



Protecting
Employees from
Heat Illness

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Celebrated
4th of July

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Chamber Management Change

by Chamber Staff



Steve McShane

Salinas Valley Chamber of Commerce CEO & President, Steve McShane announced his resignation. "I'm happy to say I leave the organization with great pride for the many positive contributions I was able to make during my time," shared McShane on his departure.

McShane was appointed President and CEO in 2021 following the resignation of Paul Farmer. McShane assumed the role during the COVID-19 pandemic and addressed operational and safety issues facing the organization. During McShane's tenure, he grew the Salinas Valley Business Journal and the Chamber's digital marketing activities. In addition, McShane added two new Chamber events in 2023: the Salinas Valley Chamber Governmental Affairs Breakfast and the Salinas Valley Chamber Foundation's Salinas 4th of July Celebration. McShane also made efforts to grow the Chamber's impact throughout the Salinas Valley.

INTERIM CEO WELCOME

Thom Taft returns to the Chamber to fill the role of interim CEO. No stranger to the Salinas Valley Chamber of Commerce, Taft was a past Chamber employee for three years. While at the chamber, Taft managed the finances and the financial reporting to the Board of Directors. His strong computer and software experience allowed him to lead the implementation of the new member management and event software.

Taft's Chamber knowledge and prior experience enables him to quickly collaborate with the present team and adapt effortlessly to the management needs. He brings years of nonprofit experience, passion, loyalty, and trust to this role.

The Chamber wishes McShane well in his future endeavors. A recruitment and search for the next permanent CEO is being conducted. ■



Thom Taft

Salinas Spends Measure X Sales Tax Funds on Street and Sidewalk Improvements

by Chamber Staff

It matters. The condition of the streets and sidewalks that one way or another, each and ever one of us traverse daily. Business owners, employees, and the general public continue asking the Salinas Valley Chamber of Commerce about specific aspects of the plan for street and sidewalk improvements in the City of Salinas. In a February 9, 2023, letter to the Salinas City Council and Traffic Commission, your Chamber encouraged the city to "develop a concise, clear outline posted for the public on the city's website that explains the city's efforts to improve city street and sidewalk conditions."

Meanwhile, we have begun working on a comprehensive yet easily-understandable outline of what has been done, what is being done, and what will be done. One of the first issues being examined is the city's collection of revenue from the county's Measure X sales tax as a funding component for street and sidewalk improvements.

How much Measure X money has been received? How much has the city spent? Where has the city spent the money? Read below for the answers. ➡

MEASURE X SALES TAX - Continued on page 24





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August Workshops



BUSINESS NEWS

SB-585

Would require businesses be served with a letter specifying each alleged ADA violation and given 120 days to correct the alleged violation.

RESOURCE SPOTLIGHT

Higher Blends Infrastructure Incentive Program (HBIIIP)

Encourages higher blends of ethanol and biodiesel by sharing the costs related to building out biofuel-related infrastructure.

tinyurl.com/HBIIPLearnMore

10
AUG

THURSDAY

Get Your Local Business on Google Search and Maps

Prunedale Library
11 AM - 12 PM (Eng)

Community Room
Salinas Police Department
3 PM - 4 PM (Sp)

17
AUG

THURSDAY

Money for Your Business:
Employee Retention Tax Credit

Soledad City Hall
11 AM - 12 PM (Eng)



24
AUG

THURSDAY

Digital Marketing for Small Businesses

Pacific Grove
Tourism Information Center
11 AM - 12 PM (Eng)

Small Business Advocacy with the U.S. Chamber of Commerce

by Bill Hastie, Board Chair

The Salinas Valley Chamber of Commerce's (SVCC) board of directors meets once per month to conduct Chamber business, review membership and plan for upcoming events. At the June board meeting, we were very fortunate to be visited by Jennings Imel from the Chamber of Commerce of the United States. Mr. Imel provided very interesting background about the U.S. Chamber and their advocacy efforts on behalf of small businesses at the national level. These advocacy efforts fall in line with our local chamber of commerce here in the Salinas Valley, as we pride ourselves as an organization of businesses organized to build a strong local economy by promoting sound government and an informed membership and community.

The U.S. Chamber traces its roots back to the early 20th century, when many small business owners advocated for a national institution that would represent their unified interests. In his speech to Congress on December 7, 1911, then-President William Howard Taft floated the idea of a "central organization in touch with associations and chambers of commerce throughout the country and able to keep purely American interests in a closer touch with different phases of commercial affairs." Four months later, on April 22, 1912, President Taft's vision became a reality when a group of 700 delegates from various commercial and trade organizations came together to create a unified body of business interest that today is the United States Chamber of Commerce, according to the U.S. Chamber of Commerce website.

Over 100 years later, the U.S. Chamber of Commerce is the world's largest business organization representing the interests of more than 3 million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations. The U.S. Chamber looks to advocate for policies that not only help businesses grow and create jobs, but to grow the economy as whole. According to its website, the U.S. Chamber "believes in the ability of American business to improve lives, solve problems, and strengthen society." They also work to advocate for and inform members of policy analysis and provide legal advice/consultation.

Small businesses employ nearly half of the entire American workforce and represent 43.5% of America's GDP. Since its inception, the U.S. Chamber represents the full spectrum of the American business community. And like America, most of its members – 90% – are small

businesses and state/local chambers of commerce.

Like the U.S. Chamber of Commerce, the SVCC is dedicated to supporting local businesses by advocating for a business-friendly legislative environment, helping to expand existing industries and develop new ones. The SVCC, like the U.S. Chamber, has served its members for over 100 years and looks to continue fighting for small businesses throughout the world-famous Salinas Valley. With a robust membership across numerous industries and sectors, we strive to provide a system of support and advocacy from the local level. Our vision, shared with other state and national chambers of commerce, to support small business is unwavering and always our first priority. ■



A stylized, handwritten signature in black ink that reads "Bill Hastie". The signature is fluid and cursive, with a large initial 'B'.



2023 EXECUTIVE COMMITTEE

- Chair - **Bill Hastie**
(Hastie Financial Group)
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(Credit Consulting Services Inc.)
- Chair Elect - **Jennifer Williams**
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- Vice Chair, GRC - **Colby Pereira**
(Braga Fresh Family Farms)
- Vice Chair, Membership - **Andrea Bailey**
(Chevron)
- Vice Chair, Finance - **Tom Moran**
(Goodwill Central Coast)
- Vice Chair, Events - **Amy Gibson**
(Central Coast Federal Credit Union)

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- **Brenda Granillo** (California Water Service)
- **Aaron Johnson** (JRG Attorneys at Law)
- **Mark Kennedy** (Green Rubber-Kennedy Ag)
- **John Narigi**
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- **Patricia Rodriguez**
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- **Tony Sanchez** (Spiffy Cleaning Services LLC)
- **Kristy Santiago** (KION TV)
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- **Starla Warren** (MCHI & Mar-Star)

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- **Matt Huerta**
(Monterey Bay Economic Partnership)
- **Kevin Dayton**
(Salinas City Center Improvement Assn.)

LEGAL COUNSEL

- **Matt Ottone**

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- **Thom Taft**
Interim President & CEO
- **Toula Hubbard**
Business Journal Editor
- **Willa Doroy**
Operations & Finance Director
- **Gabriel Lopez**
Membership Development Director
- **Jasmine Bhardwaj**
Marketing & Member Services Manager
- **Jennifer Russell**
Special Events Manager

CHAMBER PRIORITIES

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

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**- Margy Mayfield, Executive Director
Coastal Kids Home Care**

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Protecting Employees from Heat Illness

By Gladys Rodriguez-Morales, Fenton & Keller



Hot summer days are here in many parts of the county. If your business requires employees to work outdoors, you have legal obligations to protect your employees from heat illness.

The Division of Occupational Safety and Health Administration (OSHA) enforces California Code of Regulations, title 8, section 3395, which regulates heat illness prevention in all outdoor places of employment. All employers must provide a workplace that is safe and free of known safety hazards, including protecting employees from heat illness in certain industries. The industries subject to these regulations include agriculture, construction, landscaping, oil and gas extraction, and the transportation or delivery of agricultural, construction materials, or other heavy materials. (e.g., furniture, industrial or commercial material).

Employers in these industries are required to (1) monitor weather reports, respond to hot weather advisories, and monitor employees during heat waves; (2) implement high heat procedures when the temperature equals or exceeds 95 degrees Fahrenheit by observing employees for alertness and signs or symptoms of heat illness; (3) have effective communication systems so employees can contact a supervisor; (4) designate employee(s) to call for emergency medical assistance; (5) remind employees pre-shift and during shifts to drink water and take cool down rest breaks as needed; and (6) review high heat procedures with employees.

There are additional requirements for agricultural employers, including (1) implementing emergency response procedures, including having effective communication systems so employees can contact a supervisor if necessary, responding to signs or symptoms of heat illness, and contacting emergency services when necessary; (2) implementing employee and supervisor training regarding

heat illness prevention and how to respond to an employee exhibiting signs or symptoms of heat illness; and (3) implementing a written heat illness prevention plan in English and the language understood by the majority of the employees.

Employers in these industries must also provide employees with access to fresh, pure, and cool potable drinking water, free of charge. Employers must provide a minimum of one quart of water per employee, per hour, for the employee's entire shift. The water must be located as close as possible to employee work areas.

Employers must also provide employees with shade as close as possible to employee work areas when the temperature outside exceeds 80 degrees Fahrenheit. The shade must be able to accommodate employees taking rest breaks and/or heat recovery breaks so that employees are able to sit in a normal posture entirely in the shade without being in physical contact with other employees. Employers can provide multiple areas of shade so long as the shade is large enough to accommodate the number of employees taking a break, and the shade is open to the air or has ventilation or cooling. When the outdoor temperature does not exceed 80 degrees Fahrenheit, employers must make shade available as described or provide access to shade in a timely manner upon an employee's request. Employers should encourage employees to take preventative cool down breaks in the shade as often as needed for at least five minutes or until the employee's heat-related illness symptoms have abated.

For more information and resources regarding employer obligations related to heat illness prevention, visit California's Department of Industrial Relations website at <https://www.dir.ca.gov/dosh/heatillnessinfo.html> and Cal/OSHA's website at <https://www.osha.gov/heat/employer-responsibility>. ■

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

MRY's Daily Connections to Imperial Valley Another Example of Airport's Growth, Relevance

Once a sleepy commuter airport overlooked by most travelers, Monterey Regional Airport (MRY) has steadily grown into an easy, convenient and affordable option for those seeking state, national and global connectivity.

Serving more than 450,000 passengers per year by providing easy access to many of the world's major hubs, MRY manages more than 40 flights in and out of the airport daily.

