



Salinas Valley
CHAMBER OF COMMERCE

BUSINESS

JOURNAL



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LEGACY OF LEADERSHIP

Congratulations 2023 Honorees!

The Salinas Valley Chamber of Commerce proudly announced its honorees for the annual Legacy of Leadership Gala, to be held on Saturday, September 16, 2023, at the renowned Salinas PAL (Police Activities League) Center on 100 Howard Street in Salinas, from 5:30 PM to 9:30 PM. The much-anticipated event brings together the brightest minds and accomplished professionals, to celebrate outstanding achievements and contributions in the community. In addition to honoring the Young Professional of the Year, the Outstanding Minority-Owned Business Honoree, the Distinguished Business Innovation Honoree and the Business Philanthropy Honoree, the Gala will include dinner, music, networking, and auction items.

"The Legacy of Leadership is a celebration of the incredible talent, innovation, and generosity that defines the Salinas Valley," shared Event Chair Amy Gibson. "I'm honored to Chair this inspiring event that recognizes the leaders who shape our community's growth and future. We thank them for their contributions and congratulate them on their selection."

The Legacy of Leadership Gala is dedicated to honoring those who have demonstrated exceptional leadership, innovation, and philanthropy.

YOUNG PROFESSIONAL OF THE YEAR - JOSE LUIS BARAJAS

Jose Luis, a local of Salinas, actively engages in community events and



Jose Luis Barajas

LEGACY OF LEADERSHIP - Continued on page 9



Part II - How Local Governments Spend Your Tax Dollars. Last month we brought to you, part I on how local governments spend your tax dollars with a focus on Measure X. We continue the series this month with Measure G.

Salinas Spends Measure G Sales Tax Revenue

The 1% Sales Tax Set to Expire in 2030

by Kevin Dayton, Government Affairs Liaison

On November 4, 2014, 62% of City of Salinas voters approved Measure G, a one percent sales tax measure that extends for fifteen years (April 1, 2015 to April 1, 2030). Voters decided YES or NO to this question on the ballot:

To improve our quality of life, maintain and enhance city services and facilities, including: crime and gang prevention; neighborhood policing and school safety; safety inspections; police, fire and paramedic response; fixing potholes, streets, and sidewalks; recreation and programs for youth and seniors; and other city services, shall the City of Salinas enact a one cent sales tax, that can't be taken by the State, with citizens' oversight, annual independent audits, with all funds dedicated to Salinas?

VOTER EXPECTATIONS FOR SPENDING MEASURE G TAX REVENUE

Although the City of Salinas may legally use

Measure G tax revenue for funding any general community priorities (as opposed to specific narrow purposes), the Salinas City Council and Measure G proponents made it clear in 2014, that the city would use the tax revenue to fund community priorities. These priorities would be identified through polling, community surveys and community outreach. These were the priorities listed in staff reports presented to the Salinas City Council on March 25, 2014, and again on June 24, 2014:

- expanding anti-gang efforts and programs to shut down drug and gang houses;
- keeping schools safe and restoring school resource officers;
- providing quicker police, fire and paramedic emergency response;
- improving current levels of neighborhood patrols and community policing
- maintaining and enhancing youth violence prevention efforts and after-school

MEASURE G - Continued on page 12



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Summertime in Salinas Valley

by Bill Hastie, Board Chair

Summertime in the Salinas Valley is such an amazing time of year. Not only are we blessed with a calendar full of great community-sponsored events, but we also get to enjoy some of the most enjoyable weather in the country.

While the Chamber provides several events including Lunch & Learn topics, Mixers, and Ribbon Cuttings, there are a plethora of community-focused events throughout the summer months. June kicked off with the world-famous Castroville Artichoke Festival and the celebration of recent grads from high schools and local colleges. July brought the 4th of July celebration hosted by the Salinas Valley Chamber of Commerce and the California Rodeo Salinas, which raises millions of dollars each year for local charities. Aside from bringing fantastic weather, August brought us the Salinas Valley Food and Wine Festival, Rancho Cielo's Inaugural Jazz at the Ranch and the world-renowned Monterey County Car Week, also bringing in a boom to local economies. Some of what rounds out the year's event calendar is the Monterey County Fair, the Relay for Life, Legacy of Leadership Gala, and the California International Airshow Salinas.

Although this is just a snapshot of local events within our community, there is much more under the surface. As a major supporter of the local small business community, it has been wonderful to see a number of businesses getting involved

with the Chamber, either as sponsors or participating in community events. Not only does this provide important sponsorship funds to the Chamber to allow us to continue our work, but it also allows us to highlight our diverse membership in each edition of the Business Journal and at various community events. We are honored to work with so many locally owned small businesses and assist in supporting each other to bolster our local economy.

As we are entering what is typically the best weather of the year, I encourage everyone to go out and support our local small businesses. This is not only a way to say thank you for their support of the Chamber and the community, but also a way to grow and sustain our local economy throughout the Salinas Valley. ■



Bill Hastie



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- CREATING A STRONG LOCAL ECONOMY
- PROMOTING THE COMMUNITY
- PROVIDING NETWORKING OPPORTUNITIES
- POLITICAL ACTION
- REPRESENTING THE INTERESTS OF BUSINESS WITH GOVERNMENT

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Goodwill Central Coast Removes Obstacles To Employment, Changing Lives Through Its Mission Services

by Goodwill of the Central Coast Staff

Goodwill has celebrated the power of work since it formed in Boston back in 1919. The nonprofit's founder Rev. Edgar J. Helms had a simple idea — fight poverty not with charity, but with trade skills — and provide a chance for the poor and the unemployed to do productive work.

Much has changed over 100-plus years, but Goodwill's mission remains in line with the original philosophy. Today there are more than 4,000 Goodwill locations in the U.S., including 16 stores within Goodwill Central Coast, serving Monterey, Santa Cruz and San Luis Obispo counties.

Each day GCC works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work.

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

GCC's goal is to ensure that everyone realizes their worth and gains the skills and confidence to land a job that could turn their life around. Each year GCC assists job seekers get back to work and reclaim financial and personal independence, providing a positive learning environment that creates brighter futures through connecting people to meaningful work.

GCC funnels its efforts into what it calls Mission Services, helping to open doors to meaningful careers that change the course of lives for countless families.

These services include the following:

Career Center Services

GCC assists job seekers in obtaining the education and training needed to reach their employment goals. GCC's Career Centers offer many complimentary services, including; resume services, job search assistance, job placement, mock interviews, assistance with online applications and free computer usage. GCC employs a Career Center Coordinator available at locations in Salinas, Capitola and Watsonville.

GCC offers a variety of work experience programs through various community partners in all three counties, also providing opportunities for community service and volunteer work.

Opportunity Platform

Participants in this program can begin a journey

toward financial security by working with a team of Goodwill Resource Specialists who provide one-on-one financial coaching to help people achieve their personal goals. These specialists help participants pursue their long-term financial dreams, gain job security, increase income, and become debt free in a structured and compassionate way.

GCC also helps connect participants with other trustworthy organizations and services in its Active Referral Network. Membership is free and counseling is confidential.

Digital Literacy

The Digital Literacy program provides a specialized curriculum to assist participants with navigating an increasingly technological world. Available in Monterey and Santa Cruz counties, the program offers participants free classes to help educate them on various commonplace programs and applications such as Microsoft Word, Excel and PowerPoint.

Digital skills are not just important for individual employees, but also for the overall success of an organization. The ability to leverage digital technologies to communicate, collaborate, and analyze data can significantly enhance productivity and competitiveness in a modern workplace.

Other Mission Services

GCC offers a variety of programs that can support job training goals, including obtaining a variety of certificates and/or obtaining a secondary education degree.

In all three counties, GCC provides Department of Rehabilitation Employment Services designed to assist those seeking employment to learn about employment opportunities within the community and to make an informed decision. Services are individualized to assist a person in choosing employment outcomes and or career development opportunities based on the person's preferences, strengths, abilities and needs.

In SLO County, GCC's Short-Term Supports program provides clients in subsidized employment direct on-the-job support to help them learn the necessary skills, standards, and processes required by their employer. GCC also provides DOR Situational Assessments to help provide information to a DOR consumer about his or her strengths and barriers to employment, and provide information to choose an employment goal based on preferences, strengths, abilities, and needs.

What's more, GCC provides paid work experience programs to DOR consumers, working at Goodwill where they build the soft skills and work experience needed to succeed in any job or occupation.

To deliver its services, GCC relies on partnerships with federal and state workforce development agencies, as well as strong relationships with the local businesses that provide employment opportunities. Local community members also play an important role by donating ready-to-sell items for GCC stores and by choosing to shop at one of its 16 stores.

What's more, GCC employs more than 600 people throughout three counties, including employment training professionals, sales personnel, donation center attendants, warehouse and distribution workers, and administrators.

Believing that everyone deserves the chance to work, Goodwill Central Coast is an equal opportunity employer and an advocate for the Americans with Disabilities Act. ■



The Impact of Downgraded US Debt

by Haley Hitchman, AIF®, CPA®



On August 2, 2023, for the second time in history, the United States long-term credit rating was downgraded by Fitch Ratings from AAA to a rating of AA+. So, what

does that mean for the average investor? US Treasuries have traditionally been the gold standard for low-risk investment grade fixed income securities. Major rating companies like Fitch, Standard and Poor's or Moody's, determine how likely these securities are to default. Although Fitch downgraded US credit from AAA (the highest rating) to AA+ (one level below the highest rating), US Treasuries are still considered investment grade and far from what would be considered below investment grade like "Junk" or High-Yield Bonds.

The reasons Fitch Ratings stated for the downgrade were, "The repeated debt-limit political standoffs and last-minute resolutions have eroded confidence in fiscal management." Fitch went on to state a "steady deterioration in standards of governance over the last 20 years" drove their rationale for the downgrade. This reasoning may sound familiar to some, because there has been only one other time in history that the US debt received a downgrade to a AA+ rating. In 2011, Standard and Poor's gave the first ever credit rating downgrade to AA+, where it remains today, which caused the stock market to decline significantly. In 2011, the country again came close to defaulting because of negotiations in Washington. At that time, Standard and Poor's also cited political discourse as a primary driver for their downgrade, stating, "We lowered our long-term rating on the U.S. because we believe that the

prolonged controversy over raising the statutory debt ceiling and the related fiscal policy debate indicate that further near-term progress containing the growth in public spending, especially on entitlements, or on reaching an agreement on raising revenues is less likely than we previously assumed and will remain a contentious and fitful process."

How this will impact investors in the long term remains to be seen. Initially, in the 2011 downgrade, US equity markets sold off quickly, down between 5-7% the day following the Standard and Poor's announcement. The more recent downgrade caused markets to decline, however much more modestly with the S&P 500 down 1.38% immediately after the announcement. The consensus among most economists seems to be that this downgrade isn't likely to have key economic or long-term effects on the economy or investment markets. Mohamed El-Erian, Chief Economic Advisor at Allianz, stated, "Overall, this announcement is much more likely to be dismissed than have a lasting disruptive impact on the U.S. economy and markets." He went on to say the explanations for the Fitch downgrade are not new challenges for the US, much like in 2011 there was debt limit gridlock and last-minute negotiations in Washington.

