



Salinas Valley  
CHAMBER OF COMMERCE

# BUSINESS

JOURNAL



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Every Day

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## Mills Act Program: Tool to Preserve Historic Properties of Salinas

by Kevin Dayton, Government Affairs Liaison

What was implemented with the hopes of preserving and restoring historical building in Salinas, has not resulted in owners taking advantage of the tax incentives and the restoration of buildings. There is a move to change this outcome and move the program forward once again.

### HISTORY

The Mills Act is a state law enacted in 1976 that authorizes cities and counties to reduce property tax assessments for historic properties if the owner contracts with the local government to preserve the property and maintain its historic characteristics. The state law can be found in Sections 50280-90 of the California Government Code and Section 439.2 of the California Revenue and Taxation Code.

Properties are deemed "historic" if they are listed in the National Register of Historic Places or located in a registered federal historic district, or if they are listed in any state, county, or city official register of historical or architecturally significant sites, places,



*The one commercial building in Salinas to take advantage of the city's Mills Act program is 301 Main Street, built in 1930 as Salinas National Bank and now a successful adaptive reuse project with 49 residential units and Alvarado on Main on the ground floor.*

or landmarks. Locally, the County of Monterey and the City of Monterey participate in the Mills Act program.

In 2016, the Salinas City Council voted to participate in the Mills Act program for a five-year trial period →

**MILLS ACT** - Continued on page 23

## Moss Selected as New Chamber CEO

by Toula Hubbard

Karin M. Moss has been named the new Chief Executive Officer of the Salinas Valley Chamber of Commerce (SVCC). Ms. Moss succeeds Steve McShane and Interim CEO Thom Taft.

"We were delighted to find a candidate with the breadth of experience and expertise of Karin Moss," shared Salinas Valley Chamber of Commerce Board President Bill Hastie. "We know she is the right person to expand our membership, and establish sound working relationships within the community. Karin has a background of working with private and public agencies, and we are thrilled to have her leadership as we continue to collaborate with the community and local businesses throughout our County."

A native of Chicago, Ms. Moss has worked all over California. "I've always been drawn to wide open spaces and struck by the large expanse of land, coming into the Salinas Valley," commented Moss. The foreshadowing in life is interesting, Moss's history includes organizing an event that resulted in the World's Largest Salad, being created. Today, she comes full circle to live in the area known as "The Salad Bowl of the World."

Moss's career spans several decades and

**"Being a Chamber CEO requires a broad frame of reference and the heart of a lion!"**

– Karin Moss, SVCC CEO



is characterized by a wide range of corporate and nonprofit association leadership success. "Being a Chamber CEO requires a broad frame of reference and the heart of a lion!" Commented Moss. "I have a global vision of marketing services, promotional strategies, fundraising and nonprofit management. I've been down in the trenches" →

**MOSS** - Continued on page 12



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# Revitalization of Salinas City Center

by Bill Hastie, SVCC President of the Board

We have all seen the beautiful new streets and sidewalks in the 100 – 300 blocks of Main Street, otherwise referred to as the City Center. Several buildings have been remodeled, while others have been completely rebuilt, both residential and commercial, giving the downtown area a fresh, new look. But there is so much more to the Salinas City Center.

A few weeks ago, my wife and I attended the Chamber Mixer at the National Steinbeck Center. The Center's president, Steve Emerson, gave us a tour of the facility and we especially enjoyed the John Steinbeck display. If you have not seen the Steinbeck display, please treat yourself and your family to a both fascinating and educational presentation of the life, accomplishments, and travel of John Steinbeck.

My wife and I left the Steinbeck Center walking to our car parked in the 300 block, and experienced firsthand just how vibrant the City Center is. When we first left the Center, there were several bars and restaurants, namely Villa Azteca, La Cantina, and Brew N Krew Ale House, on the east side of Main Street full of customers – one having a live band that filled the street with lively Hispanic music – directly across the street from Portobellos. At the end of the block, Dubbers was packed and playing lively music of their own.

The 200 block of Main Street was very much the same with people milling about with restaurants and bars thriving, especially 201 Main Street, Farmers Union Pour House wine bar and Patria restaurant. Crossing Alisal to the 300 block, you could actually feel the vitality at Alvarado on Main and Mangia. 301 Main is the Taylor-owned building that was recently resurrected from a burnt-out shell to a beautiful residential/retail building with so much character. Along with the Taylor building in the 100 block, 301 Main is the bright spot in the City Center. Around the corner at the end of the 300 block on E. San Luis is Last Call Bar & Grill.

Salinas City Center not only has amazing night life but

offers a great variety of retail shopping during the day. But there is more to the City Center than just great restaurants, bars, and shopping. It reveals the character of a city that was once was rather run down and widely known for violence, to become a vibrant, safe residential and business community, both day and night.