A daily nonstop flight to San Diego through Alaska Airlines links two important agricultural hubs — the Salinas Valley and the Imperial Valley. Often called “the Salad Bowl of the World,” the Salinas Valley produces a total crop value of nearly \$2 billion. Many in the local ag industry have links to the Imperial Valley (nearly \$900 million in crop value), making the daily flights to San Diego (at the mouth of the Imperial Valley and the city of El Centro) a hugely important connection for their seasonal ventures.

This direct link between two of the world's most vital “salad bowls” is in line with the Monterey Peninsula Airport District's mission to provide the region convenient commercial and general aviation access to the national air transportation system and develop the airport to meet future needs, opportunities and challenges. From San Diego, Alaska Airlines also offers connections to several destinations in Hawaii, as well as Boston, New York, Cabo San Lucas, and Washington, D.C.

The daily flights also expand MRY's ability to bring new visitors to the region in support of tourism and the hospitality industry, along with military support services that call the Central Coast home.

MRY now enjoys a reputation as “the easy and convenient way to travel.” The airport is accessed by four major airlines — Alaska, Allegiant, American and United. MRY's nonstop destinations include San Francisco, Seattle, Los Angeles, Las Vegas, Denver, Dallas, Phoenix, Orange County and San Diego. With just one stop, passengers can connect to worldwide destinations, including far-flung cities such as Paris. Known for offering a hassle-free travel experience, MRY offers convenient parking, efficient security lines and quick boarding protocols.

Since the pandemic, the airport has fully recovered its pre-pandemic passenger levels and has invested \$13 million in infrastructure that supports more than 300 full-time jobs. It has completed projects related to airfield improvements, infield safety area rehabilitation, general aviation apron construction and vehicle service road improvements. Improvements to the terminal area include electric vehicle fast-charging stations, new



THE MISSION:

To provide the region convenient commercial and general aviation access to the national air transportation system, operate the airport in a safe, efficient, sustainable and fiscally responsible manner, and develop the airport to meet future needs, opportunities and challenges.

flight information displays, an updated public announcement system, energy-efficient lighting upgrades and replacement of exterior signage.

The airport's long-term plan (called Vision 2035) involves a more than 10-year commitment to providing safe, efficient operations, including a new five-gate terminal building to accommodate future regional travel needs and a state-of-the-art sustainability plan to reach Leadership in Energy and Environmental Design (LEED) ratings.

The new terminal is estimated to cost \$65 million and will be funded through grants and airport revenues.

Since the creation of the Monterey Peninsula Airport District in 1941, the airport has evolved to continually meet the needs of its users. In doing this, MRY has welcomed such dignitaries as Pope John Paul II, John F. Kennedy, and many other stars and celebrities. It has distinguished itself as an outstanding contributor to

the local community and the National Transportation Plan. Monterey Regional Airport remains dedicated to providing a solid platform for its local community and the nation as a whole.

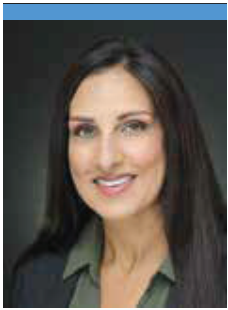
The District is not incorporated into the city or the county, and its boundaries encompass the cities of Carmel, Del Rey Oaks, Monterey Pacific Grove, Sand City and portions of Seaside, Pebble Beach, Carmel Highlands, and the west end of Carmel Valley and the Monterey-Salinas Highway to Laureles Grade. The airport serves Monterey, San Benito and Santa Cruz counties.

The District is governed by five publicly elected board members. The primary role of the members of the Board of Directors is to establish and oversee the implementation of policy for the District. ■

For more information about Monterey Regional Airport, visit the official website at montereyairport.com, call (831) 648-7000 or follow @montereyairport on Facebook, Instagram and Twitter. The airport is located in Monterey at 200 Fred Kane Drive.

National Wellness Month is the Perfect Time to Focus on Taking Care of Ourselves Physically, Mentally and Emotionally

by Rena Salamacha, CEO, Mee Memorial Healthcare System



August is National Wellness Month, and we at Mee Memorial Healthcare System believes it's the perfect time to focus on taking care of ourselves physically, mentally and emotionally.

While our doctors, nurses and trained personnel will always stand ready to attend to all your medical needs, creating wholesome habits now can lead to less disease and extended longevity.

Research has shown that self-care helps manage

stress and promotes overall happiness. Whether we challenge ourselves to try a new yoga pose or a different spa treatment, making small changes helps impact our overall health in positive ways.

Dimensions of overall wellness include: social connectedness, exercise, nutrition, sleep and mindfulness. Each one has an impact on our physical and mental health. By making simple and healthy choices on a daily basis, we can be well on our way toward reducing stress, having positive social interactions and achieving optimal wellness.

It can take 21 days for something to become a habit and 90 days for it to be a lifestyle change. Practicing self-care, managing stress, being mindful, practicing self-compassion, and focusing on proper nutrition and exercise are all things we can all incorporate into our daily routines. Following are some simple self-care habits:

- **Breathe:** Take a deep breath in. Now let it out. You may notice a difference in how you feel already. Your breath is a powerful tool to ease stress and make you feel less anxious. Some simple breathing exercises can make a big difference if you make them part of your regular routine. Many of these exercises take only a few minutes, and there are many books and medical websites to help get you started.
- **Stay hydrated:** Our bodies are composed of 50-65 percent water, and some parts such as our brain, heart and lungs, are more than 70 percent. Drinking water is a simple, effective way to take care of yourself.

- **Get proper sleep:** More and more studies are showing us the importance of getting enough quality sleep and, more importantly, the consequences that can occur when we don't. Make sleep a priority. Your mind and body will thank you.
- **Hug someone:** Hugging is known to boost our oxytocin levels and increase serotonin to elevate mood, strengthen the immune system, boost self-esteem, lower blood pressure, balance the nervous system and release tension. Only a few seconds can put you in a positive mood.

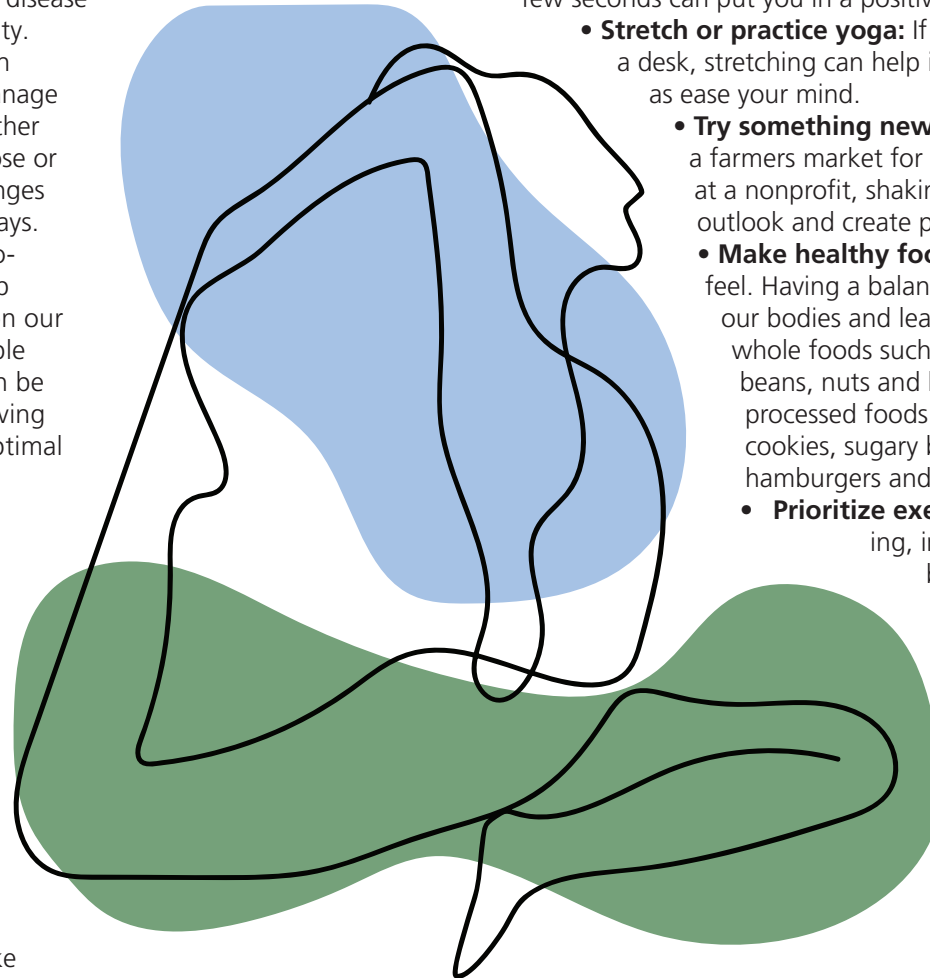
- **Stretch or practice yoga:** If you're on your feet all day, or even sitting at a desk, stretching can help improve your posture, heal back pain, as well as ease your mind.

- **Try something new:** Whether it's a new bike route, roaming a farmers market for fresh or unique produce, or volunteering at a nonprofit, shaking things up can help improve your mental outlook and create positive feelings.

- **Make healthy food choices:** Food can impact the way we feel. Having a balanced diet and good nutrition will help nourish our bodies and lead to good overall health. Focus on fresh, whole foods such as fruit and vegetables, whole grains, beans, nuts and lean protein, while reducing or eliminating processed foods such as most breakfast cereals, potato chips, cookies, sugary beverages and fast food such as hot dogs, hamburgers and fries.

- **Prioritize exercise:** There are so many benefits to exercising, including pain management, stress release, boosting confidence, as well as increasing strength, and so much more.

- **See your doctor:** How long have you been putting off making an appointment, tolerating constant pain or dealing with something that just doesn't seem right? Most things can be dealt with if they're caught early — and are much harder to manage if we wait. Don't put off regular checkups. Call today!



Wellness is a way of life. We all owe it to ourselves to achieve our highest potential for well-being. No matter what our state of health, wellness calls for continuing improvement and self-renewal.

Remember, wellness means more than the absence of illness. It's always searching for new levels of excellence and total well-being.

For more information about MMHS, visit www.meememorial.com. ■



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FORMERLY SALINAS VALLEY MEMORIAL
HEALTHCARE SYSTEM

How Salinas Borrowed \$40.7 Million for Street and Sidewalk Improvements

by Chamber Staff

As authorized by the Salinas City Council in a 5-1 vote (with one absence) at its January 9, 2018 meeting, the City of Salinas borrowed money in the summer of 2018 “in order to provide expedited funding for street improvement projects.” It used a different government agency as a conduit to issue (that is, sell) \$37,500,000 (\$37.5 million) in face value of an obscure debt instrument called “certificates of participation” (COPs) to investors.

