a particular objective, so it is possible to have multiple SMAs with each designed to help meet an investor's asset allocation needs. For example, one SMA may represent the large-cap growth portion of your portfolio, and another may represent the fixed income portion of your portfolio.

One of the benefits of SMAs is enhanced tax management. Since the investor owns the underlying stocks or bonds directly, there is a cost basis for each individual security. Directly owning the securities allows an investor and their financial professional more control over realizing capital gains/losses (i.e., tax-loss harvesting) to assist in reducing taxes owed and potentially

increasing after-tax performance.

Another benefit to the investor is complete portfolio customization. Having increased control over the portfolio, as opposed to the mutual fund manager, allows the investor to implement guidelines in the investment process. For example, one can increase or restrict exposure to certain companies, industries or sectors. Another benefit is portfolio transparency. The individual holdings are easy to monitor to assess for potential overlap and diversification benefits.

One of the downsides to SMAs is that each strategy requires a separate account. This means the potential to have multiple account numbers, multiple 1099s, and multiple account statements — all of which can be burdensome to an investor. To alleviate the headache associated with multiple accounts, Unified Managed Accounts (UMA) were established.

This professionally managed account utilizes advanced technology to create a simplified investment solution — one that allows an investor to hold multiple investments in one account, offering easier access to and transparency of their overall portfolio allocation and underlying holdings within the portfolio.

In addition, a UMA can incorporate a wide range of investments into the account, including multiple SMA strategies, mutual funds, ETFs, among others. Additionally, most managers have lowered the minimum investment threshold required to utilize UMAs (although minimums still exist), allowing investors to take advantage of many features and benefits previously available only to ultra-high-net-worth and institutional investors.

Ryan Hastie, CPFA is a Financial Advisor with locally owned Hastie Financial Group and can be contacted at ryan.hastie@hastiefg.com.



Salinas Valley
CHAMBER OF COMMERCE

**EMPLOYMENT
LABOR POSTERS
FOR SALE**

If you own a business in California, it's mandatory to update your CA and Federal Labor Law posters every year. Don't miss out on this requirement. Order your updated posters through the Chamber to stay compliant.

For questions or for any purchases, contact our Director of Operations and Finance, Willa Doroy
831-751-7725 / Willa@SalinasChamber.com



***Accepting orders through January**



UPCOMING EVENTS

- **103rd Annual Awards Luncheon**

Thursday, April 11 • 10:00 a.m. – 1:00 p.m.
Sherwood Hall, 940 North Main St., Salinas

The Salinas Valley Chamber of Commerce is thrilled to announce the eagerly awaited 103rd Annual Awards Luncheon, an unparalleled celebration of achievement, business excellence, networking, and community spirit. Presented by Chevron, the Annual Awards Luncheon draws in over 400 distinguished guests. Participation opportunities are available, including member displays, tickets, and sponsorship. Individual tickets are priced at \$75 for members and \$95 for non-members. To secure your spot, prepaid reservations are required at SalinasChamber.com.

- **ARCpoint Labs Mixer**

Thursday, April 18 • 5:30 – 7:00 p.m.
635 Sanborn Place, Suite 24, Salinas

ARCpoint Labs of Salinas, which provides the most comprehensive menu of laboratory testing and screening services in Monterey County, will host an exclusive evening of connection, celebration, and discovery in honor of Medical Laboratory Professionals Week, April 14-20, 2024. The event will be held from 5:30 – 7:00 p.m. Wednesday, April 18, 2024, at ARCpoint Labs of Salinas, 635 Sanborn Place, Suite 24, in Salinas. This event is a wonderful opportunity to appreciate the vital work of medical laboratory professionals, connect with the local business community, and learn more about the services ARCpoint Labs provides. Space is limited, so please RSVP to secure your spot for an unforgettable evening of learning, networking, and celebration.

- **Lunch and Learn with Salinas Valley Health**

Tuesday, April 23 • 12:00 – 1:00 p.m.
119 East Alisal St., Salinas

Join us for a Lunch and Learn in partnership with Salinas Valley Health. According to the World Health Organization, cardiovascular disease is the leading cause of death in the United States and throughout the world. In this Lunch and Learn presentation, Salinas Valley Health interventional cardiologist Rikin Kadakia, MD, will provide valuable information about cardiovascular diseases, risk factors, preventive measures and available treatments. The event will take place in-person at the Chamber office (119 East Alisal St., Salinas) and via Zoom. Lunch will be provided. RSVP today at SalinasChamber.com!