The Salinas Valley Chamber of Commerce serves the local business community as an advocate for vibrant growth. As stated on their website, the Chamber is "An association of businesses organized to build a strong local economy by promoting sound government & an informed membership and community." If your company is not yet a member, please give the Chamber office a call to see how we can highlight your business to the local economy.

And don't miss the upcoming Children's Shopping Tour, an event where children in need are paired up with volunteers for a day of shopping. But it is not just about new clothes, it's about fostering a sense of belonging, self-esteem, and creating memories for these wonderful children. Volunteer registration begins December 9. ■



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# Practicing Healthy Habits Every Day Will Pay Dividends in the Long Term

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



Many of us lead such busy lives that we often don't take the time to invest in the small daily habits that, when practiced over the long term, keep us strong and healthy and contribute to the prevention of disease.

A recent community survey conducted by all four Monterey County hospitals, Natividad, SVMH, CHOMP, and Mee Memorial, in partnership with the Monterey County Health Department, indicates that diabetes is one of our community's most pressing health issues. Armed with this information, we have made it our mission to do all we can to help our patients

and educate our community about how diabetes can be prevented and managed.

Diabetes is managed chiefly by the patient, with support from their healthcare team, so committing to your health by practicing daily wellness habits now can significantly reduce your risk and positively impact your long-term health in general. Healthy habits such as regular exercise, managing stress levels, and eating a balanced diet are your keys to success.

## **Movement and rest**

A brisk daily walk is a great way to get a little extra movement in and get your heart pumping. Walking with family or friends provides social time and connection, which can help to regulate stress. It is also essential to get adequate rest. Too little sleep can make your body use insulin less well. Studies show that exposure to sunlight in the morning can improve your sleep at night, so taking your walk early in the morning brings a nice additional benefit. If a morning walk doesn't work with your schedule, take a stroll during your break or after dinner. The important thing is that you get moving. Any time that works for you is a win for your health.

## **Eat and drink with wellness in mind**

Improving your eating and drinking habits will always positively impact your well-being. Preparing healthier meals with a variety of fresh veggies is the way to go. Add flavor with plenty of seasonings, and you have a healthy plate that tastes

good--and is good for you. It is also important to drink enough water to stay hydrated. Less water in your body means that blood sugar is more concentrated.

## **Address stress**

November can be stressful for many of us, and stress can make it challenging to stay on track with our health goals and the healthy habits we are trying to build. Hormones from stress can increase blood pressure, raise your heart rate, and cause blood sugar to rise. Relaxation techniques such as deep breathing can help manage stress levels, which in turn can help to reverse diabetes and pre-diabetes. Many relaxation techniques are available to us, such as meditation, deep breathing, yoga, visualization, etc.

Taking the time to practice daily relaxation techniques can help to slow our heart rate, lower blood pressure, improve digestion, and control blood sugar levels. This helps stress hormones decline and blood flow to major muscles increase, reducing muscle tension and chronic pain. A daily mindfulness practice also helps us regulate anger and frustration. It allows us to handle life's problems with more confidence and resilience.

In May this year, our Mee Memorial team organized a diabetes education event at the Salinas Valley Fair. We dedicated a day to educating our community about the health benefits of balancing what we eat, drink, and do. Our volunteers handed out local walking maps and jump ropes--and we provided fun and educational activities, games, healthy snacks, and beverages. Staff attended to provide basic blood sugar tests and BMI information so that fairgoers could make informed decisions about their health status.

If you or a loved one are experiencing indicators that you may be developing diabetes, such as increased thirst, slow healing of cuts or wounds, fatigue, or blurred vision, please don't delay making an appointment with your doctor.

Amidst the hustle and bustle of the Thanksgiving season, take some time for yourself. Relax and breathe, plan healthy meals, and add daily physical activity. Make your health a high priority--because you are a valued member of our community, you make a difference, and you are worth it. ■





## Part 2 – California Property Taxes Choosing a Business Entity for Your Rental Property

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



In September, I wrote about choosing the right business entity for your rental property and, for several reasons, I landed on LLCs as perhaps being the best bet (depend-

ing, of course, on your set of facts). In that article I stated that, in determining the right structure for your circumstances, issues such as property taxes, estate planning, and administrative expenses and processes should be further explored with qualified counsel.

In this article, we'll cover the basics of one of those "other" issues: property taxes, specifically in California.

Let's say that when you and your friends contribute your interests in the rental property to the LLC, each of you receives a proportional membership interest in the LLC mirroring your ownership interest in the rental property. What does this mean immediately for California property tax purposes? Likely nothing, at least not when the property is initially contributed: absent certain specific circumstances, and so long as you and your friends receive proportional membership interests in the LLC, the property will not be reassessed when it is initially contributed to the LLC and, as a result, your property taxes will stay the same immediately before and immediately following the contribution.