Investors in COPs are typically commercial banks, insurance companies, asset management firms, and wealthy people looking to earn tax-exempt interest with low risk. The City of Salinas will pay this borrowed money

- plus interest - back to investors over many years, using annual allocations of Measure X sales tax revenue it receives from TAMC. In other words, the city’s debt is “secured” with Measure X revenue.

California local governments routinely use COPs to circumvent voter-approved state laws such as Proposition 13, which requires voter approval for tax assessments to repay debt service from the sale of general obligation bonds. Local governments don’t need to ask voters for authorization to borrow money using “certificates of participation” because Proposition 13

IMPROVEMENTS - Continued on page 26

Debt Service Schedule

Date (December 1)	Principal	Interest	Total
2018	\$ —	\$ 615,318.96	\$ 615,318.96
2019	680,000.00	1,665,525.00	2,345,525.00
2020	710,000.00	1,638,325.00	2,348,325.00
2021	740,000.00	1,609,925.00	2,349,925.00
2022	750,000.00	1,580,325.00	2,330,325.00
2023	800,000.00	1,542,825.00	2,342,825.00
2024	850,000.00	1,502,825.00	2,352,825.00
2025	890,000.00	1,460,325.00	2,350,325.00
2026	925,000.00	1,424,725.00	2,349,725.00
2027	950,000.00	1,387,725.00	2,337,725.00
2028	1,010,000.00	1,340,225.00	2,350,225.00
2029	1,060,000.00	1,289,725.00	2,349,725.00
2030	1,110,000.00	1,236,725.00	2,346,725.00
2031	1,155,000.00	1,192,325.00	2,347,325.00
2032	1,215,000.00	1,134,575.00	2,349,575.00
2033	1,275,000.00	1,073,825.00	2,348,825.00
2034	1,340,000.00	1,010,075.00	2,350,075.00
2035	1,405,000.00	943,075.00	2,348,075.00
2036	1,475,000.00	872,825.00	2,347,825.00
2037	1,550,000.00	799,075.00	2,349,075.00
2038	1,625,000.00	721,575.00	2,346,575.00
2039	1,710,000.00	640,325.00	2,350,325.00
2040	1,795,000.00	554,825.00	2,349,825.00
2041	1,885,000.00	465,075.00	2,350,075.00
2042	1,975,000.00	370,825.00	2,345,825.00
2043	2,045,000.00	301,700.00	2,346,700.00
2044	2,115,000.00	230,125.00	2,345,125.00
2045	2,190,000.00	156,100.00	2,346,100.00
2046	2,270,000.00	79,450.00	2,349,450.00
	\$37,500,000.00	\$28,840,293.96	\$66,340,293.96

Source: Underwriter.

Monetary Policy and Its Effects on the Economy

by Ryan Hastie, CPFA®, Hastie Financial Group



Fiscal policy, the tax and spending policies of the federal government, are decisions voted and enacted by the Congress and the Administration; the Federal Reserve (Fed), or central bank, plays no role in the creation or implementation of fiscal policy. The Fed does, however, enact and implement monetary policy, which refers to policy goals of the central bank to achieve its macroeconomic policy mandates set forth by the Congress. These stated goals look to control/regulate the overall money supply and promote sustained economic growth. These goals, known as the Fed’s dual mandate, are price stability and maximum employment.

To achieve its dual mandate, the Fed enacts three strategies in conducting monetary policy –reserve requirements, interest rates (federal funds rate), and open market operations. The Board of Governors of the Federal Reserve System is responsible for the federal funds rate and reserve requirements, while the Federal Open Market Committee (FOMC) is tasked with open market operations. The Board of Governors can adjust the reserve requirements at banks, which sets the minimum amount of deposits they must keep on hand, to ensure they are able to meet their liabilities (i.e., to avoid a bank run, as seen with Silicon Valley Bank).

Another tool of the Fed is the federal funds rate, which is the rate commercial banks borrow and lend their excess reserves for overnight loans to satisfy reserve requirements. This rate, a key short-term interest rate, has great influence on the general level of short-term market interest rates. It is set as a range with an upper and lower limit - the fed funds rate range currently sits at

5.00% - 5.25%. By adjusting short-term interest rates in response to changes in the macroeconomic landscape, the Fed can influence long-term interest rates and key asset prices. These changes in financial conditions can have an impact on the spending decisions of individual households, business, and/or the greater economy.

Lastly, the FOMC sells or purchases government bonds in the open market to affect the money supply, known as open market operations. When selling bonds, the FOMC decreases the amount of money in the economy while increasing the number of available bonds. Alternatively, when purchasing government bonds, the FOMC infuses money into the economy (expanding the money supply), while decreasing the number of bonds available.

Fed policy can be aimed at either expanding or contracting the economy, depending on the macroeconomic environment. As such, monetary policy can be labeled as either expansionary or contractionary. During times of economic slowdown (i.e., recession), expansionary monetary policy supports economic growth by increasing the money supply and lowering interest rates to encourage consumer spending and borrowing. Conversely, contractionary monetary policy, consists of strategies to limit the money supply, lower inflation, and slow economic growth. The latter, which is the current policy of the Fed, has been ongoing since March of 2022 to combat decades-high inflation. As we have seen over the past year, increasing interest rates can have negative effects on the economy, especially producer and consumer prices, mortgage interest rates, and reduced business expansion. ■

Ryan Hastie, CPFA® is a Financial Advisor at locally-owned Hastie Financial Group. If you would like to discuss your personal or company's investment needs, please contact Ryan at Ryan.Hastie@hastiefg.com.



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Premium Money Market interest rate and Annual Percentage Yields (APY) are accurate as of 5/22/23. Interest rate and APY tiers apply to the following balances: 0.15% interest rate and 0.15% APY on balances \$0.01 to \$24,999.00. 4.17% interest rate and 4.25% APY on balances of \$24,999.01 to \$99,999.00. 4.17% interest rate and 4.25% APY on balances \$99,999.01 to \$499,999.00. 4.17% interest rate and 4.25% APY on balances of \$499,999.01 to \$999,999.00. 1.24 interest rate and 1.25% APY on balances of \$999,999.01 to \$4,999,999.00. 1.49% interest rate and 1.50% APY on balances of \$4,999,999.01 and above. Minimum deposit to open account is \$25,000.00. Minimum balance to obtain APY is \$0.01. Fees may reduce earnings. \$25,000.00 daily balance to avoid the monthly maintenance fee of \$15.00. We use the daily balance method to calculate interest on your account each day. This method applies a periodic rate to the principal in the account each day. Credits to your account, including the monthly interest payment could move your balance into a different rate tier. Customers are responsible for monitoring their account balances. Rates and terms may change after the account is opened at the bank's discretion. Premium Money Market account is a Consumer Money Market account. Only Premium Money Market accounts are eligible for this promotion. No other money market accounts are eligible for the promotion. HTLF Bank is MEMBER FDIC

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Leadership Monterey County Develops Local Leaders

by Mitchell Friedman, LMC Facilitator

The County of Monterey is home to more than 1,000 nonprofit organizations. They collectively work to improve the quality of life for local residents in many areas. In so doing, these organizations grapple with myriad challenges. These include affordable housing and homelessness; economic development; and climate change. They also include recruiting and retaining employees in an area with a high cost of living.

To gain insight into the nonprofit sector, Leadership Monterey County (LMC) program participants (see photo one) recently explored its rich local tapestry. The day began with a visit to the Monterey Bay Aquarium and a “behind the scenes” tour. Longtime staff members shared their insight into the organization’s history and evolution. The group then visited the United Way of Monterey County to learn about its vital role in the local nonprofit sector (see photo two). A panel presentation

followed, with the title “Leadership in the Nonprofit Sector: Past, Present, and Future.” Speakers included representatives of the United Way of Monterey County; the Nonprofit Alliance of Monterey County; Loaves, Fishes, and Computers (LFC); and Gateway Center of Monterey County. The day concluded with a visit to Moon Gate Plaza Apartments in Salinas (see photo three). Its development provided permanent supportive housing. A brief tour of the local Chinatown neighborhood followed. LMC participants observed redevelopment efforts that are reclaiming its history and the memories of the communities that lived and worked there.

In short, LMC participants gained unique insight into the local nonprofit sector. To learn more about their experiences, and the LMC program in general, visit <https://www.leadership-mc.org>.



A Prayer for this School Year

by Pastor Todd Anderson



At Compass Church we want to offer support for our educators, students, and families and be a partner with each to provide a great learning atmosphere for our kids. I believe our church's mission extends beyond its walls and that we should have a positive, spiritual impact on families and schools. One of the areas Compass is equipped to help with is making sure every family in need can have the proper school supplies for the upcoming school year. That's why we have partnered with schools, families, and other organizations to provide over 1,000 backpacks full of school supplies for students in Monterey County. It is a simple yet meaningful way we can make the classroom a great place for learning.

In today's highly political environment it is way too easy to choose a political side. This ends up always hurting the student. Instead, as a pastor, I want to choose the more difficult but better path. Let's support educators and provide moral encouragement that contributes to their resilience and professional growth. I come from a family of educators. Educators often face demanding challenges, and knowing that they have a pastor's understanding and backing can be a powerful source of strength. I want to foster an environment where educators are appreciated not only



for their academic contribution but also their role in shaping moral and ethical citizens.

When the church supports students, we're ensuring that no child feels alone or overlooked in their educational journey. We want to encourage all children, regardless of their backgrounds, to pursue their educational goals confidently. Doing so helps nurture resilient, spiritually grounded individuals, which ultimately has a large impact and is essential for our community's future.

Support for families is equally important. Every parent wants a great education for their children. Many families face difficulties related to their children's education, such as understanding educational policies, supporting learning at home, or dealing with school-related stress. At Compass Church our approach is to be "for the family" and help parents stay equipped to raise kids to be great men and women and contributing citizens in our community. We offer great chances for parents to learn how to parent better, provide for their families better, and have the support of a larger family as they raise their kids.

Working with students, educators, and parents, we can create an education-friendly environment that will significantly impact students' success. My prayer for this school year is that God's blessing will be upon educators and parents as we build strong students for the future. ■

The paid article is intended to offer information by Chamber member, Compass Church.



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Rancho Cielo Educational Partnership Makes Pursuing High School Diploma a Reality

By Tiffany Harbrecht

Salvador Gallegos dropped out of high school at age 14 to help support his parents, and it was a few years before he was ready and able to complete his education. Yet on June 14th, he addressed fellow graduates, friends, family and supporters as the student speaker at his graduation from Rancho Cielo Youth Campus. Gallegos attributed much of his success to the mentorship and relationships he experienced during his time there. Obtaining a high school diploma is an important achievement for him — one that is also a victory for the nonprofit, which in just twenty years, has become the campus of choice for Monterey County youth seeking an alternative to a traditional high school.