From an investment perspective, rates on a variety of fixed income securities are likely to rise given the slight increase in risk and the markets may remain choppy as a reaction to the headline news. Although Fitch's rate change would indicate they believe the US is more likely than before to default on their debt, it still would prove to be a very unlikely scenario. ■

Haley Hitchman partner at locally-owned Hastie Financial Group. If you would like to discuss your personal or company's investment needs, please contact Haley at Haley.Hitchman@HastieFG.com.

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Choosing a Business Entity for Your Rental Property

by Bill Falor, Attorney – Noland, Hamerly, Etienne & Hoss



Let's say you and a few friends pooled your money and bought a rental property. You're excited – it's an apartment complex with long-term tenants who pay their rent on time and don't make a fuss. You have a joint bank account you use to deposit rent checks and pay expenses (everyone trusts each other) and you've secured a solid umbrella policy with a reputable insurer.

But you've heard horror stories about insurance companies denying claims and something bugs you – what happens if someone gets injured at the property, insurance denies or only partially covers the claim, and the injured person goes after you and your friends for the rest? Can they really take your personal assets not tied to the property, e.g., your house and car and life insurance policy?

Unfortunately, the answer is yes – they can. Without proper liability protection, you and your friends are exposed to personal losses if insurance is insufficient in the event of a claim.

So how can you better protect yourself? You guessed it – a business entity that holds the property. But you can't just use any business entity – in fact, most are a bad idea because they merely add more complexity to your operation without addressing your underlying business needs.

Here's a quick primer on your options and why, if you find yourself in the above fact pattern, you might consider using (or not using) a certain entity:

• **General Partnership.** With this entity, all partners are completely liable for all debts of the partnership. For the above fact pattern, this should be avoided as it does not provide liability protection.

• **Limited Partnership.** This entity provides liability protection for the limited

partners, but there must be a general partner who bears the risk. For the above fact pattern, unless one of the owners is willing to do so, this too should be avoided.

• **Corporation.** This entity has liability protection for the shareholders, but your CPA will tell you to avoid it because of double taxation (for "C"-corps) or other tax implications beyond the scope of this article (for "S"-corps). In short, for these reasons and others, we would not recommend using a corporation for the above fact pattern.

• **Limited Liability Company (LLC).** This is your best option for the above fact pattern – you have liability protection as the company is a separate entity from its owners, you don't have double taxation, and you don't have the other tax implications faced by S-corps.

To be clear, the above analysis is not at all exhaustive with regard to the above fact pattern as it focuses only on liability protection and, to a lesser extent, state/federal income taxes. That is, issues such as property taxes, estate planning, and administrative expenses and processes should be further explored with qualified counsel, and it should

be noted that an LLC has an annual minimum franchise tax of \$800 and also a gross receipts tax if your annual revenue exceeds \$250,000. That being said, although these other issues certainly should be explored for the above fact pattern and others like it, we typically find that the benefits provided by the appropriate entity (not least of which being peace of mind) outweigh the issues they may cause.

Obviously, the above fact pattern presents a hypothetical scenario; should you have any questions or need advice on your specific situation, the attorneys at Noland, Hamerly, Etienne & Hoss can help. ■

William Henry "Bill" Falor III is an associate of Noland Hamerly Etienne & Hoss who focuses his practice on business and real estate transactions, estate planning, and tax. This article is intended to address topics of general interest and should not be construed as legal advice. © 2023 Noland, Hamerly, Etienne & Hoss



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Give Our Community's Flu-Fighting Efforts A Shot In The Arm By Getting The Vaccine This Fall

by *Rena Salamacha, CEO, Mee Memorial Healthcare System*



Believe it or not, it's time once again to talk about influenza. The typical flu season in the United States begins after Labor Day, and can extend into the early spring of the following year.

Our best defense has always been, and continues to be, the flu vaccines.

How well the flu vaccine works can depend in part on the match between the vaccine viruses and circulating viruses. Preliminary estimates show that last season, people who were

vaccinated against flu were about 40 percent to 70 percent less likely to be hospitalized because of flu illness or related complications.

Flu viruses are constantly changing. The composition of U.S. flu vaccines is reviewed annually by the U.S. Food and Drug Administration Vaccines and Related Biological Products Advisory Committee and updated as needed to best match the flu viruses that research indicates will be most common during the upcoming season. For the 2023-'24 season, U.S. flu vaccines will contain an updated influenza A(H1N1) pdm09 component.

During the COVID-19 pandemic, the normal seasons for many common respiratory viruses were suppressed due to the maskings, social distancing, crowd avoidance, handwashing and other public health measures people practiced for COVID-19. Viruses such as influenza are even more susceptible to these preventive measures than the SARS-CoV-2 virus.

These days, those measures have waned significantly, and experts predict a significant rise in influenza cases for the 2023-'24 season. The solution is simple. The influenza vaccines available this year are safe and effective. Talk to your healthcare provider or department of public health about the vaccine and when and where it will become available.

Getting the vaccine is the best way to protect yourself and your loved ones against flu and its potentially serious complications.

Below is a summary from the CDC outlining the benefits of flu vaccination:

- During the 2019-2020 season, vaccination prevented an estimated 7.5 million influenza illnesses, 3.7 million influenza-associated medical visits, and 105,000 influenza-associated hospitalizations.
- During seasons when flu vaccine viruses are similar to circulating flu viruses, vaccines have been shown to reduce the risk of having to go to the doctor with flu by 40 to 60 percent.
- A 2021 study showed that, among adults, flu vaccination was associated with a 26 percent lower risk of ICU admission and a 31 percent lower risk of death from flu compared to those who were unvaccinated.
- It is an important preventive tool for people with certain chronic health conditions. It has been associated with lower rates of some cardiac events among those with heart disease.

- Vaccination can reduce the risk of a flu-related worsening of chronic lung disease (for example, chronic obstructive pulmonary disease) requiring hospitalization.
- In addition to helping to protect pregnant people from flu, a vaccine given during pregnancy helps protect the baby from flu for several months after birth, when he or she is too young to be vaccinated.
- Getting vaccinated yourself may also protect people around you, including those who are more vulnerable to serious flu illness, like babies and young children, older people, and those with certain chronic health conditions.



Despite the many benefits offered by flu vaccination, only about half of Americans get an annual flu shot. Many more people could be protected from flu if more people got vaccinated.

Beyond vaccinations, there are other simple ways to avoid the spread of germs and prevent respiratory illnesses like flu:

- Avoid close contact with those who are sick. When you are sick, keep your distance from others to protect them from getting sick too.
- If possible, stay home from work, school, and errands when you are sick.
- Cover your mouth and nose with a tissue when coughing or sneezing. Flu viruses spread mainly by droplets made when people with flu cough, sneeze or talk.
- Washing your hands often will help protect you from germs. If soap and water are not available, use an alcohol-based hand rub.
- Clean and disinfect frequently touched surfaces at home, work or school, especially when someone is ill. Get plenty of sleep, be physically active, manage your stress, drink plenty of fluids, and eat nutritious food.

Mee Memorial Healthcare System reminds the community that a flu vaccine will not protect against COVID-19, but there are many important benefits, such as reducing the risk of flu illness and hospitalization, while saving resources for patients suffering from more serious healthcare issues.

As in past years, MMHS will host a number of free flu clinics throughout South County, with dates and times to be announced soon. It is our hope that all our members of our community take appropriate measures to stop the spread of the flu, and enjoy a happy and healthy fall and win. ■

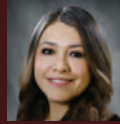
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Let's Talk Business.

LEGACY OF LEADERSHIP – Continued from page 1

organizations, having attended local schools and coming from a family with a 15-year-old business in East Salinas. As a Program Analyst at the Monterey County Business Council, he drives growth initiatives, including the Black Business Owners Summit and Salinas Valley Pride Celebrations. He's a Committee Member for the city's General Plan Update Steering Committee, advocating for fair development, and serves on the Measure E Oversight Committee which oversees approximately \$10 million in annual tax funds for Salinas. Additionally, Jose Luis serves as President of the Salinas Valley Young Professionals Organization, where he leads efforts to cultivate and uplift the next generation of professionals.

OUTSTANDING MINORITY-OWNED BUSINESS HONOREE - SORIA CONTRACTING AND SOLUTIONS

Soria Contracting and Solutions, a local family-owned property damage restoration business, boasts a decade of experience, offering top-tier workmanship, attention to detail, and empathy during times of crises. As committed Salinas natives, they uphold values of integrity, teamwork, philanthropy, and discipline, actively contributing to the community. Their support extends to events like the Salinas California Rodeo, Monterey County Veteran's Day Parade,



NHORA Monterey County, and Wonderwood Ranch. Armando Soria, the owner, engages extensively, serving the Leukemia & Lymphoma Society and holding positions in Alisal Rotary Club and Salinas Chamber Foundation, bridging cultures and cherishing diversity as a first-generation Mexican American.

DISTINGUISHED BUSINESS INNOVATION HONOREE - VISTRA

In 2019, Vistra purchased the Moss Landing power plant and transformed its outdated power generation into battery storage. Recently, Vistra announced the expansion of the Moss Landing Energy Storage Facility, the largest of its kind in the world. Vistra is a market leader in battery energy storage, completing the 350 MW/1,400 MWh Phase III expansion, reaching a total capacity of 750 MW/3,000 MWh. This expansion began on June 2, 2023, providing power to California's grid under a 15-year agreement with PG&E that began on August 1, 2023. Committed to affordability and sustainability, Vistra plans to buy Energy Harbor's 4,000-MW nuclear fleet, aiming to become the second-largest operator of competitive nuclear power in the United States. Amidst this growth, Vistra maintains a flexible power fleet for reliable energy during the transition to low-carbon resources. ➡



LEGACY OF LEADERSHIP - Continued on page 16

Changing The Conversation About Suicide

Our Actions Can Promote Healing, Help, and Give Hope

by Andrea Tolaio, Director of Suicide Prevention Service of the Central Coast



National Suicide Prevention Month is in September. This is our opportunity to highlight the importance of mental health support. However, suicide prevention goes beyond 30 days. Suicide Prevention Service of the Central Coast (SPSCC) and the 988 Lifeline work together as an ongoing beacon of hope and help all year long. This helps to ensure that people with mental health struggles

are never left to face them alone.

The Family Service Agency of the Central Coast proudly houses SPSCC, which has served Monterey, Santa Cruz, and San Benito Counties since 1957. This tradition of service and compassion has helped mental

health patients and their families. In September, we bring awareness and remember that this issue requires year-round attention.

At the core of this initiative is the 988 Suicide and Crisis Lifeline, a three-digit number dedicated to crisis intervention and suicide prevention. Serving as a national resource, it connects individuals with local responders and empathetic professionals who aid those who comprehend the complexities of mental health hardships. The newly added SPSCC office at 945 S. Main St., Salinas, CA 93901 further underscores their commitment to serving the community.

SPSCC goes beyond crisis intervention to educate communities. Offering customized, free presentations and training. These aim to reduce stigma, teach warning signs, and improve response skills. This outreach spans from schools to businesses, cultivating a community skilled in mental health awareness and crisis management.

Acknowledging the distinct anguish of losing a loved one to suicide, our Suicide Loss Survivor Groups extend an invaluable lifeline of understanding. These groups provide solace and connection, demonstrating that healing is attainable through shared empathy.