- **All-Chamber Mixer at WeatherTech Raceway Laguna Seca**

Thursday, May 2 • 5:00 – 7:00 p.m.,
WeatherTech Raceway Laguna Seca in the Hospitality Pavilion
1021 Monterey Salinas Highway, Salinas

Laguna Seca SpeedTour is the first race of the season. One to three authentic historic SpeedTour race cars will be on display for guests to admire and take pictures with. Come network with guests from Monterey, Salinas, Carmel, and Pacific Grove chambers. There will be music, a raffle, pace car rides, appetizers, and libations for guests to enjoy to kick-off the 2024 race season. Purchase your tickets today at SalinasChamber.com!

- **IMSA Street Party**

Wednesday, May 8 • 5:00 – 7:00 p.m.
100 Block of South Main St., Salinas

An estimated 100+ fans are expected to descend on South Main Street for this event. The event provides fans with an opportunity to see sports cars from some favorite manufacturers like Hyundai, Porsche, Mercedes, BMW, Cadillac, and Honda, just to name a few. It will also include a driver meet & greet, an autograph session, raffle with ticket giveaways, and potentially a pit stop demonstration. The street party will have music and an opportunity for business/partner participation.

RSVP at salinaschamber.com

Smith Medical Pedicures

Smith Medical Pedicures was born out of the need for a safe, private, hygienic place for patients to have personalized toenail care. Our licensed nail techs with additional training by Dr. Smith provide excellent care for those with thick & painful nails, calluses or difficult to reach. ADA accessible, home nail care available.

We're excited to share the news of our upcoming office launch in Salinas this April!

Smithmedicalpedicures.com

28 Quail Run Circle, Ste A, Salinas CA

(831)-676-3790



The Why, What and How of Your Chamber of Commerce

By **Dave Kilby**, Former Executive Vice President, California Chamber



When was the last time your leaders took a “pause” to reflect on and discuss the WHY of your chamber of commerce?

According to our brand research, your WHY or purpose

needs to be the three Cs:

- Catalyst for business growth;
- Convener of leaders and influencers; and
- Champion for a stronger community. If you take a look at “The Magicians of Main Street” by Association of Chamber of Commerce Executives Senior Vice President Chris Mead, who chronicles the history of chambers of commerce from 1768–1945, chambers originally excelled at the three Cs.

You can open the book to almost any page and find examples of chambers leading by tackling business

and community issues, all the while excelling at being conveners and coalition builders.

So what happened? Did we all of a sudden in the years following World War II have mission creep or amnesia and become chambers of events?

I’ve been around long enough to remember the



day when the bulk of ALL chamber funding (approximately 80%) came from dues, but somewhere along the line, we adopted a “user fee” mentality and went “all-in” doing events, and many got addicted to government money. The combination of the two, I believe, dramatically changed our organizations.

The possibility exists that we now have an opportunity to change again — and return to normalcy — and be more like the magicians of main street showcased by Mead, fighting for causes that will improve our communities and local economies.

For many chambers, the possibility exists that our brand research may be the stimulus needed to give them permission to change.

WHAT WE DO

With the above three-C purpose in mind as our WHY, we also have data from thousands of business people across the United States which clearly indicates that members think it’s important for their chamber to focus on five core areas. At the Western

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Association of Chamber Executives, we have called these our core competencies and think they are the WHAT for today's chambers:

- Build business relationships;
- Political action;
- Promote the community;
- Represent the interests of business with government; and
- Strengthen the local economy. Even though most chambers have plenty of room for improvement when it comes to doing the above, you don't have to stretch your imagination very far to connect the dots and see how these core competencies fit with the three Cs.

HOW WE DO IT

A case can be made that while the WHY and the WHAT for chambers is nearly universal, every chamber can be different when you look at HOW chambers follow through, and the programming needed to fulfill their brand promise and mission.

The specific programs in a tourism town may be very different than in an agriculture community — just as the challenges in a metro chamber are, most likely, very different than a bedroom community.