Rancho Cielo is recognized locally for its career and technical education (CTE), but what is less known is the nonprofit's partnership with WASC (Western Association of Schools and Colleges)-accredited John Muir Charter Schools. The collaboration provides RC students the opportunity to complete their high school education and earn a high school diploma or the equivalent via the HiSet® (High School Equivalency Test) or GED® (General Education Development) test.

John Muir teachers administer the high school curriculum on site for RC's vocational programs in culinary, ag tech/mechatronics, auto and diesel repair, welding and fabrication, and construction, and its Silver Star program for youth involved with the juvenile justice system (operated in partnership with the Monterey County Probation Department).

"The ultimate goal is a high school diploma, job training and certifications that allow young people to go on to post secondary education, whether that's community college, university, vocational training, etc., or move directly into the workforce and sustainable, lifelong employment," said RJ Guess, CEO of John Muir Charter Schools.

"The John Muir Charter School, our educational partner, individualizes education and makes pursuing a high school diploma a reality," said Rancho Cielo CEO Chris Devers. "Our programs integrate core academic instruction into vocational training to educate young people in a meaningful and relevant way."

"It's an excellent model for how youth development programs and schools can partner very well," added Guess. "Both of those pieces together allow young people to be successful."

Founded in 1998, John Muir Charter Schools' teachers are fully credentialed, licensed educators. John



Muir also provides paraprofessionals who work under the supervision of the licensed teacher to assist in Rancho Cielo classrooms. John Muir delivers the same services and academic instruction as any other high school and supports Rancho Cielo's vocational training and wraparound services, such as transportation, food/nutrition and case management. RC's holistic case management model supports its students' basic needs and their academic, personal and professional success.

"We work closely with case managers, who assess and help us decide [if the program] is what the student wants," explained Gary Vincent, regional director for John Muir Charter Schools at Rancho Cielo. "That helps us guide them onto a good path, which leads to more success."

Vincent described the Rancho Cielo collaboration as a flagship program for John Muir, serving approximately 30% of the charter school's total student population in California. He worked closely with Devers and Joseph DeRuosi, RC's director of College, Career and Technical Education, at the Monterey County Office of Education for nearly 20 years prior to their current roles.

"Since the three of us have come on to really unify the programs, we're seen as one collective, robust program benefiting students," said Vincent.

Students receive personalized attention in small classes (capped at 18) on campus. Each is provided with a laptop they can use during independent study time and take home, along with a WiFi stick to allow them to continue coursework online if they do not

have internet services. They rotate between academic instruction and career technical education (one week in the classroom, one week in vocational training) throughout the school year.

The length of time to complete their high school education depends on the amount of credits they have when they start at RC. The hours spent in CTE counts toward elective credits. In turn, that training sets them up to enter the workforce and/or enroll in post-secondary education.

Last year, 22 students graduated from the John Muir Charter Schools program at Rancho Cielo. In June, 37 students graduated — a 40+% increase from 2022. The community at Rancho Cielo is growing; more than 200 students — up from 146 previously — are expected to start classes this month. At the beginning, John Muir had two teachers on site at Rancho Cielo; 15 staff members are expected to support instruction this upcoming year.

Yet, commencement isn't the end for Rancho Cielo students. Vincent said the John Muir educators and Rancho Cielo instructors, case managers and staff collectively emphasize the ongoing support for graduates — what he calls a "forever family." They are always welcome.

"We currently have many students who graduated that have come back to help out in some of the programs," added Vincent. "The concept of giving back to/from what they've received is instilled in our students, especially from a community standpoint." ■

Legacy of Leadership Gala

Saturday, September 16th

5:30 p.m. - 9:30 p.m.

Salinas PAL Armory
100 Howard St, Salinas CA

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Salinas Celebrated Spectacular 4th of July Event at Central Park

Presented by McDonald's

Salinas came alive with patriotic spirit as residents and visitors gathered at Central Park in Salinas for an unforgettable 4th of July celebration. The event, organized by the Salinas Area Chamber of Commerce Foundation and supported by local businesses, and hosted families, friends, and community members of all ages. Attendees enjoyed a wide range of entertainment options with local artists and performers captivating the audience with music, dance, and performances that showcased Salinas' vibrant arts scene. Food vendors offered an array of delicious treats to satisfy every palate.

The Monterey County Pops enchanted the audience with their performances. Led by renowned conductor, Carl Christensen, a mesmerizing musical journey featured stirring renditions of patriotic classics and beloved orchestral pieces.

The entertainment continued with Placate, a Salinas-based rock band that effortlessly blended genres and engaged the audience in an unforgettable musical experience, and a captivating dance performance by the talented folklorico dance

group, Luna Creciente. Their graceful movements and vibrant costumes transported the audience on a cultural journey, showcasing the rich traditions and heritage of the community.

In the spirit of summer fun, a watermelon-eating contest added a dash of lighthearted competition to the event.

Participants of all ages eagerly dove into juicy watermelons, racing against the clock to see who could consume the most delicious slices.

With Central Park as the backdrop, the Safe & Sane fireworks show elicited gasps and cheers from the crowd.

Salinas Area Chamber of Commerce Foundation Board

Chair, Christie Cromeenes, expressed her gratitude to the community for their enthusiastic participation. "The 4th of July celebration at Central Park brought us all together to celebrate the values that make our nation great," she said. "It was a truly unforgettable experience that showcased the talent, diversity, and unity of our community. I want to extend my ➡

4TH OF JULY - Continued on page 28



Make Your Group's Next Fundraiser a Win-Win-Win Through Our Goodwill Central Coast Donation Drive

by Goodwill of the Central Coast Staff

Is your church, business, school or civic organization looking for a worthwhile community service project?

Make your next fundraiser a win-win-win with a Goodwill Donation Drive. With each Goodwill trailer filled, you earn money for your school or organization, you keep reusable items out of our landfills and you create job opportunities in your community.

Hosting a drive is easy, fun and effective. It provides employees, students, faculty and members a convenient place to donate the gently-used items they no longer need or use. It's never been easier to go green and get green at the same time.

In a typical year, participating Central Coast schools and organizations earn more than \$20,000 through GCC's Donation Drive Reimbursement Program.

Everyone can take part either through donating, reaching out to the community, or volunteering on the day of the event.

We provide a Goodwill truck to collect the goods and a friendly Goodwill employee to help collect and sort the donations for the duration of your event. We will compensate your group for every truck you fill with donated goods. You can receive up to \$1000 (\$800 if you are in San Luis Obispo) per full trailer picked up by GCC.

To help your business, school, or organization plan and execute a successful donation drive, we offer the following tips and suggestions:

- Decide on the optimal date to reserve the drive and the high profile location for the donation trailer.
- Contact your Goodwill representative to schedule the event and discuss logistics.
- Pre-collect donations prior to your event to ensure receipt of donations you may not receive on the day of your Donation Drive.
- Find and train volunteers for the day of the drive
- Pass out flyers and distribute them to all your neighbors

- Suggest to friends and neighbors it's time to clean their garage, attic, and closets
- Tell coworkers you can help them get rid of unwanted clothing and household items
- Ask your dry cleaner if they have any unclaimed clothes to donate

- Organize a "pickup crew" to visit homes who can't deliver to the site.
- Post on bulletin boards, church mar-quees, business boards, bulletins and newsletters.
- Consider coordinating the event with a city or county event and work with your city or county to advertise.
- Create buzz around your drive by adding collateral activities: i.e. live music, BBQ, dunk tank, fashion show with Goodwill clothing, dance performances, etc.
- Make known to donors what types of items can and cannot be accepted.
- Send regular email blasts to your organizational mailing list.
- Post on Facebook, Twitter, blogs and on the organizational website(s).
- Place a sandwich board sign in the street.
- Have a volunteer wave a Donation Drive sign at a nearby, highly traf-ficked street corner.
- Wear colorful, eye-catching clothing or costumes.

- Celebrate your success! Thank participants, publicize your results and let them know the impact their donations have on Goodwill's mission: Helping individuals with job training; Helping the community by creating jobs; Helping the planet by keeping items in use and out of landfills.

Go to <https://www.ccgoodwill.org/donate/donation-drives/> to download a registration form, guidebook, a Donation Drive flier template and a W-9. Complete the registration form and the W-9 and email it to donorservices@ccgoodwill.org or akoussa@ccgoodwill.org. ■



Member News

by Chamber Staff

Super Lawyers Selections for Three NHEH attorneys

Attorneys Michael Masuda (of Counsel) and Yvonne Ascher have again been selected to Thomson-Reuters' Northern California Super Lawyers list. Yvonne, a well-known leader in estate planning, joined Noland Hamerly earlier this year. For the fifth year attorney Lindsey Berg-James was named a "Rising Star on the Super Lawyers list. Rising Stars are attorneys who are under 40 and/or have practiced law for 10 years or fewer. Founded in 1928, the 19 attorneys of Noland, Hamerly, Etienne & Hoss represent clients in civil litigation, complex business matters, estate and tax planning strategies, real estate matters and development transactions, water rights, land use, and environmental compliance. From offices in Salinas and Monterey, NHEH serves individuals, families and businesses in Monterey, Santa Cruz and San Benito counties. Congratulations to Mike, Yvonne, and Lindsey!



Mike Masuda



Yvonne Ascher



Lindsey Berg-James

The American Cancer Society's Relay for Life Returns to Downtown Salinas

The American Cancer Society's Relay For Life of The Salinas Valley invites the community to join the movement to honor and remember loved ones and fight back for lifesaving change. Opening ceremonies for the event will kick off at 4:00 pm on Main Street. Relay For Life is a community of survivors, caregivers, local citizens, volunteers, and participants who believe that the future can be free from cancer and own the power to make that change. "This year we celebrate 26 Years of Relay For Life of The Salinas Valley working hard to fight the effects of Cancer in our Community. We are excited to bring Relay For Life back to the Salinas City Center and the opportunity for our dedicated Volunteers and Teams to honor Survivors, Caregivers, and all those beautiful individuals lost to our enemy called Cancer!" - Mark Kennedy, Volunteer.