While National Suicide Prevention Month acts as a rallying point, the Central Coast's dedication to this cause persists year-round. Through nurturing awareness, understanding, and support, this service guarantees that individuals in crisis remain visible and that those affected by suicide access the aid and healing they warrant. The Suicide Prevention Service of the Central Coast, a program of the Family Service Agency, stands as a testament to the potency of community, compassion, and continuous commitment in the realm of mental health. ■

Know the signs. Find the words. Reach out.
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Measure G History of Revenue and Expenditures, Based on Available Data

| FISCAL YEAR | | FY 2014-2015 | FY 2015-2016 | FY 2016-2017 | FY 2017-2018 | FY 2018-2019 | FY 2019-2020 | FY 2020-2021 | FY 2021-2022 | FY 2022-2023 | |
|-----------------|---------------------------------------|---|--|--|--|--|--|--|---|---|---------------|
| SOURCE DOCUMENT | | City of Salinas, California - Basic Financial Statements - Fiscal Year Ended June 30, 2015 | City of Salinas, California - Basic Financial Statements - Fiscal Year Ended June 30, 2016 | City of Salinas, California - Basic Financial Statements - Fiscal Year Ended June 30, 2017 | City of Salinas, California - Basic Financial Statements - Fiscal Year Ended June 30, 2018 | City of Salinas, California - Basic Financial Statements - Fiscal Year Ended June 30, 2019 | City of Salinas, California - Basic Financial Statements - Fiscal Year Ended June 30, 2020 | City of Salinas, California - Basic Financial Statements - Fiscal Year Ended June 30, 2021 | "Measure G Fund Budget vs Actual FYTD, as of 6/30/22" | "Measure G Fund Budget vs Actual FYTD, as of 6/30/23" | GRAND TOTAL |
| BALANCE | Committed for Future Capital Projects | \$0 | \$10,837,300 | \$13,125,972 | \$4,235,330 | \$4,235,330 | \$4,235,330 | \$947,449 | N/A | N/A | |
| | Assigned | \$0 | \$0 | N/A | \$5,890,721 | \$13,210,308 | \$13,210,308 | \$12,746,768 | N/A | N/A | |
| | Unassigned | \$5,374,552 | -\$6,196,045 | \$3,505,292 | \$3,743,911 | \$1,708,232 | \$5,203,344 | \$12,461,303 | N/A | N/A | |
| | Carryover Appropriations | \$0 | \$9,866,012 | \$0 | \$0 | \$0 | \$0 | \$0 | N/A | N/A | |
| | Nonspendable | \$0 | \$0 | \$0 | \$1,400,000 | \$1,400,000 | \$0 | \$0 | N/A | N/A | |
| | TOTAL | \$5,374,552 | \$14,527,267 | \$16,631,264 | \$15,269,962 | \$19,153,870 | \$22,648,982 | \$26,155,520 | N/A | N/A | |
| | Increase | N/A | \$9,152,715 | \$2,103,996 | -\$1,361,302 | \$3,883,908 | \$3,495,112 | \$3,506,538 | N/A | N/A | |
| INFLOWS | Taxes | \$5,373,916 | \$23,082,954 | \$22,840,000 | \$24,718,260 | \$27,453,643 | \$26,270,746 | \$30,232,358 | N/A | N/A | |
| | Interest | \$636 | \$73,288 | \$22,000 | \$178,280 | \$307,579 | \$341,537 | \$95,788 | N/A | N/A | |
| | Miscellaneous | \$0 | \$150 | \$500 | \$10,235 | \$0 | \$1,531 | \$0 | N/A | N/A | |
| | TOTAL | \$5,374,552 | \$23,156,392 | \$22,862,500 | \$24,906,775 | \$27,761,222 | \$26,613,814 | \$30,328,146 | N/A | N/A | \$223,313,660 |
| | "General Revenues Totals" | | | | | | | | \$33,834,215 | \$28,476,044 | |
| OUTFLOWS | General Government | N/A | \$614,332 | \$1,466,943 | \$1,343,028 | \$1,227,190 | \$1,312,892 | \$1,344,574 | \$1,506,229 | \$3,159,316 | \$11,974,504 |
| | Public Safety | N/A | \$2,370,174 | \$6,076,046 | \$8,870,905 | \$10,109,246 | \$11,473,597 | \$12,108,276 | \$12,026,626 | \$7,610,406 | \$70,645,276 |
| | Public Works | N/A | \$1,181,835 | \$1,548,124 | \$1,022,782 | \$1,093,042 | \$1,023,699 | \$1,058,249 | \$850,694 | \$4,298,708 | \$12,077,133 |
| | Recreation | N/A | \$267,741 | \$770,526 | \$727,240 | \$1,428,727 | \$975,958 | \$824,280 | \$1,020,285 | \$3,969,626 | \$9,984,383 |
| | Capital Outlay | N/A | \$0 | \$248,812 | \$168,252 | \$127,745 | \$23,265 | \$173,063 | \$0 | \$1,970,491 | \$2,711,628 |
| | Transfers Out | N/A | \$976,604 | \$25,538,844 | \$14,135,870 | \$9,891,364 | \$8,309,291 | \$11,313,166 | \$17,492,928 | \$10,724,051 | \$98,382,118 |
| | TOTAL | N/A | \$8,592,991 | \$35,649,295 | \$26,268,077 | \$23,877,314 | \$23,118,702 | \$26,821,608 | \$32,896,762 | \$31,732,598 | \$208,957,347 |
| NOTES | Accrued annual leave | N/A | N/A | \$812,645 | \$1,053,653 | \$1,334,794 | \$1,379,304 | \$1,372,191 | N/A | N/A | |
| | | Measure G Fund unassigned fund balance of \$1,760,000 represents a modest reserve for operations. | | | | | | | | | |

➡ **MEASURE G** – Continued from page 1

- reading, homework and sports programs;
- fixing potholes, streets and sidewalks;
- increasing code enforcement for neighborhoods safety;
- providing more-secure police facilities and tools to fight crime, gangs, and drugs;
- upgrading neighborhood recreational centers and ensuring that parks, playgrounds and sports fields are safe, well-lit and open for use;
- improving current levels of neighborhood patrols and community policing.

In addition, more than three dozen “stakeholder groups” were consulted and identified four broad categories where Measure G expenditures could improve the City of Salinas: (1) public safety; (2) infrastructure (particularly streets and sidewalks); (3) programs related to arts, culture, events, and entertainment (especially for youth); and (4) economic development and job creation.

During the election campaign, it was asserted that the tax would raise \$20 million per year. The City of Salinas “Basic Financial Statements” for the fiscal year ending June 30, 2015, stated that, “With the successful passage of Measure G, the revenue measure will bring in over \$22 million a year.”

ACCOUNTABILITY FOR FULFILLING INTENTIONS OF VOTERS

The ballot measure authorized “citizens’ oversight” as a check and balance to the

decisions of the city council. On April 14, 2015, the Salinas City Council voted 5-2 to establish a seven-member Measure G Oversight Committee, with committee members appointed by the Mayor and the six city councilmembers. These appointments occurred after city council debate over the purpose of the committee and who was eligible for the appointments. The respective councilmember appointed the following people to the committee.

Mayor Joe Gunter: Maureen Wruck; Councilmember Jose Castañeda (District 1): Sergio Sanchez; Councilmember Tony Barrera (District 2): Al Espindola; Councilmember Steve McShane (District 3): Brigid McGrath-Massie; Councilmember Gloria De La Rosa (District 4): Cesar Lara; Councilmember Kimbley Craig (District 5): Dan Ortega; Councilmember Jyl Lutes (District 6): Juan Uranga.

Over time, and with the changes in city councilmembers, the Measure G Oversight committee members also changed, with the councilmembers current appointments reflected as of the last Measure G Oversight meeting on July 20, 2023:

Mayor Kimbley Craig: Robert Eggers; Councilmember Carla Viviana González (District 1): Artis L. Smith; Councilmember Tony Barrera (District 2): Jacob Diego Sandoval; Councilmember Steve McShane (District 3): Steve Ish; Councilmember Orlando Osornio (District 4): Christopher Barrera; Councilmember Andrew Sandoval (District 5): Cary Swensen; Councilmember Anthony Rocha (District 6): David Hernandez. ➡

MEASURE G - Continued on page 18

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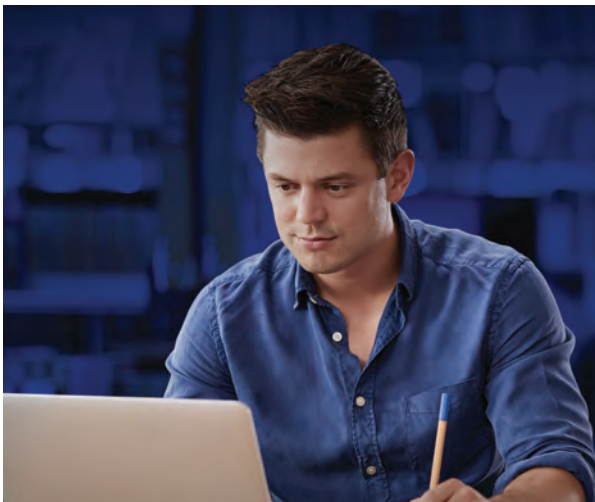
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9 AM - 10 AM (Spanish)
Community Room - Salinas Police Department
- September 7** **Money for Your Business: Employee Retention Tax Credit**
11 AM - 12 PM (English)
Tourism Information Center - Pacific Grove
- September 7** **Helping Marina Businesses**
3 PM - 4 PM (English)
Veteran's Transition Center - Marina
- September 12** **Money for Your Business: Employee Retention Tax Credit**
12 PM - 1 PM (English)
Salinas Valley Chamber of Commerce - Salinas
- September 13** **Business Builders**
11:30 AM - 1:00 PM (Bilingual)
South Monterey County (Location TBA)
- September 27** **Dinero para Su Negocio: Crédito Fiscal para la Retención de Empleados**
12 PM - 1 PM (Spanish)
Salinas Valley Chamber of Commerce - Salinas

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The Salinas Valley Chamber of Commerce is an association of more than 700 businesses and organizations, representing thousands of local employees and stakeholders. The Chamber is dedicated to creating a strong local economy, promoting

the community, providing networking opportunities, representing the interests of business with government, and taking political action.

The Legacy of Leadership Gala still has tickets available at \$95/member and \$145/non-member pricing at www.SalinasChamber.com. In addition, various sponsorship levels and auction item donations are also available. Please contact Thom Taft, Interim CEO, at President@SalinasChamber.com for sponsorship information or if you would like to donate an auction item. For further event information, please contact us at (831) 751-7725 or by email at Events@SalinasChamber.com.

Thank you Sponsors that have already stepped up to support this important event: Thank you Legacy of Leadership Awards Sponsors (as of August 20, 2023): **Platinum Sponsors:** Aera Energy; Pinnacle Bank; Salinas Valley Health; **Gold Sponsors:** Chevron; Bay Federal Credit Union; California Water Service; Granite Construction; Vistra; **Silver Sponsors:** Green Rubber – Kennedy Ag; Natividad Foundation; Noland, Hamerly, Etienne & Hoss; **Bronze Sponsor:** Goodwill Central Coast; JRG Attorneys at Law; **Plaque Sponsor:** The Outdoor Market; **Media Sponsor:** KION; Monterey Herald; **In-Kind Sponsor:** Scheid Family Wines; Signs by Van; Salinas Pal Center. ■



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A Winning Combination: Rancho Cielo's Direct Services and Enrichment Programs Support Equity and Positive Student Outcomes

by Tiffany Harbrecht



There are 15 hives literally humming in Rancho Cielo's apiary. Beekeeping is just one of seven enrichment opportunities offered at Rancho Cielo. These programs, alongside its direct services, play a key role in how the organization holistically supports students through high quality education, vocational training and life skills development. Rancho Cielo makes these programs and services available at no cost to students, further removing barriers to opportunities to success and upward mobility.