The HOW is where each chamber can do its own thing. But I strongly suggest, as our research points out, that chambers not lose sight of their WHY or the core competencies (their WHAT) as they keep the promise of chambers in the 21st century. 🌱

Dave Kilby is the former president and CEO of Western Association of Chamber Executives, and former executive vice president of corporate affairs at the California Chamber.

AMBASSADOR SPOTLIGHT BERNIZ HOUSE

YOSAL DEVELOPMENT AND COMMUNITY OUTREACH COORDINATOR



Berniz House's expertise in arts administration, community engagement, marketing, field research, and networking has helped many art organizations fulfill their missions. House has worked in the Central Coast community for more than 10 years, where she uses her Spanish language and cultural identities to support a diverse range of organizations.

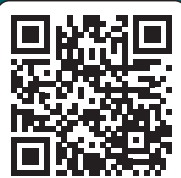
Some examples include the Arts Council for Monterey County, the Greenfield Triqui Community, Estampas de las Américas, and Yaocuauhtli Aztec Dancers, Monterey Filipino Club, among others. Her efforts resulted in greater inclusivity, accessibility, program expansion, and funding sustainability. Berniz has held leadership roles in the Nonprofit Alliance of Monterey County and the Cannery Row Rotary.

Before becoming an arts administrator she worked as a dance teaching artist in the schools. If you don't see her in front of a computer, you will find her hiking, biking with her family around our beautiful coastlines, or at cultural events in our region.

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Men Matter

By Pastor Todd Anderson



At Compass Church, our hearts overflow with a deep commitment to nurturing the spiritual well-being of men across Monterey County. We understand the weight of life's burdens—the pressures, expectations, and uncertainties that can weigh heavily on our souls. That's why, this year, we are embarking on a transformative journey together through our inaugural Man Up Men's Event.

This gathering is not merely a conference; it's an opportunity for men to forge meaningful connections with God and fellow brothers in faith. Through heartfelt discussions and testimonies, we aim to uplift and inspire one another to rise above life's challenges with courage and conviction.

Joining us are two remarkable men who exemplify resilience and faith in the face of adversity, Vance McDonald and Kent Chevalier. Vance McDonald, a former NFL tight end whose journey from the gridiron to the pulpit is a testament to God's transformative power. Vance's renowned stiff arm move on the field pales in comparison to the strength of his testimony, which he will share with us.

Kent Chevalier, a shepherd of one

of America's esteemed congregations, chosen by Coach Mike Tomlin himself to serve as the spiritual guide for the Pittsburgh Steelers. Kent's insights into the intersection of faith and sports will surely inspire and uplift our hearts.

But our gathering isn't solely about solemn reflections and spiritual growth. We've curated moments of joy and camaraderie, from savoring mouthwatering barbecue to the anticipation of thrilling ATV giveaways.

Space is limited to the first 1000 men, so I urge you to secure your spot without delay. Register now at compasschurchmc.org and prepare to embark on a journey of faith, fellowship, and transformation. This two-day event will be hosted at our church campus at 1044 S Main St. on April 19th and 20th.

My prayer is that every man embraces the fullness of the man God has created him to be. May this event serve as a beacon of encouragement and empowerment as we navigate life's journey together. 🌿



Don't miss this rare opportunity to explore remote trails and conserved spaces!



Join us on **May 11** at Palo Corona Regional Park to raise funds for, and bring awareness to, Big Sur Land Trust's conservation and stewardship work throughout Monterey County.

Whether you want to go fast, slow, solo, with a group, or just cheer on your friends, the Race for Open Space has something for you!

- **12K** Whisler Wilson Overlook
- **25K** Williams Canyon
- **35K+** The Lunch Bench Lollipop
- and a **1-mile Fun Run** for all ages!



Please visit bit.ly/ROS_2024 or scan the QR code to learn more, register, and check out our event sponsors!