State of California honors 11 Caltrans Workers with Medal of Valor Award

The State of California today honored 11 Caltrans employees with the Governor's State Employee Medal of Valor, the highest honors California bestows on its public servants. The awards are given to state employees for acts of heroism that go beyond the normal call of duty and at great personal risk to protect state property or save lives: Caltrans Landscape Maintenance Worker Brian Rubalcava and Highway Maintenance Worker Jason Lofton were awarded the Silver Medal of Valor for their heroic act in Siskiyou County; Caltrans Equipment Operators Jeremy Maraviov, Scott Davidson and Trevor Gipson were awarded with the Silver Medal of Valor for saving a father and young son in Trinity County; Caltrans Highway Maintenance Worker Nicholas Macias and Equipment Operator Robert Hernandez were awarded the Silver Medal of Valor for saving a man in Merced; Caltrans Equipment Operator Roberto Lopez was awarded the Gold Medal of Valor for rescuing a colleague in San Diego County; Caltrans Maintenance Area Superintendent Cody Collins and Transportation Engineering Technician Jeffrey Scardine were awarded the Silver Medal of Valor for rescuing a student in Kingvale; Caltrans Highway Maintenance Worker William Miller was awarded the Silver Medal of Valor for rescuing a woman in Placer County. The State Employee Medal of Valor award is the highest honor California bestows on its public servants. Governor Edmund G. Brown Sr. presented the first awards in 1959. Since then, more than 700 state employees, including 116 Caltrans employees, have earned the honor for their courage and selflessness in the face of danger.

Monterey County Fair

READ & WIN for Monterey County Kids Grades 1 to 6! The Monterey County Fair is offering a special reward to Monterey County readers! Kids will receive a FREE child (12 and under) fair admission ticket to be used at the Monterey County Fair any day August 31 - September 4, 2023. You may pick up your ribbon in the Home Arts Building! Students in 1st and 2nd grades can read picture books, and all other grades will read chapter books. For more information on how to enter, log onto www.montereycountyfair.com



Becker's Hospital Review Recognizes Mee Memorial CFO Mark Woolery on List of Top Rural Hospital Leaders

Mee Memorial Healthcare System's CFO Mark Woolery has earned recognition from Becker's Hospital Review as one of "29 rural hospital CFOs to know in 2023." The list includes CFOs from rural healthcare systems across the county. "Rural hospitals work hard to ease the burden on underserved communities, and CFOs are a crucial part of the equation," the report stated. Mark and others on the list were singled out for an ability to "maintain the financial health of their institutions, set strategic plans, secure funding, and keep costs affordable for patients." Becker's Healthcare is a go-to source for healthcare decision-makers, and is one of the fastest growing media platforms in the industry. The publication believes that rural hospitals are critical to the success of the U.S. healthcare system, and they require leaders "who have developed a model for not only surviving, but thriving." Becker's full list can be viewed at beckershospitalreview.com. Find out more about MMHS at www.meememorial.com.



Mark Woolery
RICHARD GREEN
PHOTOGRAPHY

Hartnell College Awarded \$9.5 Million Grant to Support Students in Agricultural Careers

Hartnell College was awarded a grant of \$9,500,000 from the USDA's National Institute of Food and Agriculture's inaugural NEXTGEN program. The official announcement was made during a presentation by the United States Secretary of Agriculture Tom Vilsack in Washington, D.C. this Tuesday morning. The project, titled "Hartnell College Learning to Lead: Career Pathways Supporting US Leafy Green Production," will be carried out in partnership with Imperial Valley College, Cal State University Monterey Bay, and the University of Arizona, Yuma.



HARTNELL COLLEGE

Member News

Monterey Motorsports Festival August 19

Everything you love about automotive technology will be on display at one amazing venue! We are so excited to launch our inaugural event on Saturday, August 19. We promise an experiential extravaganza at the 22-acre Monterey County Fair & Event Center. Doors are open all day from 11 a.m.–10 p.m.! Browse



through an impressive collection of exotics and sports cars, retro and classic cars, muscle cars, race cars, classic and modern motorcycles, aviation — even Army tanks! MMF also will showcase electric and solar technology, including electric motorcycles and bicycles. For more information, visit www.montereymotorsportsfestival.com.

Joby Aviation Receives Permit to Fly First Aircraft Built on Marina Production Line



Joby Aviation, a company developing all-electric aircraft for commercial passenger service, has received a Special Airworthiness Certificate for the first aircraft built at its Pilot Production Line in Marina, California. Issued by the Federal Aviation Administration, the certificate allows Joby to begin flight testing of its first production prototype. The aircraft is expected to become the first ever eVTOL aircraft to be delivered to a customer when it moves to Edwards Air Force Base in 2024 to be operated by Joby as part of the Company's Agility Prime contract with the U.S. Air Force. Joby has been flying full size aircraft since 2017 and its pre-production prototype aircraft have flown more than 30,000 miles since 2019. Today's production prototype builds on that experience and marks another important step toward achieving FAA certification and production at scale.

New Member Profiles

by Chamber Staff

CAL Property Management

CAL Property Management is headed by Carrie Appling, who has been actively working in real estate for almost three decades. Carrie started working with the family business in motels at the age of 19. After spending 17 years in the motel business, she shifted her focus, starting CAL Property Management in 2003. She has since worked with apartments, single family dwellings, commercial, industrial, and multi-office space properties. Born and raised in Salinas, CA, Carrie has been fortunate to watch the real estate market in this area first-hand and the changes that have occurred. Whether you are looking for a home or apartment for rent in the Salinas, CA area or if you have an investment property you would like to have professionally managed, contact us.

Calpropertymanagement.com, Carrie@calpropertymanagement.com, 831-757-1208



Jay Nolan Community Services

Jay Nolan Community Services (JNCS) is a nonprofit 501(c) (3) organization established in 1975 by members of the Autism Society of LA. Currently, JNCS has over 500 staff supporting over 400 individuals with autism and other developmental disabilities through individualized community-based programs. The mission of Jay Nolan Community Services, Inc. (JNCS) is to enable individuals with Autism Spectrum Disorder and other Developmental Disabilities to live fulfilling lives as members of the community by providing support services customized to their individual needs.

Jaynolan.org, Humanresources@jaynolan.org, 818-361-6400



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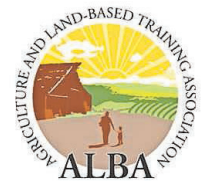
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Agriculture and Land-Based Training Association

ALBA was established in 2001 and creates opportunities for low-income field laborers through land-based training in organic farm management, helping them advance their careers or pursue the dream of farm ownership. ALBA's Farmer Education and Enterprise Development (FEED) project develops the organic farming skills of immigrant farmworkers to support a more equitable and environmentally sustainable agriculture sector. The project leverages ALBA's experienced bilingual staff, a proven consortium of farm service providers and a 100-acre organic farm training facility in the Salinas Valley. Each year, some 75 limited-resource farmers gain affordable access to education, land, farming equipment and technical assistance. Through hands-on, land-based learning, they develop organic production and business management skills to pursue the dream of farm ownership or find better jobs.

Albafarmers.org, Info@albafarmers.org, 831-758-1469



- Upcoming - NON-PROFIT EVENTS

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

- **Alzheimer's Association Salinas, Dementia Family Caregiver Support Group**
August 2, 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. They also educate and inform participants about dementia and help participants develop methods and skills to solve problems.
- **Salinas City Center, First Fridays!**
August 4, 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.
- **Active Seniors, Inc, Monthly Luncheon**
August 10, 11:45 AM - 1:30 PM
100 Harvest Street, Salinas
\$12 for members and nonmembers. The lunch is prepared by our professional chef, Michael Gaines, and his crew of volunteers. There is always a program following lunch. Lunch is served at noon but come early and have a social time with friends. Please call 831-424-5066, email asi@activeseniors.org, or come in to make a reservation. Our website, activeseniors.org, will have a link to the newsletter where the menu and program are listed.
- **Rancho Cielo, Tri-Tip BBQ Lunch**
August 11, 11:30 AM - 1:00 PM
710 Old Stage Road, Salinas
Delicious Tri-Tip BBQ. Feel free to take it to go or enjoy it at our picnic area on campus. BBQ Tickets are on sale NOW! www.ranchocieloyc.org
- **Blue Zones Project, A Bailiar U-Jam/Lets U Jam**
August 19, 10:00 - 11:00 AM
1440 Constitution Boulevard, Salinas
Join Blue Zones Project, Salinas Regional Sports Authority and Salinas Family YMCA for a FREE U-JAM experience at the Salinas Regional Soccer Complex. Start your day with some fun natural movement, connect with your loved ones and the community. All ages welcome!
- **WeatherTech Raceway, Rolex Monterey MotorSports Reunion**
August 16-20, 8:00 AM - 6:00 PM
1021 Monterey-Salinas Highway, Salinas
The annual Rolex Monterey Motorsports Reunion is a museum revving to life with hundreds of historic and period-correct race and sports cars from nearly every era, and drivers race them in corresponding run groups to enjoy them at speed and for the entertainment of thousands of enthusiastic visitors. Experience rare cars firing up, being worked on, and driven as they were originally intended. Event will also include family activities, refined food options, and opportunities to rub shoulders with legendary drivers.
- **Pebble Beach Concours D'Elegance**
August 20, 8:00 AM - 5:00 PM
Pebble Beach
Join us for the 72nd Pebble Beach Concours d'Elegance! The Pebble Beach Concours d'Elegance is the flagship of Pebble Beach Automotive Week. Begun in 1950, each year, the finest collector cars gather on the 18th fairway of Pebble Beach Golf Links to compete to be named Best of Show — the ultimate award for automobiles. Experts critique their elegance, technical merit, and history. And crowds come from all corners of the globe to cheer their favorites. In tandem with the competition between extraordinary historic automobiles, the Concours also serves as host to some of the most anticipated concepts and new car debuts. Last year \$2.8 million was raised for charity. Join the festivities pebblebeachconcours.net for more information and tickets.
- **Active Seniors and Silver King & Queens Present ???Mystery Trip???**
August 17, 8:45 AM - 7:00 PM
750 Hearst Castle Road, San Simeon
TWO Mystery Spots for the price of one!! The first "spot" will include a scenic tour, a barbeque lunch, and time for shopping in the gift shop. The second "spot" will include a tour and time to a purchase dessert and shop. All lunches include an entrée, side salad, ranch beans, and soft drink or coffee or hot tea. ~ ¼ Chicken Platter OR ~ Vegetarian "Beyond Burger" Platter. activeseniors.org for more information.
- **Rancho Cielo, Inaugural Jazz at the Ranch**
August 25, 7:30 PM
710 Old Stage Road, Salinas
Listen to 11-time Grammy Winning artist and former lead singer for Santana, Tony Lindsay, and the Soul Riders. Your donation includes heavy hors d'oeuvres by Monterey Chefs, fine local wines and beers, and pre-concert entertainment by members of the Youth Orchestra Salinas. www.ranchocieloyc.org
- **Artichoke Festival, 4th Annual Golf Tournament**
August 28, 8:00 AM
475 San Juan Grade Road, Salinas
Registration is now open for the 4th Annual Artichoke Festival Golf Tournament, scheduled for Aug. 28, 2023, at The Club at Crazy Horse Ranch in Salinas. Whether you're a seasoned golfer or just starting to explore the game, this tournament welcomes players of all skill levels. Join fellow golfers for a memorable day filled with fun challenges. For more information <https://artichokefestival.org/events/charity-golf-tournament/>.