According to CEO Chris Devers, Rancho Cielo is continuously working to expand direct services, which include mental health services, medical and housing information and referrals, meals and transportation. This year, the nonprofit prioritized enhancing its existing meals and transportation services, adding driver's education and legal assistance. These areas were determined by the organization as fundamental in providing equal opportunities to young people to access Rancho Cielo's programs and offerings, including enrichment opportunities.

"Enrichment programs expose students to new things and benefit their social-emotional well-being," added Devers. "Most importantly, it helps engage their participation in core academics and vocational education."

ENRICHMENT PROGRAMS AT A GLANCE

RC's enrichment programs support physical, mental and emotional wellness, and offer a fun, hands-on supplement to students' academic and vocational education. The programs also promote responsibility, respect and patience for oneself and others, self-confidence and self-esteem. These programs are not required but can be taken as high school electives.

"We want them to be thrilled by their options, not just the fact that they can hit the ground running with their GED or diploma, plus a certification," said Joel Jensen, director of RC's enrichment programs.

Rancho Cielo has two programs in which students work directly with animals. The Canine Program teaches students how to work with and train rescue dogs in a positive manner, in large part with nonprofit partner Unchained and founder Melissa Wolf. The new Equestrian Program, administered with nonprofit Hope, Horses & Kids and founder Lori Tuttle, allows students to engage in equine-assisted learning, which studies show develop social competencies and reduces stress.

Students are given their own bicycle to maintain in the Bicycle Maintenance and Skills Program, which encourages physical activity and sustainability alongside bicycle safety, maintenance and mechanical skills. After working on their bike with Luciano Rodriguez, program instructor, students can explore Rancho Cielo's trails and challenge courses or use them for transportation.

The Beekeeping Program and Organic Garden Program offer students a hands-on connection to nature while learning sustainable agriculture and environmental stewardship. New Hope Honey Makers Head Beekeeper Mike Kurtz teaches students about bees' importance to our ecosystems and the critical need to preserve their habitats. They also harvest honey, which will soon be for sale to the public. Master Gardener Julie Lorenzen demonstrates how gardening activities can provide a sense of accomplishment and



encourage healthy eating. Both support RC's culinary program.

Rancho Cielo recently revamped its Arts Program, partnering with Founder, Director and Art Instructor of nonprofit Hijos Del Sol Arts Productions José G. Ortiz to help students experiment with various art mediums and techniques (painting, illustration, etc.) as a creative outlet to express themselves. RC is also exploring a partnership with Youth Orchestra Salinas to offer introductory music, violin and trumpet classes.

The Fishing Program is a peaceful way for students to build relationships with others while they catch and release small-mouthed bass and bluegill.

TRANSPORTATION, MEALS AND LEGAL ASSISTANCE

Case managers are integral in connecting students to RC's direct services, particularly transportation. Rancho Cielo provides safe, reliable transportation to and from the ranch via its own fleet of vans and certified drivers. In 2023, Monterey-Salinas Transit District 22 also donated \$5,000 in monthly bus passes, which help support students from South Monterey County and across the Monterey peninsula to access Rancho Cielo via bus to the Salinas Transit Center, where RC drivers transport them to and from campus.

The Driver's Education Program empowers students with the skills required to earn a license and drive themselves where they, or their families, need to go. Through a partnership with Drive Carmel, students receive in-class preparation for the DMV permit test and behind-the-wheel training with a certified instructor. Case managers then take students to the DMV for each test. RC's Board of Directors was instrumental in securing funding (including from Bank of America) to cover the cost of instruction and DMV fees. Since starting this spring, over 40 students have participated.

Rancho Cielo is serving more than 200 students healthy lunches daily this fall, thanks to educational partner John Muir Charter Schools. Chef/Instructor Asa Kesner creates well-rounded, nutritious meals, using fresh ingredients in a variety of cuisines that rotate weekly. RC also provides healthy snacks and soon plans to offer breakfast.

Moreover, Rancho Cielo established a legal assistance committee to assist with removing barriers to employment and is working with Attorney Blanca E. Zarazúa to help students obtain documentation that allows them to legally work. Rancho Cielo is also working with the Monterey County District Attorney, Public Defender and local superior court system in expunging records, so probation or parole does not preclude students from employment.

Learn more about Rancho Cielo at ranchocieloc.org. ■

➡ **MEASURE G** – Continued from page 12

Current oversight committee members have expressed concerns that Measure G funds have been disproportionately spent on public safety (police and fire services and facilities) at the expense of priorities for infrastructure and recreation. In April 2023, the oversight committee recommended that the city council “establish as a priority an immediate plan to allocate funding for Streets and Sidewalks that will ensure progress is made for their repair for the remaining years of Measure G, as well as Recreational Programs for Youth and Seniors.”

At the April 20, 2023, and July 20, 2023, Measure G Oversight Committee meetings, committee members appeared frustrated at their inability to get a clear picture from staff of where Measure G revenue is specifically being spent, and how the expenditures compare to what was promised to voters in 2014. Committee members also complained that their past requests for lists of specific projects and staff positions funded by Measure G are not fulfilled, and there is no way for the public to know what is happening.

ATTEMPT TO ANALYZE MEASURE G EXPENDITURES

As a Chamber, we attempted to compile and analyze Measure G expenditures by the City of Salinas since collection of the sales tax began on April 1, 2015. Reports provided to the Measure G Oversight Committee were used as a basis to create a spreadsheet of specific “Capital Improvement Program” projects assigned by the city into various categories. Documents show that the new Police Station, and the annual lease payments to pay off construction, do comprise a substantial portion of expenditures.

However, it was difficult to determine how Measure G funds were spent in a category called “Transfers Out” to other aspects of the city budget. In Fiscal Year 2022-2023, \$10,724,051 of the \$31,732,598 (34%) collected through Measure G was categorized as “Transfers Out.” Since collection of Measure G sales tax revenue began in 2015, \$98,382,118 of the \$208,957,347 (47%) in sales tax revenue collected through Measure G has been categorized as “Transfers Out.”

In the first year of the original oversight committee, city staff provided the oversight committee with some information about where Measure G funds go after they become “Transfers Out.” For example, the committee received a table at its January 28, 2016 meeting listing the city staff positions funded by Measure G. It indicated that the city’s Fiscal Year 2015-2016 budget included 55 full-time positions funded by Measure G, including fifteen police officers, five police community service officers, and a police sergeant. The table indicated city plans to use Measure G revenue to hire another ten police officers and twelve fire fighters in Fiscal Year 2016-2017 and another ten officers and two more fire fighters in Fiscal Year 2017-2018, for a total of 89 positions.

An oral statement made at the April 20, 2023 oversight committee meeting indicated that Measure G was funding twelve sworn police officers, seventeen civilian police positions, and one police “retired annuitant” in the Fiscal Year 2023-2024 city budget. City staff could not provide information on how many staff positions overall were funded by Measure G.

MEASURE G - Continued on page 24

City of Salinas Capital Improvement Program Expenditures Funded by Measure G Sales Tax Revenue - Fiscal Year 2015-16 Through April 30, 2023 of Fiscal Year 2022-2023

| Account Code | Project | Department | Total | Percentage of Total Expenditures |
|--------------|---|-----------------------|-------------|----------------------------------|
| 9904 | New Police Facility | Police | \$9,237,853 | 18.44% |
| 9540 | Fire Vehicle Apparatus Replacement | Fire | \$4,047,524 | 8.08% |
| 9244 | New Police Facility Debt Service | Police | \$3,893,484 | 7.77% |
| 9579 | Police Vehicle Replacement | Police | \$3,580,000 | 7.14% |
| 9214 | Police Department Records Management System | Police | \$2,630,413 | 5.25% |
| 9235 | Fire Station Renovations | Fire | \$2,392,702 | 4.78% |
| 9117 | Sanborn Road/US Highway 101 Interchange Improvements - Ag-Industrial Park | Public Works | \$2,264,324 | 4.52% |
| 9720 | Sidewalk & Drainage Repairs | Public Works | \$1,483,908 | 2.96% |
| 9438 | Annual City Streets Rehabilitation Program | Public Works | \$1,200,000 | 2.39% |
| 9068 | City Cleanup Program | Public Works | \$1,130,000 | 2.26% |
| 9102 | Personal Computers & Networking | Finance | \$920,500 | 1.84% |
| 9090 | Downtown Complete Streets Project | Public Works | \$886,272 | 1.77% |
| 9237 | Street Tree Trimming | Public Works | \$827,627 | 1.65% |
| 9246 | Alisal Vibrancy Plan - Economic Development Element | Community Development | \$691,006 | 1.38% |
| 9203 | Telephone System City-Wide | Finance | \$643,218 | 1.28% |
| 9123 | Fleet Service Trucks | Public Works | \$620,939 | 1.24% |
| 9271 | Urban Forestry Equipment Replacement | Public Works | \$580,796 | 1.16% |

MEASURE G CHART - Continued on page 24

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Prevention
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REACH OUT

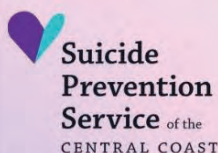
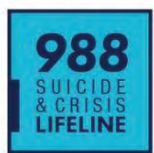
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Four Challenges and Solutions in Retaining Seasonal Workers

Seasonal workers are a vital part of Monterey County's economy, particularly in industries such as agriculture, tourism, and retail. Their contributions are essential during peak seasons, but retaining this workforce often poses unique challenges. Staffing agencies, like Express, can play a pivotal role in overcoming these challenges. There are four challenges in attracting/retaining seasonal workers and solutions/insights into how staffing agencies can assist in this process.

1. CHALLENGE: Inconsistent Work Schedules

SOLUTION: Advance Planning and Coordination with Staffing Agencies

Seasonal workers often face uncertain work schedules, leading to dissatisfaction and high turnover. Planning schedules in advance and transparent communication can build trust. Staffing agencies can assist by aligning workers' availability with employers' needs, ensuring a steady stream of opportunities and clear expectations.

2. CHALLENGE: Lack of Training and Development

SOLUTION: Implementing Training Programs and Utilizing Staffing Agencies' Expertise

Seasonal positions are often seen as temporary stops rather than growth opportunities, leading to disengagement. Employers might consider investing in training and development, even for short-term positions. Staffing agencies can contribute by offering pre-employment training tailored to the employers' situation and fostering a sense of professional growth. This could include, basic orientation, computer systems training, job-specific simulations and role-playing...

3. CHALLENGE: Insufficient Compensation and Benefits

SOLUTION: Competitive Pay and Collaboration with Staffing Agencies for Benefit Packages

Although seasonal, these roles

must still be attractive to draw a committed workforce. Employers might offer competitive pay and explore possibilities for benefits. Staffing agencies can provide valuable insights into the local labor market and help structure attractive compensation packages. (This can include anything from payment for gas, discounts, seasonal party, uniforms, flexible schedules, gym memberships...).