However, let's say that after the property is contributed to the LLC, one or more of the members transfers their LLC membership interest to someone else – for example, they gift it to a child

for estate planning purposes or they sell it to a third party. When that happens, things get complicated – in particular, if either (a) someone acquires more than 50% of the LLC membership interests, or (b) more than 50% of you and your friends' membership interests are cumulatively transferred (i.e., regardless of whether any one person or entity obtains more than 50%), the rental property will be reassessed to fair market value for property tax purposes and your property taxes will increase if the rental property has appreciated in value since it was initially contributed.

There are strict reporting requirements for LLCs that undergo one of the above events, so if you transfer your rental property to an LLC, you should use caution when making later transfers of membership interests (as you otherwise may inadvertently trigger a property tax reassessment). Further, you should always have clear and accurate records of ownership transfers from the day the LLC is established so you can track the cumulative effect of prior transfers.

As in the first article I wrote on this topic, the above analysis is not exhaustive with regard to the above hypothetical scenario, and every situation is unique and should be approached in coordination with qualified counsel. Should you have any questions or need advice on your specific situation, the attorneys at Noland, Hamerly, Etienne & Hoss can help. ■

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

## You Need a Security Risk Assessment ASAP.

» *You just don't know it.*

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# Drug Testing and Your Business

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



With holiday decorations going up and the end of the year fast approaching, I wanted to provide a recap of some of the most common questions we get at ARCpoint Labs. In some ways every case is unique, but the small and medium businesses that we serve in the Salinas Valley also have a lot in common, too. So, an FAQ!

## 1. Can employers require drug testing in California?

- Yes, employers can require drug testing, but California laws and constitution limit what testing can be done and when. Random testing and most testing for marijuana (THC metabolites) is prohibited. However, pre-employment drug testing, reasonable suspicion, and post-accident testing are all recognized by the state as part of an employer's responsibility to provide a safe and healthy working environment.

- It should be noted that all testing should follow guidelines laid out in the employee handbook, and that all employees must have a chance to review and sign off on these policies prior to them taking effect.

## 2. Is it illegal for an employer to require testing for marijuana (THC) in California?

- Starting on January 1st, 2024, AB 2188 will take effect in California. This new law effectively bans most marijuana urine testing, though there are some exceptions. Notably, construction companies and any employer covered by a Department of Transportation (DOT) or other federal mandate will still be permitted to test for THC metabolites.

- For other employers, testing for THC metabolites in urine will be illegal. However, the law does specifically allow employers to test for the psychoactive form of THC, known as delta-8 THC or delta THC.

- This distinction is a little technical, so if you have further questions, I encourage you to reach out to me directly. What it boils down to is that oral fluid drug testing (AKA saliva testing) for THC will still be a solution for employers who wish to know if an employee has consumed THC in the past several hours.

## 3. In the case of an accident or incident, when should the employee(s) involved be tested?

- Test employees involved in accidents as soon

as possible to gather accurate information for investigation. Generally, testing within 2 hours is strongly encouraged, and if no test can be performed within 8 hours of the incident, then no test should be performed at all. Some drug testing services, including ARCpoint Labs, offer emergency on-site and 24/7 on-call drug and alcohol testing services.

## 4. Can I randomly test employees for drugs and/or alcohol?

- As a rule, only safety-sensitive employees may be subject to random testing in California.

## 5. Is it possible to order a drug test without looking for marijuana?

- Yes. Test panels can be customized according to a client's need, for example by omitting THC or adding new drugs of interest like fentanyl. Check with your laboratory to ensure that the tests you are ordering are up to date with your company policy.

## 6. Do drug tests detect fentanyl and other synthetic opioid drugs?

- Standard drug tests may not always detect synthetic opioids like fentanyl. Specialized tests that detect fentanyl specifically are available and should be specified when ordering and writing company policy.

- Given that fentanyl is now responsible for more than 70,000 overdose deaths each year in the US, and that fentanyl has been detected in many street drugs in Monterey County including marijuana, adding fentanyl to employer drug testing policies is a growing trend.

## 7. If I find paraphernalia or suspicious substances at my place of business, is there any way to test if they contain drugs?

- Yes, substance testing can determine if suspicious items contain drugs, and what drugs they contain.

Consult with a laboratory such as ARCpoint Labs for proper procedures, as powders or loose pills can pose a danger of accidental exposure or even overdose.



## 8. Is it possible to determine impairment from a drug test?

- Drug tests can detect the presence of substances but cannot reliably determine impairment. In other words, a drug test can determine that a donor has used drugs within a certain time period, but not when specifically the use occurred.

## 9. I am a DOT employer and I have heard about the new DOT oral fluid testing rule. When will I be able to order that?

- Currently, the Department of Transportation allows for the use of oral fluid testing as an alternative to urine samples. However, the department of Health and Human Services (HHS) now must evaluate and approve at least 2 reference labs to perform these tests. These evaluations are ongoing. It is expected that DOT employers will be able to order oral fluid testing some time in 2024. But not yet!