MARK THE DATE

- **The Monterey Symphony, Love Letter to Hollywood Vol. 1**
September 7, 7:00 PM
Sherwood Hall, 940 North Main Street, Salinas
- **Monterey County Historical Society Rancho Day at the Adobe**
September 9
333 Boronda Road, Salinas
www.mchsmuseum.com
- **The American Cancer Society, Relay for Life of the Salinas Valley**
September 23, 4:00- 8:30 PM
Old Town, Salinas
- **California International Airshow, 42nd Annual California Airshow**
October 7th and 8th
Salinas Municipal Airport

- Upcoming - CHAMBER EVENTS

RSVP at salinaschamber.com

- **Lunch and Learn with Salinas Valley Solid Waste Authority**

Monday, August 7, 12:00 PM – 1:00 PM
119 East Alisal Street, Salinas

Join us for a Lunch and Learn with Salinas Valley Solid Waste Authority where Resource Recovery Technician, Julia Brooker, will discuss their services and how to recycle right and save money for businesses. Other topics include SB 1383. The event will take place in-person at the Chamber office and via zoom. In-person space is limited, so be sure to RSVP at Salinaschamber.com to reserve your spot.

- **Signs By Van Mega Mixer**

Thursday, August 10, 5:00 PM – 7:00 PM
16130 Highway 156, Salinas

Join us for an unforgettable evening of connections at a mega mixer hosted by Signs by Van. Get ready to indulge in mouthwatering Kleinfeldt Barbecue as well as delightful brews from Alvarado Street Brewery and exquisite wines from Joyce Winery. The ambiance will be alive with a fantastic DJ, and the excitement will be captured in the lively photobooth. Explore the world of custom signs with tours of Signs by Van, renowned for their exceptional dimensional signs that grace the landscapes of Monterey County. We also have a special treat for sports enthusiasts! Meet and mingle with Monterey Bay FC Players. Don't miss this opportunity to expand your network while enjoying an evening of fantastic food, beverages, entertainment, and inspiration.

- **Salinas Valley Young Professional Organization Hike & Wine Tasting**

Saturday, August 12
Time & Location TBD

Are you looking for a fun way to connect with other young professionals in the Salinas Valley? Join the Salinas Valley Young Professionals Organization (SVYPO) for a hike and wine-tasting meetup! This is a fantastic opportunity to get some fresh air, enjoy some wine, and network with like-minded professionals. Just remember to bring a hat, comfortable shoes, a reusable water bottle, and don't forget to apply sunscreen! The SVYPO is a perfect way to enhance your career and meet rising young professionals in the region. More information can be found at Salinaschamber.com. If you have any questions, contact SVYPOCommunications@gmail.com.

- **Salinas United Business Association & Chamber Mixer at Leal's Bakery**

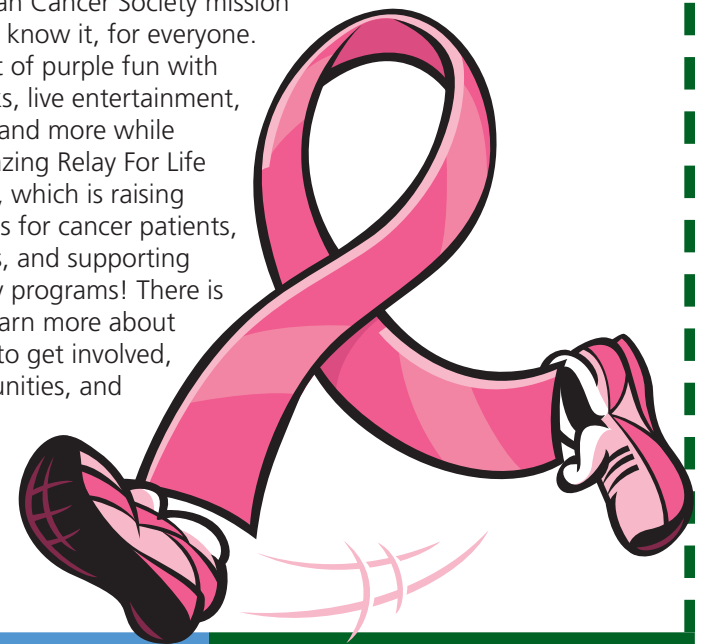
Thursday, August 17, 5:30 PM – 7:00 PM
805 East Alisal Street, Salinas

Join us for a mixer with Salinas United Business Association (SUBA) and the Salinas Valley Chamber of Commerce hosted by yours truly, Leal's Bakery. Come network with business professionals, indulge in delicious Mexican delicacies and support the Salinas Hometown Heroes banner program. This program is dedicated to paying tribute to the veterans and active-duty service members and serves as a living tribute for our servicemen and women. Every lamp post on both sides of Main Street from E. San Luis Street down Oldtown Salinas to Central Avenue is decorated with a two-sided, colored banner.

- **Relay For Life's of the Salinas Valley Paint the Town Purple Kickoff Mixer**

Thursday, August 24, 5:30 PM – 7:30 PM
150 Main Street, Salinas

Join us for a Paint the Town Purple Night & Kickoff Mixer with Relay For Life Salinas at Portobello's on Main patio. More than just a walk, the American Cancer Society Relay For Life brings together passionate supporters who embody the American Cancer Society mission to end cancer as we know it, for everyone. There will be a night of purple fun with delicious food, drinks, live entertainment, a live radio remote, and more while we support our amazing Relay For Life of the Salinas Valley, which is raising awareness and funds for cancer patients, celebrating survivors, and supporting our local community programs! There is an opportunity to learn more about Relay for Life, ways to get involved, sponsorship opportunities, and more. Teams and survivors are highly encouraged to join us. Save the date!



Be sure to check out SalinasChamber.com for added events and updated information



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Ribbon Cuttings & Chamber Events

by Chamber Staff



Central Coast Federal Credit Union Ribbon Cutting Ceremony

Central Coast Federal Credit Union welcomed the community to their new Salinas branch with a ribbon cutting. Attendees mingled and enjoyed the event with delicious catering by Salad Shoppe and desserts by Cheesecake Dreamations.



Lunch and Learn with California American Water

California American Water representatives provided an informative overview of the Cal Am water system, current and future water sources and discussed the intricacies of the Salinas Valley's water dynamics.



WeatherTech Raceway Laguna Seca Bridge Dedication and Track Inauguration

WeatherTech Raceway was delighted to invite local dignitaries and key partners to a ribbon cutting for the repaving of the historic Laguna Seca Raceway and a dedication of the new Start/Finish bridge.



MotoAmerica Bike Night

We were excited to partner with WeatherTech Raceway, to welcome back world-class motorcycle racing to Salinas with a kickoff to MotoAmerica Speedfest. Enthusiasts brought their bikes and engaged with pro-riders in this amazing community-wide event.

Salinas Valley Food & Wine Festival 2023 Brings The Community Together

by Chamber Staff

The Salinas Valley Food & Wine Festival will take place on Saturday, August 5, 2023. Last year's event was a huge success with a sold-out crowd enjoying beautiful blue skies in downtown Salinas. The Salinas Valley Food & Wine Festival is coordinated by a hands-on, action-oriented Board of Directors who volunteer their time and energy to do what they love—immersing themselves in food and wine culture for the community they love—the Salinas Valley.

For nearly 12 years, the Salinas Valley Food & Wine Festival has been dedicated to increasing the popularity of locally grown and crafted food, wine and beer. The Festival brings our community together as well as invites visitors from outside the area to experience and celebrate the tastes and sounds of the Salinas Valley while raising funds to support local worthwhile and important community nonprofit organizations. Past beneficiaries have been Grower Shipper Association & Downtown Streets Team. The 2023 event will be passing along a portion of the net proceeds to Dorothy's Place in Salinas, who strives to help people living on the streets find shelter and a safe place to sleep.

The 2023 board and committee members would like to thank all of the dedicated volunteer groups and individual volunteers, as well as our generous event sponsors, which include local businesses and media outlets who continue to support this amazing event. Some of our past and current sponsors include local companies & entities such as Oldtown Salinas Foundation, Taylor Farms, The City of Salinas, Salinas City Center, Salinas Valley Chamber of Commerce, Arts Council for Monterey County, Salinas Valley Health, Chevron, Mag One Media, Signs by Van, The Monterey Herald, Santa Cruz Sentinel, Stephens Media Group, West Coast Farmers Market Association, Duda Farm Fresh Foods, RDO, EffectTV, KION 5/46, KMBY, iHeart Media, KOTR TV, California Water Service, Republic Services, Growers Ice Company, Monterey County Weekly, Salinas Valley Tribune, The Foolish Times, Star Market, and Mechanics Bank. ■



➡ **MEASURE X SALES TAX**

Continued from page 1

BACKGROUND ON MEASURE X

The Transportation Agency for Monterey County (TAMC) proposed and now coordinates Measure X, which assesses a tax of 3/8 of 1% (.375%) on sales transactions in the county. It was approved by 67.7% of Monterey County voters in the November 2016 general election. Measure X was the fifth attempt since 1988 by the county's regional transportation agency to win voter approval for a county sales tax to supplement existing state and federal transportation funding. Collection of the tax began on April 1, 2017. It will be in effect for 30 years, until 2047.

To broaden support for Measure X, the TAMC board of directors decided to send 60% of the sales tax revenue collected annually to the county's twelve cities and to the county for its unincorporated areas. The other 40% of revenue is kept by TAMC to fund regional transportation projects.

TAMC allocates funds to the cities and the county using a formula based on current population and on number of miles of roadway. According to the California Department of Finance, the City of Salinas has a population of 159,475. According to the California Department of Transportation (Caltrans), the City of Salinas has 296.05 road miles. See Table 1 for the latest data on population and road miles for all thirteen Monterey County jurisdictions.

See Table 2 showing the amount of Measure X sales tax revenue allocated annually from the Transportation Agency for Monterey County (TAMC) to the City of Salinas from Fiscal Year 2017-2018 (the first year of sales tax collection) through Fiscal Year 2021-2022.