4. CHALLENGE: Lack of Clear Career Path

SOLUTION: Creating Opportunities for Advancement and permanent retention

Seasonal workers often view their positions as temporary or dead-end, with no clear pathway for professional growth or advancement within the company. This perception can lead to lower engagement and commitment to the role, as there's no incentive to stay with the company beyond the short term.

Clearly communicating potential pathways for advancement within the company, whether to regular full-time positions or higher-level seasonal roles in the future, can help.

Staffing Agencies as Strategic Partners

Express Employment can be a vital ally in addressing the challenges of retaining seasonal workers. Our experience and local market insights can offer tailored solutions to employers, turning potential obstacles into growth opportunities. Together, employers and staffing agencies can create a fulfilling work environment that recognizes the value of seasonal workers and leverages their potential for the benefit of the local economy.

This article is intended to offer information by Chamber member, Express Employment and is intended to address topics of general interest and should not be construed as business or legal advice.



- Upcoming - NON-PROFIT EVENTS

For an updated list of Non-profit events and more visit salinaschamber.com

- **Salinas City Center, First Fridays!**
September 1, 5:00 PM – Downtown, Salinas
On the First Friday of every month many of the downtown businesses stay open later than usual and many host live music and wine tasting as well as have special promotions going on.
- **Blue Zones Project Monterey County, Del Monte Beach Clean-Up**
September 5, 4:00 – 6:00 PM
588 Del Monte Boulevard, Monterey
Collaborating with Communities for Sustainable Monterey County, look for the Blue Zones Project flag. Recommend comfortable clothes, closed-toe work shoes, hat, sunscreen, where layers, and don't forget your reusable water bottle. Free parking at the Marina Library.
- **Alzheimer's Association Salinas, Dementia Family Caregiver Support Group**
September 6, 12:30 - 2:00 PM
1130 San Vicente Avenue, Salinas
Support groups create a safe, confidential, supportive environment or community and a chance for participants to develop informal mutual support and social relationships. We also educate and inform participants about dementia and help develop methods and skills to solve problems.
- **The Monterey Symphony, Love Letter to Hollywood Vol. 1**
September 7, 7:00 PM – Sherwood Hall
940 North Main Street, Salinas
The Monterey Symphony's Love Letter Concert returns this Fall with a tribute to Hollywood! Enjoy featured works from movie favorites such as Coco, Star Wars, Pink Panther, Cinema Paradiso and more! Brad Hogarth, Associate Conductor. Costumes Encouraged! 18 and under free with paying adult.
- **Monterey County Historical Society, Rancho Day at the Boronda Adobe**
September 9, 10:00 AM – 4:00 PM
333 Boronda Road, Salinas
Join us for a day of historical re-enactment, live demonstrations of blacksmithing and cowboy roping. Highlights include David Ford playing the historical (c. 1880) Ignacio Boronda violin; dancing Charro horses; arts and crafts; ambassadors present from various historical and cultural institutions coming to us from parts far and wide throughout our region. Chuckwagon barbeque from 11:30 AM – 2:00 PM, and fresh local produce will be available to purchase. To purchase barbeque tickets, and for more information visit www.mchsmuseum.com.
- **Monterey County Workforce Development Board, Bringing Wellness into the Workplace**
September 9, 10:00 - 11:00AM
1440 Constitution Boulevard, Salinas
Ideas on how to implement a simple and effective Wellness Program that will engage and inspire employees. Topics will include: difference between stress and burnout; consequences of chronic stress; warning signs of burnout; strategies for coping and managing stress; defining Wellness ; rethinking work culture; how coaching can help people realize full potential. Visit <https://tinyurl.com/2tva5asd> to register for the online Webinar.
- **WeatherTech Raceway, Firestone Grand Prix of Monterey IndyCar**
September 8-10, 7:00 AM - 5:00PM
1021 Monterey-Salinas Highway, Salinas
NTT INDYCAR SERIES returns for its season finale at the Firestone Grand Prix of Monterey.
- **Active Seniors, Inc, Monthly Luncheon**
September 14, 11:45 AM - 1:30 PM
100 Harvest Street, Salinas
\$12 for members and nonmembers. Lunch prepared by professional chef, Michael Gaines, and his crew of volunteers, stay for the program. Please call 831-424-5066, email asi@activeseniors.org , for reservations. Program topics can be found at activeseniors.org.
- **Rancho Cielo, Jazz at the Ranch, Salinas Youth Orchestra**
September 15, 7:30 PM
710 Old Stage Road, Salinas
Giving Never Sounded So Good: Jazz Fundraiser Strikes a Harmonious Chord to Support Youth Mental Health and Empower Arts Programs. Music by Grammy award winners, Grammy nominees, West Coast Jazz Legends, and remarkably talented young musicians. Ticket includes heavy hors d'oeuvres by Monterey Chefs, local wines and beers.
- **Rancho Cielo, Taste of Markon**
September 22, 5:30 - 8:30PM
710 Old Stage Road, Salinas
Join celebrated Markon Chefs from across the county for a one of a kind culinary experience with Rancho Cielo's Drummond Culinary Academy. Helping students build a brighter future through hard work and creative skills.
- **The American Cancer Society, Relay for Life of the Salinas Valley**
September 23, 4:00 - 8:30 PM – Oldtown, Salinas
Relay For Life of the Salinas Valley begins with opening ceremonies at 4 p.m. The survivors and caregivers take the first lap, followed by a survivors' reception. There will be entertainment throughout the event, along with a Kids Zone, all of which will be spread out throughout the 100, 200, and 300 blocks of Main Street in the Salinas City Center. The Relay will wrap up with the Luminaria Ceremony to be held at 8:30 pm.
- **California International Airshow, 42nd Annual California Airshow**
October 7-8, 30 Mortenson Avenue, Salinas
The 42nd annual California International Airshow which will be held Oct 6-8, 2023 at Salinas Airport. This year's show will feature the United States Air Force Thunderbirds AND the Canadian Forces Snowbirds, PLUS the Navy's latest "Top Gun" Jet fighter demonstration, the F35C Lightning II.
- **Hope, Horses, and Kids, The Hootenanny**
October 14, 6:00 – 10:00 PM
1010 River Road, Salinas
Hope, Horses & Kids presents The Hootenanny! The night will be filled with silent & live auctions, music, food and beverages. To purchase sponsor tickets and for more information please contact us at lori@hopehorseskids.org

Did you know your non profit may be listed here?
Be sure to utilize all of your Chamber benefits.

- Upcoming - CHAMBER EVENTS

RSVP at salinaschamber.com

- **Ribbon Cutting Ceremony with the Arts Council for Monterey County**
Friday, September 1, 5:00 PM – 6:30 PM, 262 Main Street, Salinas

Join the Arts Council for Monterey County, Friday, September 1st for the Ribbon Cutting and Open House of ArtWorks @Salinas in Downtown! Arts4MC invites you to enjoy light snacks and beverages while exploring available artist studios and taking in a special exhibit by artist José Ortiz of Hijos del Sol Arts. Ortiz kicks off a rotating gallery of featured artists as well as artisanal crafts from local makers available for purchase. Visitors are encouraged to stop by and see the latest artist exhibition every First Friday. Register for the ribbon cutting at SalinasChamber.com. For more information on Arts4MC or how to apply for one of our affordable artist studios, please visit arts4mc.org.

- **NTT INDYCAR SERIES StreetFest Presented by Mission Foods**
Wednesday, September 6, 5:00 PM – 7:00 PM, 100 Block of Main Street, Salinas

Join WeatherTech Raceway Laguna Seca for the NTT INDYCAR SERIES StreetFest Presented by Mission Foods to celebrate the kick-off to the Firestone Grand Prix of Monterey. Meet NTT INDYCAR SERIES drivers, take part in the autograph session, and enjoy the lively show. While you are there, snag some cool prizes and giveaways.

- **Lunch and Learn with Building Business Back**
Tuesday, September 12, 12:00 PM – 1:00 PM, Salinas Valley Chamber Offices, 119 East Alisal Street, Salinas

Don't leave money on the table! Designed to help businesses retain their employees during the COVID-19 pandemic, the Employee Retention Tax Credit (ERC) can earn your business up to \$26,000 per eligible employee retained during the pandemic. During this workshop, our Building Business Back team will be joined by our ERC expert, Laura Pruneda (Certified Public Accountant), who will provide a comprehensive overview of ERC including its eligibility criteria, calculation methodology, and application process. Whether you're a small business owner or a finance manager, this workshop will equip you with the knowledge you need to understand the complexities of ERC and unlock its benefits for your organization. Register at SalinasChamber.com today.

- **Ribbon Cutting Ceremony for Aquablue Skin and Body Spa Inc.**

Thursday, September 14, 5:00 PM – 6:30 PM, 229 Main Street, Salinas

Aquablue Skin & Body Spa specializes in results-oriented therapies that provide relief from the toxins & stresses of daily life. Whether its body wraps for inch & cellulite loss, deep soothing massage for the aches that life throws at us, facial treatments that will leave your skin glowing, sunless spray tanning or custom makeup for special occasions, Aquablue does it all. Join us in the celebration of our 20 year anniversary through a ribbon cutting ceremony. More information is available at SalinasChamber.com.

- **Legacy of Leadership Gala**
Saturday, September 16, 5:30 PM – 9:30 PM, Salinas Pal Center, 100 Howard Street, Salinas

Legacy of Leadership Gala aims to recognize and celebrate exceptional individuals and businesses who have made significant positive contributions to our community. There will also be a silent and live auction showcasing an array of unique items and experiences up for bid. The Legacy of Leadership Gala promises to be a night of celebration, appreciation, and recognition as we honor those who have dedicated their time, energy, and talents to the betterment of our community. Tickets for the Gala are available for purchase at SalinasChamber.com.

- **Steinbeck's Salinas Gallery Opening Mixer**
Thursday, September 21, 5:30 PM – 7:00 PM, 1 Main Street, Salinas

Please join us for a delightful mixer with the Salinas Valley Chamber hosted by the National Steinbeck Center. Enjoy mingling and delicious food while sipping on wine courtesy of Scheid Vineyards or Sparkling Apple Cider by Martinelli's Company Store. Explore the Museum after dark – including fascinating conversations with the curator, McKenzie Floyd; informative archival showings with our Archivist, Lisa Josephs; and help celebrate the National Steinbeck Center's 25th Anniversary. Register at SalinasChamber.com today!

- **Monthly Cybersecurity Meetup**
Thursday, September 28, 10:00 AM, Online Event

What happens when your business is hit by a cyber incident? Do you want to know how to prepare for, detect, and respond to cyber incidents effectively? If so, you are invited to join us for a free webinar on cybersecurity incident response, hosted by Alvarez Technology Group, Inc.

Ambassador Profile Laura Kershner

Laura Kershner is a communications professional trained in media relations, non-profit communications, government relations, cable franchise coordination, telecommunications, live television news production and workforce development.



Over the years, she's volunteered with the Salinas Valley Business Women's Network, Salinas Valley Chamber of Commerce Ambassador Committee, 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 - Class XXVI.