## 10. Will the use of CBD oil or other cannabis derivatives lead to positive drug tests?

- CBD oil and certain cannabis derivatives may contain THC, which could result in a positive drug test. If your business tests for THC, educate your employees about the risk associated with such products, even with products that may advertise that they are THC-free.

## 11. Do I have to fire an employee who tests positive for drugs?

- No, termination is not the only remedy. Rehabilitation and counseling options such as the use of a Substance Abuse Professional (SAP) or enrollment in an Employee Assistance Program (EAP) can provide support to an employee. Inquire with your insurance provider if your company already has access to an EAP. ARCpoint Labs also offers partnerships with accredited SAPs and EAP programs to our clients.

While the hope is that your company never has any issues with employee drug abuse, it is better to be thoroughly prepared before any potential issues arise. I welcome any other questions you may have, and ARCpoint Labs of Salinas and Monterey are proud to be Monterey County's trusted solution for employer drug and alcohol testing. Contact us in Salinas at (831) 324-0772, in Monterey at (831) 324-0772, or by email [salinas@monterey.com](mailto:salinas@monterey.com). ■

*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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\*Typically, up to 30-minutes in length for questions of a general nature; some restrictions may apply.



# Monterey County Seeks Fast, Affordable Broadband for All Residents

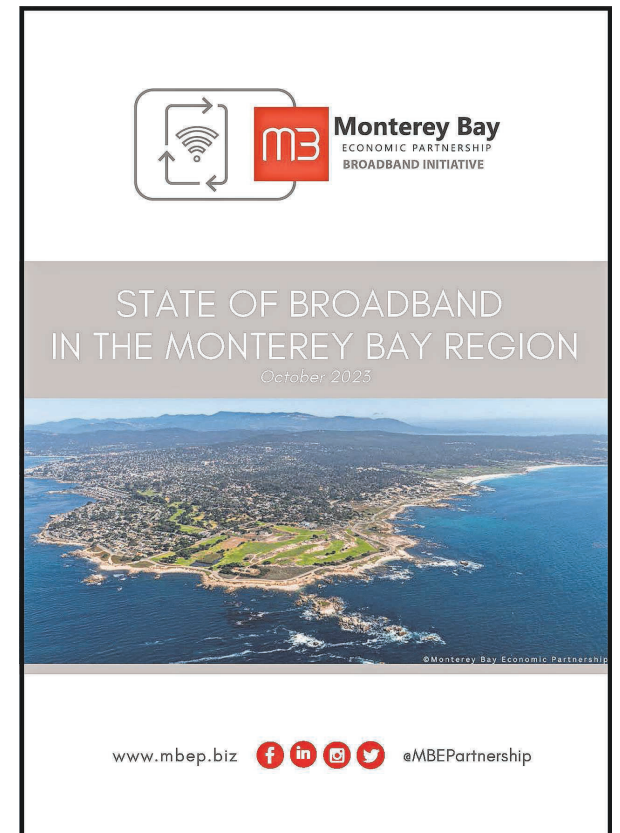
by Chamber Staff

Last month, Monterey Bay Economic Partnership (MBEP) held a Broadband Summit at CSUMB in conjunction with the release of its Broadband White Paper, entitled "State of Broadband in the Monterey Bay Region - October 2023." This report serves as a guide on how to achieve fast, affordable, universal access to broadband throughout the region.

While much federal and state funding is now available for this effort, panelists at the Broadband Summit identified some remaining challenges for Monterey County, Santa Cruz County, and San Benito County:

1. Local governments - especially in rural, poor areas - lack staff to implement broadband programs even when funding is available.
2. Maps showing geographical access to broadband aren't coordinated and are often inaccurate.
3. Physical terrain of Central Coast is challenging - mountains are an obstacle.
4. Members of the public object to broadband infrastructure (such as antennas) that has an aesthetic impact.
5. It's difficult and expensive to connect homes and businesses in rural areas of the region.
6. Government confidentiality and corporate trade secrets make it difficult to get accurate data for planning and mapping.

These challenges can be overcome with community, businesses, and government leadership and commitment. Your Salinas Valley Chamber of Commerce continues to monitor how local governments in Monterey County are implementing programs for fast, affordable, universal broadband access. ■



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# With 6 Drive-Thru Donation Sites, Goodwill Central Coast Focuses on the Art of Convenience

by Goodwill of the Central Coast Staff

We all crave convenience. It makes our lives easier, and allows us to spend our time on what we find meaningful, such as family and personal goals and pursuits.

Because the lifeblood of Goodwill Central Coast centers on community donations, the tri-county nonprofit goes to great lengths to make donating second-hand goods as convenient as possible by maintaining dozens of fully staffed donation centers throughout the region.

A handful of them (with more to come) make use of one of America's greatest institutions — the drive-thru. The driving force behind the rise of fast food restaurants, the first drive-thru launched in 1947 — and it wasn't McDonald's! That designation belongs to Red's Giant Hamburg on Route 66 in Springfield, Missouri, which first allowed cars to pull up to a window to pay for and receive food.