In 2018, the City of Salinas obtained more than \$40 million for transportation projects and programs by borrowing money via "certificates of participation" from municipal debt investors, with a commitment to pay back the money - with interest - over many years. The city will pay back this money (and interest) with the annual TAMC allocations of Measure X sales tax revenue. (See the adjacent article for a simple explanation of the complicated details about how the City of Salinas borrowed this money.) See Table 3 showing the proceeds and costs of borrowing this money. ➡

MEASURE X SALES TAX

Continued on page 26

TABLE 1

Measure X Funds Allocated by TAMC to Each Monterey County Government, Ranked by Amount Per Person, Fiscal Year 2021-2022			
City/County	Population as of January 1, 2023	Measure X Funds Allocated FY 2021-2022	Measure X Funds Allocated per Person
Sand City	376	\$38,580	\$102.61
Unincorporated Monterey County	104,236	\$9,713,922	\$93.19
Carmel-by-the-Sea	3,033	\$256,099	\$84.44
Del Rey Oaks	1,540	\$97,396	\$63.24
Pacific Grove	14,741	\$779,615	\$52.89
Monterey	26,845	\$1,312,192	\$48.88
Marina	22,068	\$992,654	\$44.98
Seaside	29,790	\$1,262,347	\$42.37
King City	13,817	\$562,041	\$40.68
Gonzales	8,300	\$332,972	\$40.12
Salinas	159,475	\$5,801,761	\$36.38
Greenfield	19,917	\$673,109	\$33.80
Soledad	26,230	\$836,280	\$31.88
TOTAL/AVERAGE	430,368	\$22,658,968	\$52.65

Source #1 of Funds Related to Measure X: Annual TAMC Allocations

Measure X Funds Allocated by TAMC to Each Monterey County Government, Ranked by Amount Per Road Mile, Fiscal Year 2021-2022			
City/County	Number of Road Miles	Measure X Funds Allocated	Measure X Funds Allocated Per Road Mile
Soledad	40.81	\$836,280	\$20,492.04
Salinas	296.05	\$5,801,761	\$19,597.23
Greenfield	34.78	\$673,109	\$19,353.34
Marina	52.52	\$992,654	\$18,900.50
King City	32.96	\$562,041	\$17,052.21
Gonzales	21.36	\$332,972	\$15,588.58
Monterey	103.34	\$1,312,192	\$12,697.81
Seaside	103.85	\$1,262,347	\$12,155.48
Pacific Grove	67.98	\$779,615	\$11,468.30
Del Rey Oaks	8.67	\$97,396	\$11,233.68
Carmel-by-the-Sea	28.50	\$256,099	\$8,985.93
Unincorporated Monterey County	1,230.82	\$9,713,922	\$7,892.24
Sand City	5.10	\$38,580	\$7,564.71
TOTAL/AVERAGE	2,026.74	\$22,658,968	\$11,180.01

Measure X Funds from TAMC Allocations and Interest from TAMC Allocations - First Five Fiscal Years

TABLE 2

Fiscal Year	Annual Allocation from Transportation Agency for Monterey County (TAMC)	Interest	Total Revenue
2017-2018	\$4,887,167	\$634	\$4,887,801
2018-2019	\$4,639,064	\$83,094	\$4,722,157
2019-2020	\$4,307,505	\$120,465	\$4,427,970
2020-2021	\$4,865,844	\$35,987	\$4,901,832
2021-2022*	\$5,668,940	\$15,443	\$5,684,383
Total	\$24,368,520	\$255,623	\$24,624,143

* Annual allocation for FY 2021-2022 in this table differs from annual allocation in Table 1 because of accounting differences between Transportation Agency for Monterey County and City of Salinas.

Source #2 of Funds Related to Measure X: Borrowed Money

Transportation Revenue Certificates of Participation (COPs) for City of Salinas, Issued Through California Statewide Communities Development Authority (CSCDA)

TABLE 3

	Revenue	Expenditures
Face Value of Certificates of Participation (COPs)	\$37,500,000	
Additional Proceeds from Selling COPs at Price Below Face Value	\$3,956,285	
Total Proceeds	\$41,456,285	
Underwriter's Discount		\$356,250
Total Proceeds Minus Underwriter's Discount	\$41,100,035	
Transaction Fees		\$426,299
Deposit into Account for Use by City of Salinas	\$40,673,736	



Support our Chamber Members

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

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HOW HAS THE CITY OF SALINAS SPENT ITS FUNDS RELATED TO MEASURE X?

How has the City of Salinas spent this money? See Table 4 showing the City of Salinas expenditures of Measure X sales tax revenue from Fiscal Year 2019-2019 through Fiscal Year 2021-2022. The expenditures are presented in two columns.

One expenditure column is the “Measure X Special Revenue Fund” (officially known as the Measure X Transport Safety & Investment Plan Fund). This is the category for the allocated amount of Measure X revenue that TAMC sends directly to the City of Salinas each year.

The second expenditure column is the “Measure X Bond Proceeds Fund.” This is the money the City of Salinas has borrowed and will pay back over almost 40 years, using the annual Measure X allocation it gets from TAMC.

FINDINGS

See Table 5 for total amount obtained, total amount spent, and total amount of funds still available for the City of Salinas related to Measure X for transportation projects.

LIMITATIONS AND WARNINGS ABOUT THIS MEASURE X ANALYSIS

- This is original analysis, and much of the cumulative data is original.
- When possible, this data was cross-referenced using multiple sources.
- City of Salinas Basic Financial Statements for Fiscal Year 2021-2022 were not yet available at the time of publication.
- Accounting differences between the Transportation Agency of Monterey County (TAMC) and City of Salinas occasionally produced different numbers for a fiscal year, so this data relies on one consistent agency source when possible.
- The City of Salinas assigns the Capital Improvement Program numbers and decides on the classification of individual projects.
- Fiscal Year 2022-2023 data is not yet available. ■

TABLE 4

City of Salinas Expenditures Funded by Revenue Related to Measure X Fiscal Year 2018-19 Through Fiscal Year 2021-2022

CIP* No.	Project Name	TAMC Annual Allocation Fund	Certificate of Participation Proceeds Fund	Total	Percentage of Total Expenditures
9230	Downtown Vibrancy Plan Infrastructure	\$0	\$9,440,423	\$9,440,423	27.51%
9220	East Laurel Drive Sidewalk & Lights	\$141,980	\$4,589,637	\$4,731,617	13.79%
9218	Bardin Road Safe Routes to School	\$754,277	\$2,842,206	\$3,596,484	10.48%
9981	Slurry Seal Improvements aka Street Preventive Maintenance Program	\$16,433	\$2,926,251	\$2,942,683	8.57%
9720	Sidewalk & Drainage Repairs	\$191,030	\$1,926,507	\$2,117,537	6.17%
9117	Sanborn Rd/US 101 Improvements - Ag Industrial Center	\$23,045	\$2,080,429	\$2,103,475	6.13%
9090	Downtown Complete Streets	\$517,913	\$1,365,034	\$1,882,946	5.49%
9030	Street Maintenance Equipment Replacement	\$0	\$1,227,319	\$1,227,319	3.58%
9654	Traffic Signal Installations (Non-Specified)	\$174,535	\$739,209	\$913,744	2.66%
9163	Traffic Calming Improvements	\$343,086	\$500,000	\$843,086	2.46%
9438	Annual City Streets Rehabilitation Program (MVV Tax 7360)	\$0	\$615,852	\$615,852	1.79%
9268	Traffic Signal - East Laurel and Saint Edwards Avenue	\$0	\$614,603	\$614,603	1.79%
9219	East Alvin/Linwood/Maryal Routes	\$52,267	\$503,240	\$555,507	1.62%
9071	Williams Road Underground Utilities/Street/Streetscape & Median Island	\$486,849	\$0	\$486,849	1.42%
9510	East Boronda Road Traffic Congestion Relief	\$359,271	\$0	\$359,271	1.05%
9237	Street Tree Trimming	\$300,000	\$0	\$300,000	0.87%
9089	North Sanborn Road Improvements	\$13,591	\$228,000	\$241,591	0.70%
9080	San Juan Grade Road Improvements	\$0	\$234,496	\$234,496	0.68%
9216	ADA Pedestrian Ramps	\$52,140	\$115,914	\$168,054	0.49%
9262	North Main Street Intersections	\$123,031	\$39,326	\$162,357	0.47%
9110	Street Maintenance Vehicle Replacement	\$150,000	\$0	\$150,000	0.44%
9094	Priority Traffic Signals	\$46,242	\$81,704	\$127,946	0.37%
9227	Traffic Signal - Constitution & Las Casitas	\$59,655	\$32,432	\$92,087	0.27%
9006	Lincoln Avenue Storm Drain Improvements	\$0	\$86,766	\$86,766	0.25%
9277	Bardin Road & Sanitary Sewer	\$79,452	\$0	\$79,452	0.23%
9253	ADA Traffic Signals - Upgrades	\$0	\$38,650	\$38,650	0.11%
9391	School Safety Enhancements	\$0	\$37,812	\$37,812	0.11%
9238	Traffic Signal - Alisal & Murphy	\$37,346	\$0	\$37,346	0.11%
9358	Traffic Signal - Williams Road & Garner Avenue	\$35,334	\$0	\$35,334	0.10%
9103	Geographic Information Systems (GIS)	\$27,100	\$0	\$27,100	0.08%
9223	Traffic Signal - Boronda & Sanborn Road	\$21,040	\$0	\$21,040	0.06%
9226	Fleet Consolidation Replacement	\$0	\$14,163	\$14,163	0.04%
9431	Traffic Signal Coordination	\$8,672	\$0	\$8,672	0.03%
9267	Streetlight Installation	\$7,795	\$0	\$7,795	0.02%
9200	Vision Zero Action Plan	\$7,631	\$0	\$7,631	0.02%
9976	Circle Drive	\$0	\$6,574	\$6,574	0.02%
9607	Bicycle Lane Installations	\$0	\$1,308	\$1,308	0.00%
9188	Pedestrian Crossing Enhancement	\$0	\$1,243	\$1,243	0.00%
9003	Street Safety Education	\$0	\$215	\$215	0.00%
9266	Bridge Maintenance Program	\$0	\$0	\$0	0.00%
TOTAL		\$4,029,715	\$30,289,312	\$34,319,028	100%

* CIP means Capital Improvement Program, which is a separate budget from the city's Operating Budget.

TABLE 5

Amounts Related to Measure X Obtained and Spent by City of Salinas, Fiscal Year 2017-2018 through Fiscal Year 2021-2022

	Revenue	Expenditures
TAMC Annual Allocations	\$24,368,520	
Interest from TAMC Annual Allocations	\$255,623	
Expenditures from TAMC Measure X Account		\$4,029,715
Net Proceeds from Certificates of Participation	\$40,673,736	
Expenditures from Certificates of Participation Measure X Account		\$30,289,312
Payments on Debt Service (December 1 of 2018, 2019, 2020, 2021)		\$7,659,094
TOTAL REMAINING AFTER FIRST FIVE YEARS	\$23,319,758	

doesn't specifically cite this kind of debt instrument.