Laura currently works for the County of Monterey, Workforce Development Board as a business liaison. The Monterey County Workforce Development Board brings local employers and job-seekers together through its programs and services that specialize in employment and training and provides business incentives to area employers like yours. You're invited to learn more at <https://www.montereycountywdb.org> and contact Laura at kershnerl@co.monterey.ca.us or (831) 796-3341 for more information about how the MCWDB may be of service to you and your business.

Leadership Monterey County Update

by Mitchell Friedman, LMC Facilitator

According to a June 2020 report issued by the Monterey Bay Defense Alliance, Monterey County ranks 7th among California's 58 counties in total military employment and 6th in the percentage of the county employment in the military. Yet this impact, while significant, can often appear invisible given heightened security requirements limiting public access to key organizations and their leaders.

Leadership Monterey County (LMC) recently had the opportunity to visit with these organizations to meet with local leaders charged with the defense of the U.S. and to that end the education of future military officers. A visit to the Presidio of Monterey featured an exploration of the location's rich history as well as a deeper dive into the vital role it plays in regional emergency management. At the Naval Postgraduate School, LMC participants met with the school's president,



Retired Vice Admiral Ann Rondeau, as well as faculty and administrators who briefed them on the breadth and depth of efforts undertaken by the school to provide a cutting-edge education to members of the U.S. military and civilians alike, with the latter group including current and emerging leaders in homeland defense and security. The day concluded with a presentation exploring how one local city, Monterey, functions as a critical component in the local defense and security network while at the same time it grapples with human resources and other challenges faced by organizations across all sectors of the local economy.

In short, LMC participants gained unique insight into critical issues and vital organizations in the local defense and security sectors. To learn more about their experiences, and the LMC program in general, visit <https://www.leadershipmc.org>. ■

No-Cost EV Charger Installation for Qualified PG&E Electric Customers

Ecology Action, in partnership with Pacific Gas and Electric Company (PG&E), is offering opportunities for no cost EV charger installations in the Monterey Bay Region. The Multifamily Housing and Small Business EV Charger pilot program provides no-cost EV charging infrastructure and resources to help address the costs of installing chargers throughout low- and moderate-income communities in PG&E's service area.

According to a recent study analyzing data from the California Energy Commission, high upfront vehicle costs, lack of chargers for renters and inadequate access to public charging stations in low-income and rural communities has limited EV expansion among these underserved populations. Addressing these challenges is critical, considering California Governor Gavin Newsom's executive order directing that by 2035 all new passenger cars, trucks and SUVs sold in the state must be zero-emission vehicles.

PG&E's Multifamily and Small Business Electric Vehicle (EV) Charger Program seeks to install 2,000 EV chargers across the utility's electric service area to increase equity in EV adoption. The Program is first-come, first-served and open to eligible PG&E electric service customers located in priority communities that are multifamily apartment housing between 5-49 units, any size multifamily affordable housing, and small businesses or nonprofit organizations.

Ecology Action, PG&E's third-party Program implementer, can provide the following services at no-cost to your qualified business or organization:

- Installation of EV chargers in assigned or shared parking areas at sites that have sufficient available power.
- 2 years of pre-paid networking and cellular service for each EV charging port installed.
- A customized operations and hardware maintenance (O&M) plan and service account with ChargerHelp! for each participating property where Level 2 charging stations are installed.
- Outreach services to educate residents and/or staff to connect them with rebates and down payment assistance grants that make purchasing a new or used plug-in vehicle more affordable.

Ecology Action is encouraging eligible customers in priority communities to apply now before the program is opened to all eligible customers in 2024. Eligible customers located outside of priority communities can apply now and join a waitlist for a cost-share installation. For waitlisted cost-share applicants, PG&E will pay up to \$3,000 per Level 1 charger and up to \$6,000 per Level 2 charger, and the rest of the cost may be offset by local rebate

programs.

Learn more and apply on the Multifamily and Small Business Electric Vehicle (EV) Charger Program website, or contact Sebastien Garbe at Ecology Action to schedule an appointment and we'll walk you through the application process!

Contact: Sebastien Garbe
Email – sebastien.garbe@ecoact.org
Work phone – 831.515.1423
Or directly apply here:



Multifamily Housing and Small Business
EV Charger Program

No-cost EV charger
installation
for qualifying
multifamily housing &
small businesses



Chamber Member News

Natividad Partners with HPC International for Medical Library Services

HPC International, has partnered with California-based Natividad health system to provide them with HPCEnterpriseLibrarian™, a comprehensive, flexible virtual library management solution for hospitals and corporations with on-demand research support from a dedicated masters-trained librarian. According to the National Network of Libraries of Medicine (NNLM), between 2011 and March 2015, an average of 115 member libraries closed per year across the nation. They estimate that the vast majority of these library closures were hospital libraries. A 2009 study by NIH reveals a medical librarian leads to improved clinical decision-making, which leads to improved patient outcomes.



Noland, Hamerly, Etienne, And Hoss Welcome Attorney William H. Falor

Mr. Falor earned his J.D. from Santa Clara University School of Law, where he was Senior Research Editor for the Santa Clara Law Review and a Law Faculty and Emory Merrit Scholar. His BA in economics and English is from Boston College. Bill also earned an L.L.M in taxation from the University of San Francisco School of Law, where he was a merit scholar. Since earning his J.D. in 2015, he has been an associate attorney in leading firms in San Jose, Monterey, and San Francisco. During his near decade of legal experience, Mr. Falor has worked with clients on a wide-variety of business, real estate, and estate planning matters and now joins, NHEH's Business/Real Estate practice group.



NHEH Wins Business Excellence Award from MPCC NOLAND, HAMERLY, ETIENNE & HOSS

NHEH was recognized for the Professional Services category by the annual presentation of the Monterey Peninsula Chamber of Commerce. Winners are voted on by Chamber members. NHEH attorneys Chuck Des Roches, Heidi Quinn, Sharilyn Payne, Yvonne Ascher and Bill Falor were on hand to accept the award.

James R. Castellanos Joins Board of Directors of Santa Cruz County Bank

Santa Cruz County Bank announced the appointment of James R. Castellanos to the Bank's Board of Directors. James R. Castellanos is President and CEO of Casco Properties, a leading property management company in San Jose. Mr. Castellanos has extensive experience in all types of commercial real estate including multi-family, apartment, warehouse, and automotive. Mr. Castellanos also serves as Founder and Principal CEO of Casco Financial, and serves on the Real Estate Curriculum Options Advisory Board for Santa Clara University Leavey School of Business, and on the San Jose Police Foundation Board of Directors.



Vistra Completes Milestone Expansion of Flagship California Energy Storage System

Vistra is announcing that it has completed the 350-megawatt/1,400-megawatt-hour Phase III expansion of its Moss Landing Energy Storage Facility, bringing its total capacity to 750 MW/3,000 MWh, the largest of its kind in the world. The Phase III project, which is made up of 122 individual containers that together house more than 110,000 battery modules, was completed on schedule and within budget in just 16 months, despite a challenging supply chain environment and tremendous rainfall. Moss Landing Energy Storage Facility is co-located on the site of Vistra's existing natural gas-fueled Moss Landing Power Plant in Monterey County – a site that has provided critical electricity to Californians since 1950.



Bay Federal Credit Union Announces Winners of 2023 Education Scholarship

Bay Federal Credit Union announced the winners of its 2023 Education Scholarship and Mac McCormac Employee Scholarship. Members Katie Wise, Nadia Ramirez-Cerillos, and Frank Campo were named Bay Federal's Education Scholarship recipients. Employees Vanessa Gomez and Albert Vizcarra were awarded the Mac McCormac Scholarship in honor of Bay Federal's first employee. All five recipients have each been awarded \$1,500 towards their education-related expenses. Over the last 15 years, Bay Federal has awarded 80 scholarships totaling \$84,000 to promote education in the community and among its membership.



Coastal Roots Hospitality Presents \$10,286.35 Check To Dorothy's Place As Part Of Pay It Forward Program

Embracing a responsibility to strengthen and support the communities it serves, Coastal Roots Hospitality assists key charity partners through its Pick It Up-Pay It Forward program. Through the initiative, CRH donates 10 percent of all proceeds (more than \$150,000 in 2021 alone) from takeout orders from its three restaurants: Rio Grill in Carmel, and Tarpys and Montrieo in Monterey. Coastal Roots Hospitality co-owners Ken and Mona Donkersloot presented a check in the amount \$10,286.35 to Salinas non-profit Dorothy's Kitchen, the program's March-April nonprofit recipient.



30th Anniversary of the Jacob's Heart Jordan and Kyra Memorial Golf Tournament

The Santa Cruz, based Jordan and Kyra Memorial Foundation is a 501(c)(3) non-profit organization created in memory of Jordan Stuart and Kyra Pillsbury, two Bay Area children who lost their battles with brain tumors, but whose spirit and courage continue to inspire others. The Foundation offers COMPASSION by raising funds for Jacob's Heart, a non-profit that provides family-centered care that addresses the emotional, practical and financial struggles experienced by the families of children and teens undergoing treatment, families with anticipatory grief, and those who are bereaved.



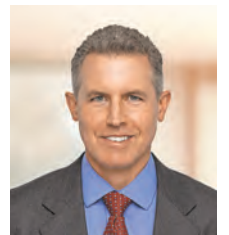
Girl's Inc Releases Progress Report For The Fiscal Year

From July 2022 to June 30, 2023, Girl's Inc served 1,284 girls, ages 8 to 18 and worked with girls from 35 school sites in 9 cities. Additionally, 176 elementary school girls and their mothers/fathers or adult guardian participated in program providing health information and strategies for fostering open communication and mutual trust. For more information on the tremendous progress, visit www.girlsinc.org.



Santa Cruz County Bank Announces New Chief Credit Officer Shawn Lipman

Santa Cruz County Bank has announced Shawn Lipman, who has worked for the Bank since 2011, will succeed Susan Just as Executive Vice President and Chief Credit Officer. In his 12-year career at Santa Cruz County Bank, Mr. Lipman was promoted multiple times and served for the past two years as Senior Vice President and Director of Credit Administration. He obtained his Bachelor of Science degree in Business Administration and Finance from San Diego State University.



➡ **MEASURE G** – Continued from page 18

Because the City of Salinas has not produced its Basic Financial Statements for the Fiscal Year ending June 30, 2022 and the Fiscal Year ending June 30, 2023, it is difficult to ascertain total inflows and outflows for Measure G. However, it appears that revenues and expenditures for the past two fiscal years are about \$30 million. In fact, Measure G revenue has exceeded the originally estimated \$20 million (or \$22 million) in every complete fiscal year since tax collection began in 2015.

Comparison of annual revenue and expenditures for each fiscal year was also

compromised by lack of information for the full Fiscal Year 2022-2023. At its July 20, 2023 meeting, the Measure G Oversight Committee received three reports with data through June 30, 2023 (the end of the fiscal year). However, the “Measure G Fund Capital Improvement Program Expenditure Report” provided to the oversight committee only contained data through April 30, 2023 (not June 30, 2023).