Fast-forward into the 21st century and Goodwill Central Coast provides 30 donation centers throughout Monterey, Santa Cruz and San Luis Obispo counties — six of them now offering drive-thru service for an extra layer of convenience. The centers allow residents to give their gently used items a second life while helping support GCC's mission to create sustainable job opportunities and strengthen communities in the process.

Those who love the idea of purging closets and garages look for the friendly "Smiling G" logo and trademark blue and orange signage visible throughout the Central Coast. At each center, Goodwill's donation attendants help clients, keep the



Do any of these excuses sound familiar? "I paid good money for it." "I might need it someday." "Someone gave that to me as a gift." "A family member left me that item in their will."

If you're wondering if you really need to purge, there are probably clues all around you:

- 1) Your "containers" are no longer containing the things you own in that category.
- 2) You are spending more time organizing a space than it's worth.
- 3) Something doesn't have a home in your home.
- 4) You can no longer park your car (or even walk through) your garage.

The bottom line is, if you don't use an item, if you don't need or love an item, then it doesn't belong in your home. Wellness experts say that a home should be a sanctuary, not a place that is cluttered and overwhelming.

Here are some purging tips to help create a more Zen atmosphere around your home:

- **Be honest about how often you use things:** If something has collected dust for six months or more, there is no valid reason to keep it. If it helps, imagine the item in someone else's loving hands, following their Goodwill purchase, and a third party removing obstacles to employment.
- **Get rid of duplicate items:** This could include things like spare spatulas, having too many cups that are similar, etc. Check out your junk drawer, your shoe rack and old toy chests. There is surprising power in owning just one!
- **Fill a "maybe" box:** For things that you're still not sure about, get a box and write "donate by X date" on it. If you find that you're missing those items, go in the box and get them. But when the date comes, anything still in the box gets automatically donated!

## What to donate

GCC is especially interested in donated clothing, shoes, housewares, small electrical items, and small electronics.

What's more, all monetary donations and donations of clothing and household goods that are in "good" condition or better are entitled to a tax deduction, according to Federal law. The Internal Revenue Service requires that all charitable donations be itemized and valued, and GCC provides an estimated value list here.

In addition, Goodwill Central Coast provides the following services:

- Free home pickups are available for large amounts of items (some restrictions apply). Those interested should send their address, telephone number and pictures of the items they would like picked up to [donorservicescc@ccgoodwill.org](mailto:donorservicescc@ccgoodwill.org).
- Free weekly or monthly pickup service from Businesses/schools/organizations (please contact donor services at 800-894-8440)
- Donation drives which can net an organization, school, club or nonprofit thousands of dollars are available this fall and the spring of next year in Santa Cruz, Monterey and San Luis Obispo counties
- For donating high value items, call GCC donor services at 800-894-8440. ■

## Atascadero

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## Marina

266 Reservation Rd., Marina

## Salinas – North Main

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1566 Moffett St., Salinas

## San Luis Obispo Outlet

880 Industrial Way, San Luis Obispo

## Santa Cruz

204 Union St., Santa Cruz

area clean, and help prevent the theft of donated items.

A list of GCC donation centers can be found online here. The following six donation sites offer convenient drive-thru service:

In a typical year, GCC receives more than 630,000 donations, totaling more than 25 million pounds of clothing and household items. From those generous donations, GCC diverts more than 17 million pounds from landfills, helping preserve and protect the Central Coast landscape. And the money raised helps fund programs that put more than 13,000 people back to work, while helping rehabilitate others who are trying to be productive members of society.

With multiple, convenient drop-off sites, GCC makes it easy for anyone to have an impact on their local economy and the environment

## It begins with a purge

We've all collected a few impulse buys or things we don't need over the years. Whatever reason someone has for holding on to these items, it is time to start letting those things go once and for all.





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## Inspiring Local Philanthropy

### MONTEREY COUNTY **GIVES!**

Joining Together for Big Ideas

Monterey County Gives! is a year-end campaign that inspires local philanthropy and benefits more than 200 local nonprofits. A collaboration between the Monterey County Weekly, the Monterey Peninsula Foundation and the Community Foundation for Monterey County (CFMC), the Monterey County Gives! campaign amplifies year end giving by providing a partial match to the donors' choice of participating nonprofits. A special edition in the Weekly highlights each organization's mission and programs for MC Gives! The campaign directs donors to a special website – [MontereyCountyGives.com](http://MontereyCountyGives.com) – for online donations.

Local businesses, foundations and individuals contribute to an overall match fund that spurs donations for participating organizations. This year's major supporters are: Gunde & Erne Posey Family Foundation, Taylor Farms, Neumeier Poma Investment Counsel, Colburn and Alana

Jones Foundation of the CFMC, David & Lucile Packard Foundation, Cannery Row Company, Harden Foundation, Nancy Eccles and Homer Mr. Hayward Family Foundation.