As mentioned above, the City of Salinas did not directly sell the certificates of participation (COPs). To get a better interest rate and lower transaction fees, it had a “conduit borrower” called the California Statewide Communities Development Authority (CSCDA) sell the COPS on its behalf.

The California Statewide Communities Development Authority (CSCDA) is a joint powers agency comprising more than 530 cities, counties, and special districts - including the City of Salinas. The League of California Cities and the California State Association of Counties sponsor the agency. Its purpose is to issue (sell) bonds and other secured debt instruments (such as certificates of participation) to investors on behalf of local governments.

The CSCDA sold Transportation Revenue Certificates of Participation (COPs) on behalf of the City of Salinas at the face value of \$37,500,000 under its Total Road Improvement Program (TRIP). The COPS were sold at a price higher than the face price, so an extra premium of \$3,956,285 was borrowed in the end. The city had to pay an underwriter's discount of \$356,250 and pay transaction fees of \$426,299 to entities involved in preparing and selling the debt instruments. These entities included the bond broker/underwriter, legal counsel, the municipal advisor, the ratings agency, and others.

Final proceeds for the city, deposited in a special account, were \$40,673,736 (\$40.7 million). Note that the City of Salinas still claims in its annual financial reports that it “closed on the \$33 million Measure X bond issue financing,” perhaps because that was the amount cited in the staff report for the January 9, 2018 city council meeting.

The City of Salinas will pay the \$37.5 million of principal back to investors through 2046, plus interest of \$28,840,293.96, for a total repayment of \$66,340,293.96. With inflation and possible refunding (that is, refinancing), the interest payments will likely end up being less impactful to the City of Salinas than they may appear now to the public. ■

Salinas Valley Chamber of Commerce



LEGACY OF LEADERSHIP

A history of Champions

Past Recipients of the Salinas Valley Chamber of Commerce Legacy of Leadership Awards:

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Smith Family, ARCPoint Labs
Dr. Gary Gray
Chief Adele Fresé
Marlene Garcia
Danny Little
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Salinas Valley Health

The Salinas Valley Chamber of Commerce Legacy of Leadership Gala, scheduled to take place on Saturday, September 16th, 2023, from 5:30 PM to 9:30 PM, at the Salinas PAL Center, has been recognizing and celebrating exceptional individuals and businesses who have made significant positive contributions to our community, since 2011.

The list are the select few who have demonstrated exemplary leadership and dedication to improving the lives of others in Salinas.

From 2011 – 2017, just one individual or business was recognized. Starting 2018 and expanding since then, additional categories were created. This year, nominations were accepted for:

YOUNG PROFESSIONAL OF THE YEAR
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Tickets for the Gala are available for purchase. To reserve your spot at this extraordinary event, visit www.SalinasChamber.com. For further assistance contact us at (831) 751-7725 or via email at events@SalinasChamber.com.

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. Join us! ■

Ambassador Profile

Tiffany Fournier



Tiffany Fournier is the Director of Business Development & Community Relations at SlingShot Connections, a locally based certified woman-owned staffing solutions company. As an executive in the organization, she is accountable for revenue, profit, and client satisfaction.

Tiffany has 10+ years of HR management, recruiting, and business development experience. She has built a solid reputation developing innovative strategies, creating strong talent pipelines, and building cohesive, impactful teams. Throughout her career, she has assisted hundreds of people with resume creation, interview planning and preparation.

A Bay Area native enthusiastic about supporting her local community, Tiffany is involved with several non-profit organizations including CityTeam Ministries, Making Strides Silicon Valley and Rotary Club of Evergreen Valley. As a survivor, supporting women with breast cancer drives her passion to succeed in business, and in life.

Tiffany was named Volunteer of the Year 2019/2020 by the Silicon Valley Central Chamber of Commerce. The annual Chamber award recognizes individuals and businesses who have performed above and beyond the call of duty and who have contributed to furthering the mission of the Silicon Valley Central Chamber of Commerce. Tiffany is the current Chair for the Women in Business Leadership Group.

When Tiffany isn't visiting clients or attending local networking events, she enjoys hiking with family and friends, wine tasting and listening to music.

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→ 4TH OF JULY
Continued from page 16

heartfelt thanks to everyone who made this day possible.”

The Foundation extends its appreciation to all sponsors and partners who contributed to the event's success and reaffirmed their commitment to fostering community engagement and unity. Please see the list of sponsors in the this publication on page 28.

It took a supportive and hard-working village to make the event happen: Foundation Chair Christie Cromeenes; Event Co-Chairs David Poulin Jr and Greg Hamer; special thanks to Andrew Statezny for stepping up as Master of Ceremonies; Steve McShane for his vision and guidance; Patricia Rodriguez who was instrumental in securing food vendors and permits; Carla Rocha and Armando Soria who oversaw volunteer recruitment; Event Manager Jennifer Russell; and Chamber staff Gabe Lopez, Willa Doroy, Bryan Cabello, Jasmine Bhardwaj and Cesar Chavez.

For more information about upcoming events in Salinas, please visit www.salinas-chamber.com. ■



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DAY 5

- Breakfast at your hotel
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DAY 6

- Breakfast at your hotel
- Tour into the Heart of Tuscany & San Gimignano
- Chamber Experience (wine industry)
- Dinner at your hotel

DAY 7

- Breakfast at your hotel
- Full day at leisure in Montecatini
- Optional trip to Ferrari Museum

DAY 8

- Breakfast at your hotel
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Awareness of Summer Disease Risks

by Spenser Smith, Lab Manager, ARCpoint Labs of Monterey Bay & Salinas



We all know about the winter flu season, the fall cold season, and the spring allergy season. But summer is different, right? With all that sunshine, barbecues, and outdoor living, surely it's the season where illnesses don't have the chance to come out and play? Well, unfortunately for us humans, there are many illnesses that love the warm season as much as we do, and which spike in prevalence every summer. But don't cancel your vacation plans just yet! With some awareness and a bit of vigilance, you can keep these illnesses at bay and keep yourself and your family safe this summer.

West Nile Virus

One of the primary summer diseases of concern in Central California is West Nile virus. This mosquito-borne illness can cause severe symptoms, including fever, headache, body aches, and, in rare cases, neurological complications. According to westnile.ca.gov, West Nile virus is the most common and serious vector-borne disease in California. There have been more than 7,500 human cases and over 300 deaths reported in California since 2003. Mosquitoes carrying the virus are most active during dawn and dusk, so taking preventive measures such as wearing long sleeves and pants, applying mosquito repellent, and eliminating stagnant water sources can greatly reduce the risk of transmission.

Although there is no cure or vaccine for West Nile virus, there are tests available using a blood sample. These tests are typically only ordered by doctors who strongly suspect a case of West Nile virus, although surveillance testing of birds and mosquitoes is performed routinely by state and local public health laboratories.

Lyme Disease

While Central California is not traditionally associated with Lyme disease, the number of documented cases have been rising in recent years, including in Monterey County. Lyme disease is transmitted through the bite of infected black-legged ticks, commonly found in wooded or grassy areas. Symptoms may include a characteristic "bull's eye" rash, fatigue, joint pain, and fever.

To minimize the risk of tick bites, wear long clothing, use insect repellents with at least 20% DEET, perform regular tick checks after spending time outdoors, and promptly remove any attached ticks using tweezers.

Not all ticks are capable of transmitting Lyme disease, and species identification can often be used to profile the risk from a tick bite. Tick identification can be performed by some government agencies, and is also a free service offered at ARCpoint Labs. Additionally, rapid Lyme disease testing is possible through blood testing, and larger panels of tick-borne coinfections are also available.

Foodborne Illnesses

Be careful that you don't get an extra side of sickness with your barbecue ribs and macaroni salad this year. The warm summer months increase the likelihood of foodborne illnesses caused by bacteria such as Salmonella and E. coli. In fact, an estimated 48 million Americans, almost 1 in 6 people nationwide, suffer from foodborne illnesses every year. Most people will recover without any lasting health impact, but approximately 128,000 patients are hospitalized and 3,000 die of

foodborne diseases annually.

To avoid these infections, ensure proper food handling and hygiene practices. Wash hands thoroughly before and after handling food, cook meats to the appropriate internal temperature, refrigerate perishable foods promptly, and avoid leaving food uncovered in the sun during outdoor gatherings.

Malaria

Although malaria was considered to be eliminated in the US in the 1950s, recent locally transmitted cases in Florida and Texas have brought attention to it as a potential re-emerging threat within US borders. Malaria is a life-threatening infectious disease caused by parasites transmitted through the bite of infected female Anopheles mosquitoes. Symptoms typically include high fever, chills, headache, muscle aches, and fatigue.

Early diagnosis and appropriate treatment are essential in managing malaria effectively. An infection in its early stages can be quickly and effectively cured in most cases using antimalarial drugs, but if allowed to progress, it can become life-threatening and may no longer respond to treatment. One of the primary concerns of public health professionals is that Americans, being unfamiliar with malaria as an endemic disease, may have difficulty recognizing a potential malaria infection until after the optimal treatment window has elapsed.

Malaria testing is not done routinely in California, and as of the date of this article, cases in the US are still incredibly rare. However, testing is available via blood sample upon need in most medical laboratories, including ARCpoint Labs.

Respiratory Infections

While respiratory infections are not exclusive to the summer season, increased outdoor activities and gatherings can facilitate their spread. Diseases like the common cold and influenza can still be prevalent, so it is important to practice good respiratory hygiene.

We all got tired of wearing masks and checking testing statistics more often than the weather reports during COVID, and it isn't necessary to walk around at that state of heightened alert forever. But many of the habits popularized during that time, like hand sanitizing, testing when we experience symptoms, and even yes, wearing a mask when in public if we are coughing and sneezing a lot, can help make sure that the next respiratory epidemic doesn't start here in Monterey County.

Summer brings its fair share of infectious disease risks. By being aware of these hazards and taking appropriate preventive measures, you can significantly reduce your chances of falling ill and ensure a safe and enjoyable summer. An ounce of prevention is worth a pound of cure, as they say, and even that cure is much more likely to be effective when you can recognize emerging symptoms quickly and seek appropriate testing and treatment as soon as possible. As always, ARCpoint Labs is Monterey County's trusted local laboratory, and we are happy to answer questions from the public and from local health professionals about our infectious disease testing and tick identification services. ■

The article is intended to offer information by Chamber member, ARCpoint Labs and is intended to address topics of general interest and should not be construed as medical, business or legal advice. ARCpoint Labs of Monterey and Salinas are available to serve many facets of Salinas business industries.

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