All of these apparent challenges and shortcomings will be discussed by the Salinas Valley Chamber of Commerce Government Relations Committee at its upcoming meetings, in anticipation of a measure on the ballot in 2024 or 2026 to renew the Measure G sales tax before it expires in 2030. ■

➡ **MEASURE G CHART** – Continued from page 18

| Account Code | Project | Department | Total | Percentage of Total Expenditures |
|--------------|--|-----------------------|-----------|----------------------------------|
| 9271 | Urban Forestry Equipment Replacement | Public Works | \$580,796 | 1.16% |
| 9344 | Public Safety Radio | Police | \$550,000 | 1.10% |
| 9588 | Fire Vehicles | Fire | \$547,200 | 1.09% |
| 9670 | El Dorado Park Improvements | Recreation | \$528,701 | 1.06% |
| 9181 | Downtown Streets Team | Community Development | \$525,000 | 1.05% |
| 9379 | Sherwood Tennis Center Improvements | Recreation | \$451,594 | 0.90% |
| 9017 | Motorola Radios | Police | \$450,740 | 0.90% |
| 9213 | Fire Radio Command/Mobile Data Computer | Fire | \$433,674 | 0.87% |
| 9210 | Fire Command/Staff Vehicles | Fire | \$412,683 | 0.82% |
| 9525 | Fleet Replacement | Recreation | \$373,948 | 0.75% |
| 9436 | National Pollutant Discharge Elimination System (NPDES) Storm Water Monitoring | Public Works | \$359,770 | 0.72% |
| 9541 | Fire Stations Repairs | Fire | \$352,500 | 0.70% |
| 9245 | Economic Development Element General Plan Amendment/Environmental Impact Report | Community Development | \$350,000 | 0.70% |
| 9226 | Fleet Consolidation Replacement | Public Works | \$335,100 | 0.67% |
| 9300 | West Wing - Fire Department | Fire | \$307,775 | 0.61% |
| 9159 | Network Equipment Upgrades | Finance | \$280,000 | 0.56% |
| 9535 | Recreational Facility at Salinas Municipal Aquatic Center | Recreation | \$280,000 | 0.56% |
| 9045 | Community Development Department Vehicle Replacement | Community Development | \$261,005 | 0.52% |
| 9042 | Farmworker Housing Study | Community Development | \$245,501 | 0.49% |
| 9270 | Parks Vehicles Replacement | Recreation | \$236,620 | 0.47% |
| 9220 | East Laurel Drive Sidewalk & Lights | Public Works | \$220,000 | 0.44% |
| 9187 | Shelter Operations | Community Development | \$200,000 | 0.40% |
| 9249 | Parking Enforcement | Public Works | \$200,000 | 0.40% |
| 9250 | Body-Worn Cameras | Police | \$192,990 | 0.39% |
| 9146 | Financial & Human Resources Management Enterprise Resource Planning (ERP) System | Finance | \$190,000 | 0.38% |
| 9005 | Soccer Field - Cesar Chavez Park | Public Works | \$181,171 | 0.36% |
| 9060 | Playground Improvements at Parks | Public Works | \$177,141 | 0.35% |

MEASURE G CHART - Continued on page 26



Support our Chamber Members

Thank you, to our September 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 |
|---|--------------|---|--------------|
| California Coastal— A Small Business lender | 1983 | Salinas Police Activities League (PAL) | 2011 |
| Notre Dame High School | 1983 | Sacred Heart School | 2012 |
| Monterey Country Office of Education | 1986 | Quail Lodge & Golf Club | 2013 |
| Bengard Ranch Inc | 1987 | The Maynard Group | 2014 |
| Monterey-Salinas Transit (MST) | 1988 | Smith & Enright landscaping | 2016 |
| Jim Gattis Investment Properties | 1988 | Kysmet Security & Patrol | 2017 |
| Markon, Inc | 1988 | Haute Enchilada | 2017 |
| WeatherTech Raceway Laguna Seca | 1991 | Adaptive Information Systems | 2018 |
| Hitchcock Farms | 1995 | Greg Hamer REALTOR | 2018 |
| The Don Chapin Company, Inc. | 1997 | Monterey County Mosquito- Abatement District | 2019 |
| McCune Audio/Video/Lighting | 1999 | Zenona | 2020 |
| RHC Management Co,LLC dba McDonalds | 2000 | Salinas Regional Sports Authority | 2020 |
| Alvarez Technology Group Inc | 2001 | Roto-Rooter Monterey/Salinas | 2021 |
| CASA of Monterey County | 2002 | Salinas Valley Medical Aesthetics | 2021 |
| Valley Yellow Pages/AGI Publishing, Inc. | 2002 | Citrine Aesthetics DBA Skin by Karina | 2021 |
| CSUMB | 2004 | Loans by CMS | 2021 |
| Aurum Consulting Engineers- Monterey bay inc | 2005 | AIM for Mental Health | 2022 |
| Girl Scouts of California's Central Coast | 2006 | Hope Services | 2022 |
| El Sistema USA/Salinas, Inc—YOSAL | 2010 | Western Pre-Cooling Systems | 2022 |
| | | Brickman Marketing | 2022 |

A Special Thanks to Our Visionary and Stakeholder Members



| | | | | |
|------|---|-----------------------|-----------|-------|
| 9598 | Street Maintenance Equipment | Public Works | \$173,919 | 0.35% |
| 9247 | Economic Development Element - Project Management | Community Development | \$168,579 | 0.34% |
| 9052 | Women's Club Upgrade | Public Works | \$166,477 | 0.33% |
| 9352 | Community Center I | Recreation | \$163,850 | 0.33% |
| 9718 | Reroof Public Buildings | Public Works | \$160,941 | 0.32% |
| 9380 | Park & Open Space Master Plan | Recreation | \$154,317 | 0.31% |
| 9205 | Chinatown Homeless Center Improvements | Public Works | \$152,626 | 0.30% |
| 9232 | Downtown Vibrancy Plan Parking | Public Works | \$146,261 | 0.29% |
| 9737 | Athletic Field Repairs | Recreation | \$137,834 | 0.28% |
| 9160 | Wireless Network Coverage | Finance | \$123,208 | 0.25% |
| 9215 | U.S. Housing and Urban Development Consolidated Plan | Community Development | \$120,626 | 0.24% |
| 9103 | Geographic Information Systems (GIS) | Public Works | \$120,000 | 0.24% |
| 9206 | Homeless Warming Shelter | Public Works | \$119,866 | 0.24% |
| 9110 | Street Maintenance Vehicles | Public Works | \$118,786 | 0.24% |
| 9384 | Fire Hose & Nozzle | Fire | \$117,999 | 0.24% |
| 9230 | Downtown Vibrancy Plan Infrastructure | Public Works | \$112,918 | 0.23% |
| 9058 | National Pollutant Discharge Elimination System (NPDES) Professional Services | Public Works | \$110,686 | 0.22% |
| 9136 | Economic Development Element Analysis | Community Development | \$109,912 | 0.22% |
| 9987 | Fire Station Alerting Systems Upgrade | Fire | \$107,503 | 0.21% |
| 9153 | Downtown Traffic & Parking Study | Public Works | \$107,279 | 0.21% |
| 9163 | Traffic Calming Improvements | Public Works | \$100,000 | 0.20% |
| 9252 | Digital NEST | Administration | \$100,000 | 0.20% |
| 9512 | National Pollutant Discharge Elimination System (NPDES) Public Education | Public Works | \$99,313 | 0.20% |
| 9229 | Downtown Vibrancy Plan General Plan | Community Development | \$89,279 | 0.18% |
| 9131 | City Web Page | Administration | \$80,000 | 0.16% |
| 9065 | 10 Soledad Street (in Chinatown) Renovation to Homeless Sanitation Facility | Public Works | \$79,987 | 0.16% |
| 9142 | Safety Tree Trimming - City Parks | Recreation | \$77,723 | 0.16% |
| 9285 | Recreation Vehicle | Recreation | \$75,000 | 0.15% |
| 9239 | Rotunda & City Manager Conference Room Upgrade | Administration | \$74,999 | 0.15% |
| 9164 | Salinas Train Station Improvements | Public Works | \$74,222 | 0.15% |
| 9959 | National Pollutant Discharge Elimination System (NPDES) Compliance I | Public Works | \$72,392 | 0.14% |
| 9875 | City Facilities Repainting | Public Works | \$70,000 | 0.14% |
| 9265 | Freight Building Rehabilitation | Public Works | \$66,451 | 0.13% |

What Justified a Fifteen-Year Sales Tax of One Percent in the City of Salinas?

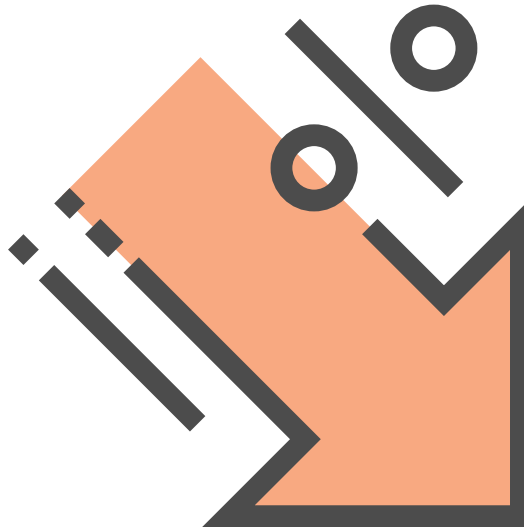
by Kevin Dayton, Government Affairs Liaison

The history of how Measure G, the enactment of a one percent sales tax for 15 years in the City of Salinas, came to be can be found in feedback from the community that was presented to the Salinas City Council almost ten years ago, and the subsequent action that endeavored to address the findings.

The first step came on November 19, 2013, when the Salinas City Council received poll results showing that “Salinas voters strongly support sales and utility users tax measures to increase funding for a broad range of important services and facilities in Salinas, including public safety, youth and after-school programs, street repair, neighborhood recreation centers and programs, library hours, senior services.” Poll results also revealed that “Voters believe reducing crime and making Salinas safer includes both prevention and intervention efforts (like recreation centers and programs, libraries, after-school homework assistance and other youth programs) as well as effective law enforcement efforts (like neighborhood policing, gang task force and secure police facilities).”

The next step came in 2014 as a resolution and ordinance approved by the Salinas City Council on June 24, 2014. The findings listed below were identified in the resolution and ordinance, as reasons to ask the voters of the City of Salinas to approve a sales tax of one cent for fifteen years.

- Members of the public have consistently expressed a desire for more services to achieve a safer, better Salinas.
- Crime prevention, public safety, economic development, and street and sidewalk repair all contribute to safe, clean neighborhoods. These and other critical public services all suffer from inadequate funding.
- The City's per capita General Fund revenue lags behind other cities in the area and comparable communities in the State.
- The City has taken every step to reduce costs and protect vital services, including: adopting long-term pension reform; greatly reducing the size and efficiency of government through consolidating departments and staffing and efficiency studies; reducing 135 positions since FY 2008-09, the equivalent of 20% of city



staff; consolidating city departments for increased efficiency; working with all city employees, including police officers and firefighters, to implement cuts to pay and benefits of up to 13% including no cost of living increases in the past 5 years since 2008; securing over \$30 million in concessions from the employees aggregate in the last 5 years.