At the end of the campaign, each nonprofit receives 100% of their donations, along with a pro rata match on the first \$75,000 raised. Gifts of stock and IRA Qualified Charitable Distributions are also accepted to benefit multiple nonprofits with a single gift. Contact the CFMC at (831) 375-9712 to learn more.

MC Gives! leverages matching funds from our major partners, challenge gifts from nonprofit donors, and more than 7,500 donations large and small — all to inspire philanthropy and strengthen communities throughout Monterey County. Gives! will run November 9 through December 31, 2023. More than \$11 million was raised in 2022 and \$56 million total has been granted since 2009. ■

### ➔ **MOSS** – Continued from page 1

for several decades and always welcome the opportunity to share my talents, enthusiasm and expertise with a staff of engaged professionals."

Moss has provided executive direction to economic development, tourism agencies and downtown revitalization programs in several cities throughout California as well as to the National Main Street Center in Washington, D.C. She has been a Board Member of the Kings Mountain (NC) Downtown Association, City of Gastonia's Reinvestment for Community Program and the Blue Ridge Parkway Association. As Campaign Director of the Census in the Central Valley, she was honored by the Federal Government for having one of the highest response rates in the United States due to her multi-ethnic marketing campaigns.

The priorities for Moss are pressing and she is undaunted. There are a myriad of various services a Chamber provides to members and it is our role to work closely with them to ascertain how we can best be of service.

Moss most recently served as the CEO of the South San Francisco Chamber, and has also worked with the Russian River Chamber and Visitor Centers, Turlock Chamber of Commerce, and as a business recruitment/retention consultant to the Vallejo Chamber.

Moss has enjoyed success and recognition for her work, cited for excellence by both national and international associations. A regularly featured speaker at seminars and conferences including Business Retention Expansion International, the International Downtown Association, League of California Cities, International Association of Fairs and Expositions, and the Governor's Conference on Tourism.

A breast cancer survivor, Moss is most fervent about early breast cancer detection. Moss describes herself as a pet-lover, mother, and proud grandmother to four grandchildren. "I'm looking forward to establishing roots in Salinas and look forward to many new relationships and initiatives," shared Moss. "I welcome the opportunity to connect and can be reached at [president@salinaschamber.com](mailto:president@salinaschamber.com)." ■



# Fall is Here, Time to Tax Harvest in Your Investment Portfolio

by Haley Hitchman, AIF®, CPFA



With the official start to the Fall season well underway, it may be time to think about harvesting investment losses in your brokerage account portfolio. After a volatile year in both the stock and bond markets, you may have some positions in your portfolio with losses or may

need to restructure your portfolio to be more in line with your overall risk tolerance. While suffering a loss on an investment is never easy, there could be a silver lining with an opportunity to lower your tax bill and reposition your portfolio to be more in line with your overall investment objective.

When implementing a tax loss harvesting strategy you can sell an investment with a loss to offset any investment sold with a gain. Furthermore, if you are filing single or married filing jointly, you can offset up to \$3,000 in ordinary income and carry forward any remaining losses to use in future tax years. For married individuals, filing separately, the deduction is \$1,500 annually. For

example, if you sell and recognize a \$10,000 gain from investment A and sell and recognize a loss of \$12,000 in investment B, you will offset the gain and potentially have \$2,000 to offset ordinary income.

There are two types of gains and losses, short-term and long-term. Short-term gains or losses are those from the sale of an asset that was owned for less than one year and they are taxed as ordinary income. Long-term gains or losses have been owned for more than one year and subject to capital gains tax. Long-term losses are first applied to long-term gains and short-term losses would be applied to short-term gains. Then any excess losses in either classification could be applied to either type of gain. The current capital gains tax rates are 0%, 15% or 20%, depending on your income.

If an investor is utilizing a tax harvesting strategy, it is important to prevent triggering what is referred to as the wash sale rule. The wash sale rule applies when an investor sells a security to capture a loss, then purchases the same or a significantly identical security within 30 days of the sale. If this repurchase

occurs within 30 days, the investor would be prevented from claiming any of the loss on their taxes.

Utilizing a tax loss strategy may also position your portfolio to be better structured to your risk tolerance. For example, if your investment objective is a balanced portfolio, with 60% equity and 40% bonds and you have an equity investment with a large gain, your portfolio may now hold more equities taking more risk than you intended. If you sell a portion of the equity investment at a gain, you can offset that gain by selling an investment at a loss and reallocating to bring the portfolio back in line with your overall objective.

As with any tax-related topic, it is always prudent to discuss the implications with a tax professional. It is important to note that tax-loss harvesting does not apply to tax deferred accounts, such as an IRA or Employer Sponsored Retirement Plan, because you cannot deduct losses from these types of accounts. ■

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



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





# Revitalizing Retail: Introducing the Dynamic Property Team at Northridge Mall

In today's ever-changing retail landscape, the need for dynamic mall property management has become increasingly crucial. As malls strive to adapt in the face of online shopping and shifting consumer preferences, a proactive and forward-thinking management approach is essential.