Support our Chamber Members

Thank you, to our April 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
SSB Construction	1957	Monterey County Film Commission	2015
Bronco Van & Storage <i>Celebrating 50 Years!</i>	1973	Salinas Valley Ford Lincoln	2015
DeSerpa Investment,LP	1976	Harmony At Home	2016
Planned Parenthood	1982	Madonna Gardens Assisted—	2016
T. Bob Uemura, Attorney At Law	1989	Living and Memory Care	
Valley Fabrication, Inc.	1989	Scholl & Arensdorf, LLP	2016
Driscoll's Inc.	1990	State of California, Department—	2016
All Safe Mini Storage II <i>Celebrating 15 Years!</i>	1998	Of Rehabilitation	
Alliance on Aging	2001	The Home Depot	2016
Monterey County Weekly	2001	United Services	2016
Central Coast Federal Credit Union	2006	The Outdoor Market—El Mercado Popular	2017
Brian Allen A Wells Fargo Advisor	2009	Top 10 Produce LLC	2017
Corral De Tierra Country Club	2009	Haupt & Associates	2018
La Plaza Bakery & Café	2009	Charles Schwab & Co. Inc.	2021
A & O Specialty Pharmacy	2011	Western Growers Center—	2021
BookKeeping Central	2011	For innovation & Technology	
California Welcome Center—Salinas	2011	CannaCruz, Inc.	2022
Tunstall Engineering Consultants	2011	Community Builders for Monterey County	2022
Hastie Financial Group	2012	El Estero Car Wash	2022
INOSOT Financial and-	2012	Incfile	2022
Health Coaching centers		Kaiser Permanente	2022
Alternative Dispute Resolution APC	2014	One Plant Salinas	2022
Coast & Valley Properties Inc	2014	Victory Mission	2022
Hampton Inn & Suites	2014	Envision Initiative	2023
Housing Authority of Monterey County	2014	MMJumpers & Party Rentals LLC	2023
GT Monterey, Main Event Transportation	2015	Vallarta Super Markets	2023

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NON-PROFIT EVENTS

Alzheimer's Association — Salinas Dementia Family Caregiver Support Group

April 10, 12:30 - 2:00 p.m., 1130 San Vicente Ave., Salinas

Support groups create a safe, confidential, supportive environment or community and a chance for participants to develop informal mutual support and social relationships. They also educate and inform participants about dementia and help participants develop methods and skills to solve problems. Join us for our in-person meeting. You can also call the 24/7 helpline at (800) 272-3900.

See Monterey — 14th Annual Whale Fest Monterey

April, 13, 10:00 a.m. — 5:00 p.m., Old Fishermans Wharf, Monterey

The 14th Annual Whalefest Monterey is set for April 13 and 14, 2024, at Old Fisherman's Wharf and the Custom House Plaza — Monterey State Historic Park. A notable change this year includes a marine science-oriented Symposium at the Stanton Center on Sunday, April 14, and interactive marine-themed exhibits on Custom House Plaza on Saturday, April 13, among many other engaging activities for all ages.

Salinas Valley Speech Pathology — Power Over Parkinson's

April 15, 5:00 p.m., 450 E. Romie Lane, Salinas SVH Conference Room

Power over Parkinson's is a new resource in Salinas for those with Parkinson's and their families. Each month we will have a speaker who will provide information including the latest research about Parkinson's. The speaker at the January

meeting will be Dr. John Morgan. He is a neurologist who specializes in movement and has Parkinson's himself. Dr. Morgan is a professor at the Medical College of Medicine in Augusta, Georgia, and is the director of the college's Parkinson Foundation Center of Excellence. Join us and empower yourself over Parkinson's!

YOSAL — Annual Fundraising Gala

April 26, 5:00 – 7:00 p.m. - 150 Main St., Salinas, The Taylor Building

Join us for a night of music, food, and fun at our Annual Fundraising Gala for YOSAL! Your attendance will help support young musicians in our community. The event will take place on Friday, April 26, 2024. Registration at 5:00 p.m. and dinner at 7:00 p.m. in Oldtown Salinas. Get ready to enjoy live performances and delicious food. Don't miss out on this opportunity to make a difference in the lives of talented young musicians. Mark your calendars!

Jacob's Heart — Spring Soiree

May 18, 4:00 – 8:00 p.m., 150 Main St., Salinas – The Taylor Building

Join Jacob's Heart in Old Town Salinas for an evening of fun, music, and amazing food, all in support of our kiddos battling cancer and their families! As a non-profit deeply rooted in the local community, with 80% of our families residing in Monterey County, we couldn't be more thrilled to bring Jacob's Heart to Salinas for the evening. Visit jacobsheart.org/spring to secure your spot at our Spring Soirée. We're counting down the days until we can celebrate with our amazing community that allows us to do the work we do! Until there is a cure, Jacob's Heart is here.



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