- The City has leveraged existing resources and assets and leveraged public, private and non-profit partnerships that equate to multi millions of dollars in resources coming into the City and being allocated to serve the city.
- The City has won competitive and noncompetitive grants and has been awarded over \$45.4 million in recent grants with 62 state and federal grants currently active to support police and fire public safety, streets, roads, and other capital maintenance and new construction, economic development, literacy, youth leadership, recreation, digital arts lab, homework center, and crime prevention programs for youth.
- Maintenance of the City's streets, sidewalks and other infrastructure has been deferred and has exposed the City to liability, and further delays to repairs and upgrades will make them more costly in the future.
- Public facilities including the Police station, Fire stations and City Hall are over 40 years old, and maintenance on these public facilities has also been deferred due to lack of resources.
- Without the new one cent revenue measure, the City of Salinas will not be able to restore services that have been eliminated, will not be able to adequately maintain basic infrastructure, will not be able to add necessary resources for crime prevention, public safety, economic development, street and sidewalk repairs that contribute to safe, clean neighborhoods, and other critical public services.

As a part of the November 4, 2014 election, voters ultimately approved City of Salinas Transactions and Use Tax, Measure G, and the one cent sales tax it enacted, by a vote of 11,227 yes votes (62.41%), to 6,762 no votes (37.59%). The sales tax will expire in 2030. ■



**LEGACY OF
LEADERSHIP**

Thank you Legacy of Leadership Sponsors

(As of August 20, 2023)

PLATINUM SPONSORS: Aera Energy; Pinnacle Bank; Salinas Valley Health
GOLD SPONSORS: Bay Federal Credit Union; California Water Service; Chevron; Granite Construction; Vistra • **SILVER SPONSORS:** Green Rubber – Kennedy Ag; Natividad Foundation; Noland, Hamerly, Etienne & Hoss • **BRONZE SPONSOR:** Goodwill Central Coast; JRG Attorneys at Law
PLAQUE SPONSOR: The Outdoor Market • **MEDIA SPONSOR:** KION; Monterey Herald
IN-KIND SPONSOR: Salinas PAL Center; Signs by Van; Scheid Family Wines

| Account Code | Project | Department | Total | Percentage of Total Expenditures |
|--------------|---|-----------------------|---------------------|----------------------------------|
| 9461 | Congestion Management Agency - City Percentage | Public Works | \$51,500 | 0.10% |
| 9251 | Ag-Industrial Park Enhanced Infrastructure Financing District (EIFD) | Administration | \$49,846 | 0.10% |
| 9086 | Natividad Creek Silt Removal | Public Works | \$45,455 | 0.09% |
| 9840 | Irrigation Control Systems Retrofit | Recreation | \$42,400 | 0.08% |
| 9127 | Gabilan Creek Silt Removal | Public Works | \$40,000 | 0.08% |
| 9165 | Hebbron Family Center (683 Fremont Street) Improvements | Recreation | \$39,904 | 0.08% |
| 9269 | Facilities Vehicle | Public Works | \$38,583 | 0.08% |
| 9985 | Mobile Command Vehicles Recurring Cost | Fire | \$35,081 | 0.07% |
| 9027 | Natividad Creek Detention | Public Works | \$35,000 | 0.07% |
| 9654 | Traffic Signal Installations and Upgrades | Public Works | \$35,000 | 0.07% |
| 9026 | Steaming Ahead Historic Railroad | Public Works | \$30,573 | 0.06% |
| 9084 | Traffic Improvements - Skyway/Airport | Public Works | \$30,000 | 0.06% |
| 9527 | Fire Safety Gear & Equipment | Fire | \$30,000 | 0.06% |
| 9263 | Alisal Corridor Complete Streets Plan | Public Works | \$29,820 | 0.06% |
| 9988 | Staff Management Software/Subscription | Fire | \$29,286 | 0.06% |
| 9793 | Park Drinking Fountain Replaceent | Recreation | \$28,482 | 0.06% |
| 9273 | Fleet Vehicles Replacement | Public Works | \$19,799 | 0.04% |
| 9983 | Fit Testing Equipment | Fire | \$15,502 | 0.03% |
| 9772 | Park Lights Replacement | Recreation | \$13,724 | 0.03% |
| 9701 | General Plan Update | Community Development | \$12,908 | 0.03% |
| 9197 | Fleet Replacement | Public Works | \$8,839 | 0.02% |
| 9231 | Downtown Vibrancy Plan State Highways | Public Works | \$6,953 | 0.01% |
| 9984 | Fire Training Tower Maintenance | Fire | \$4,725 | 0.01% |
| 9032 | Tasers and Body-Worn Cameras | Police | \$3,240 | 0.01% |
| 9607 | Bicycle Lane Installations | Public Works | \$1,757 | 0.00% |
| 9132 | Emergency Operations Center/Response Planning | Fire | \$905 | 0.00% |
| 9217 | Facilities Americans with Disabilities Act (ADA) Transition Plan & Improvements | Public Works | \$180 | 0.00% |
| 9030 | Street Maintenance Equipment | Public Works | \$0 | 0.00% |
| 9096 | Weapons and Safety Equipment | Police | \$0 | 0.00% |
| 9345 | Alisal Greening, Beautification and Safety Project | Community Development | \$0 | 0.00% |
| 9349 | Active Transportation Plan | Public Works | \$0 | 0.00% |
| 9510 | East Boronda Road Widening Improvements | Public Works | \$0 | 0.00% |
| 9626 | Fire Station 7 - Scoping | Fire | \$0 | 0.00% |
| TOTAL | | | \$50,106,094 | 100.00% |

Ribbon Cuttings



Salinas Valley Food and Wine Festival Kickoff Mixer

This 11th annual mixer was a terrific celebration and preview of the Salinas Valley Food and Wine Festival. Businesses participated through resource booths, food stations, and beer/wine tasting. Guests also enjoyed entertainment from Cross Carrasco Band and Full Circle Events.



Lunch and Learn with Salinas Valley Solid Waste Authority

Attendees tuned into an educational presentation with Resource Recovery Technician Julia Brooker, who discussed their services, the advantages of recycling, proper recycling techniques, cost-saving methods for businesses, and compliance with SB 1383.



Signs By Van Mega Mixer

Signs by Van hosted a mega mixer for Chamber members to learn about their projects and services, enjoy Kleinfeldt Barbecue, and sip local brews and wines. It was an evening with fantastic food, beverages, entertainment, and inspiration.



SUBA & Chamber Mixer at Leal's Bakery

Leal's Bakery hosted a terrific mixer with the Salinas Chamber and Salinas United Business Association to fundraise and bring awareness to the Heroes Banner Program that pays tribute to veterans and active-duty service members.



California Small Business Workshop

In partnership with Grow with Google and Cal Coastal SBDC, small businesses attended a workshop to learn about how to create a Google Business Profile, keep information up to date on Google Search and Google Maps, and connect with customers.

Chamber Member Profiles

Vallarta Supermarkets

As a family-owned business, Vallarta Supermarkets is all about community and serving the community with respect and pride. For more than 35 years, we've made it our mission to bring families together over fresh, traditional, and authentic food.



From one small carniceria in Van Nuys in 1985 to 53 full-service markets across California, Vallarta Supermarkets is a living, breathing tribute to the hard work and customer dedication of our founding family and all of our valued employees.

Vallartasupermarkets.com, James@vallartasupermarkets.com, 818-485-0596

Vivere Drip Therapy

Vivere Drip Therapy Anne Baylis has twenty-nine years of experience in the healthcare industry. As an X-Ray technician, she saw first-hand what depleted vitamins and dehydration can do to the body. As a Physician's Assistant working in multi-faceted environments, from private practice to the emergency room and concierge Provider, she has seen first-hand how important replenishment is in order to stay healthy and active. Whether you are an on-the-go traveler and need us to visit your hotel or a local resident, we bring services to your location for peace of mind and complete relaxation. Hassle-free quality service.



Viveredripsy.com, Info@viveredripsy.com, 831-253-9537

Alisal Pharmacy and Long-Term Care

The Haller's Pharmacies group represents over 100 years of service to our local communities. We believe that locally owned and operated pharmacies are a vital part of our local community to ensure the health and vitality of our patients.

Hallerspharmacy.com, Alisaltc@gmail.com, 831-424-7321



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Compass Church Wants the Best for You

by Pastor Todd Anderson



Only if life were simple! You will never know the answer to every question or have a solution to every problem. But many times, there is great contentment in just knowing that someone has your back and genuinely wants the best for you.

All of us have weaknesses. We don't like them, but we have them. They manifest as habits, attitudes, or recurring challenges that hamper our growth and progress both personally and professionally. At Compass Church,

we believe that these weaknesses are not permanent barriers, but opportunities. Opportunities for growth, transformation, and renewal. By drawing upon the teachings of Jesus, you can find a resource that fortifies your soul, helping you rise above your limitations and embrace your fullest potential. Two common weaknesses everyone will face in life are anxiety and fear.

Anxiety has become a modern-day epidemic. But it doesn't have to be that way in your life, in your family, or in your business. The teachings and practices of Jesus were designed by God to cultivate peace. 1 Peter 5:7 (NIV) says, "Cast all your anxiety on him because he cares for you."

God's peace is the antidote for anxiety. The requirement to use this antidote is that we must give our cares and anxiety to God and let him help us deal with stress, worry, and anxiety.

Then there is the "F" word. Fear. Fear of the unknown, fear of failure, or fear of life's unpredictable twists can be paralyzing. We learn in God's word that, "God has not given us a spirit of fear and timidity, but of power, love, and self-discipline. 2 Timothy 1:7 (NLT)

The opposite of fear is faith. Faith conquers fear, and there is no better place to experience this than in the middle of a large family of people that share this value of faith. This faith, radiant and unshakable, becomes the vaccine to fear, offering hope even in the craziest of times.

In essence, Compass Church is not just a congregation; it's a transformative journey. A journey from anxiety to peace and fear to faith. My prayer for you today is that God would bless you, your family, and your business. And that you would know that you don't have to navigate life's weaknesses on your own, remember: Compass Church wants life's best for you! ■

This article is a paid insertion by Chamber member, Compass Church

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HEALTH



MONTEREY CREDIT UNION ANNOUNCES NEW PRESIDENT & CHIEF EXECUTIVE OFFICER, J. WADE PYRON

Monterey Credit Union's Board of Directors is pleased to announce the selection of J. Wade Pyron as their next President and CEO. The former CEO, J. Stewart Fuller, announced his plans to retire and following his announcement, the Board began their search for the credit union's next CEO.

"After an extensive nationwide search, we are excited that the credit union's new President and CEO, Wade Pyron has joined our team. The Board of Directors is confident the credit union's future, its employees and its members are in good hands," said Peter Tansill, Board Chair.

Wade has 30 years experience in finance and marketing in the retail, banking and credit union space. Wade and his family are moving from the Seattle area where he held the position of Chief Marketing Officer and Chief Revenue Officer for Kitsap Credit Union. Wade's depth and breadth of experience will enable him to provide strategic direction and leadership to continue moving our credit union forward.


When asked about his new position, Wade said, "It is an honor to be named the next President and CEO of Monterey Credit Union. I appreciate the confidence the Board of Directors has placed in me to lead the credit union. Monterey Credit Union is passionate about making a difference in the lives of our members and communities we serve, and I look forward to continuing this mission."

J. Stewart Fuller, who has served as Monterey Credit Union's CEO for more than 35 years said, "This has been by far the highpoint of my 55 plus years in the financial services field and I am grateful that I have had the privilege of serving such a fine organization, its staff and its members in this wonderful community. I am very confident in Monterey Credit Union's bright future under Wade's leadership."

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