Centennial is shaking up the industry and revolutionizing the way malls are managed. With innovative strategies and a fresh approach, this company is breathing new life into malls and ensuring their long-term success.

The new mall management team is delighted to

host a Chamber Mixer at Northridge Mall on Thursday, November 30th from 5:30pm – 7:30pm. Attendees will get a chance to learn about new development plans, renovation projects that include updated amenities, and expanding store selection to provide the best possible shopping experience. RSVP:

The center features 135 tenants, including popular retailers such as Cinemark, Macy's, Hobby Lobby, JCPenney, Old Navy, Best Buy, H&M, Round 1 Bowling & Amusement, and Chick fil A. Northridge Mall caters to a wide and loyal customer base. Annually, the mall attracts around 8.5 million visitors, serving a

three-county region on California's central coast.

Visit [shop-northridge-mall.com](http://shop-northridge-mall.com) for the latest information on events and shopping deals. ■

#### **General Manager**

Bryan Lamb  
BLamb@CentennialREC.com

#### **General Leasing**

Matt Brant  
MBrant@CentennialREC.com

#### **National Advertising, Sponsorships, Event Tours**

Heidi Kempf  
HKempf@CentennialREC.com



*Celia (Marketing Manager), Bryan (General Manager), Ben (Maintenance Technician), Jorge (Senior Technician), Robert (Maintenance Technician), Martin (Facilities Manager) Brooke (Business Development and Marketing Coordinator), Maria (Office Manager).*



JEFF PETERS - VANTAGE POINT PHOTOGRAPHY INC.



# Monterey's First Shelter for Homeless Women and Families with Children

A much-needed shelter for homeless women and families with children, is finally available with the opening of the first shelter in Monterey, especially for homeless women and families with children. The shelter, which has been named Shuman HeartHouse, will accommodate up to 35 individuals. There are currently over 200 homeless women and families with children on the waiting list for shelter space.

Shuman HeartHouse started as a dream of Mark and Adriana Shuman. Mark Shuman expressed his determination, saying, "It has always been our vision to have a shelter in Monterey where there is so much need but so many constraints due to lack of water and appropriate building sites. For years, I tried to find a building in Monterey. In 2020, I finally came across a perfect property on Franklin Street! I knew it was our job to make this happen. Because of my family's commitment to Casa De Noche Buena, I knew Community Human



**community  
human services**  
hope. help. here.

health, substance abuse, and homeless services in Monterey County. Because of the efforts of Mark Shuman, in addition to the community's generosity and countless donors, the vision is a reality for Shuman and an incredible resource for women and families with children.

The realization of Shuman HeartHouse Shelter was made possible through private, public and agency collaboration. The Shumans purchased the property at 600 E. Franklin Street and donated it to be a shelter. Additionally, countless donations from community members, both large and small, were made. With the assistance of District 17 Senator John Laird, a significant \$2.5 million state budget appropriation was made. This collective support underscores the

Services would be the perfect partner to make my vision a reality."

Community Human Services is a leading non-profit organization dedicated to providing mental

community's commitment to addressing homelessness in Monterey County.

Individuals, clubs, businesses and classrooms are invited to support the Shuman HeartHouse Shelter by purchasing items from an Amazon Wish List which will benefit women and families with children in need as they transition toward stable housing and employment.

For more information on how to support Shuman HeartHouse Shelter visit [chservices.org](http://chservices.org) or call 831-658-3811. ■



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# Thank You Chamber

## by Chamber Staff

Last month, the Salinas Valley Chamber of Commerce hosted its annual Ambassador Appreciation Mixer in honor and recognition of its current Ambassadors. The Chamber Ambassadors are a special, dedicated volunteer group that serves to support and grow the Chamber and business community.

Bill Hastie, the chair of the Chamber Board, several other board members, and Chamber staff were present to honor the Ambassadors and express their appreciation to those who dedicate their time and energy to advancing, fostering, and celebrating the business community.

The Ambassador group participates in several ways, one of which is volunteering their time to Chamber events, including mixers, ribbon-cuttings, and other community events. Ambassadors are the ones that make it happen and are crucial to the success of these functions, whether they are working in the front lines or behind the scenes. Ambassadors also actively make referrals and promote the mission of the Chamber.

These Ambassadors are the heart and soul of the Chamber, and their contributions resonate throughout the entire Salinas Valley, cultivating a place where businesses flourish, innovation thrives, and dreams can come true.

As Board Chair Bill Hastie always says, "Ambassadors are the workhorses of the organization and show the strength of Chamber Membership". Salinas Valley's future is brighter because of these Ambassadors, and this mixer was a well-deserved toast to their dedication.

We have a few spots available for 2024 and invite dedicated Chamber members to join the Ambassador group. If you would like more information, contact our Marketing and Member Services Manager, Jasmine Bhardwaj at [Jasmine@salinaschamber.com](mailto:Jasmine@salinaschamber.com) or call the Chamber office at (831) 751-7725. ■





# Ambassadors



# 2023 Ambassadors!

- |                          |  |
|--------------------------|--|
| <b>Armando Soria</b>     | Soria Contracting and Solutions, Inc.          |
| <b>Berniz House</b>      | Youth Orchestra Salinas (YOSAL)                |
| <b>Carla Rocha</b>       | Artistic Hangups                               |
| <b>Cristal Hamer</b>     | KSBW Action news 8                             |
| <b>Daniel Philpott</b>   | INOSOT Financial and Health Coaching Centers   |
| <b>David Bielsker</b>    | Retired  |
| <b>Debbie Bielsker</b>   | Retired  |
| <b>Francisco Arevalo</b> | Northwestern Mutual                            |
| <b>Jan Burnett</b>       | Treehouse Mortgage                             |
| <b>Jay Gines</b>         | Santa Cruz County Bank                         |
| <b>Jenessa Retana</b>    | Disaster Kleenup Specialists                   |
| <b>Laura Kershner</b>    | Monterey County Workforce Development Board    |
| <b>Manny Escarcega</b>   | Bay Federal Credit Union                       |
| <b>Margaret Noroian</b>  | Valley Guild Steinbeck House                   |
| <b>Michael Laroco</b>    | INOSOT Financial and Health Coaching Centers   |
| <b>Miguel Santamaria</b> | Loans by CMS                                   |
| <b>Oscar Mora</b>        | Blue Adobe Mortgage                            |
| <b>Tania Santos</b>      | Platinum Multiservices, Inc.                   |
| <b>Tiffany Fournier</b>  | Slingshot Connections                          |
| <b>Ricardo Ruelas</b>    | iHeartMedia                                    |
| <b>Sonja Saldivar</b>    | iHeartMedia                                    |
| <b>Laurie Martin</b>     | Greet Hwy 68 Loop; Monterey Co. Real Producers |
| <b>Brad Martin</b>       | Greet Hwy 68 Loop; Monterey Co. Real Producers |
| <b>Matt Salyer</b>       | Salinas Valley Financial Services              |
| <b>Brent Calvin</b>      | Disaster Kleenup Specialists                   |





## Support our Chamber Members

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

Member Business	Member Since	Member Business	Member Since
Graniterock	1959	Engie Services	2016
Rain For Rent, Inc.	1974	McDonald's Monterey/Salinas	2016
The Post Box	1983	McSherry & Hudson	2017
KION TV	1985	Trio Petroleum	2018
Food Bank for Monterey County	1991	BBSI—Monterey	2019
Kasavan Architects	1993	Manpower	2019
Monterey Bay Aquarium	1993	Primerica Financial Services	2019
ACE Hardware	2001	Valley Health Associates	2019
Scheid Family Wines	2002	Inns of California	2020
Moncrief & Hart, PC	2004	ZenBusiness	2020
Rotary Club of Salinas	2004	Cardinale Automotive Group	2021
Security Public Storage	2004	Center for Community Advocacy	2021
Fenton & Keller	2009	Community Homeless Solutions	2021
Rancho Cielo Youth Campus	2010	Health Projects Center	2021
Mahoney & Associates	2013	Mangia! - Eat on Main	2021
Aera Energy	2014	American Water	2022
Loaves, Fishes and Computers	2014	Cal Pacific Roofing	2022
U—Haul Incorporated	2014	Rock Boxing	2022
Alvarado Street Brewing & Tasting Room	2016	Team Beesley-KW Coastal Estates	2022

A Special Thanks to Our Visionary and Stakeholder Members







## Aera is here for Californians

Aera's technical know-how continues to play a pivotal role in Monterey County providing safe, reliable oil and gas that powers the lives and livelihoods of Californians while innovating for a cleaner energy future.



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# A Tradition to Remember, Christmas at Compass

by Pastor Todd Anderson



When I was growing up there were always the Christmas traditions that my family had that were so memorable that Dee and I have carried many of them on with our children. Hot chocolate, caroling, opening one present on Christmas Eve and the rest on Christmas morning. We would go over to my grandparents' house and make sure to get there in time for dinner. As the youngest in my family, I always was at the kid's table, but I didn't mind because it was the best day of the year. It was Christmas and I was with my family. These are some of my best memories.

I can remember celebrating Christmas at my father's company Christmas party. All of the other kids my age would have plenty of fun as one of the dads would dress up like Santa Claus and if the company had a solid year in business, we would get some pretty good presents. We would all then head to church to attend the Christmas service and celebrate the baby Jesus at the live nativity scene. There was always a donkey, sheep, a camel, shepherds and angels, and we looked forward to the candlelight service that was meaningful and magical all at the same time.

Make this Christmas season great for your family and business. As you look to celebrate Christmas this year, I'd like to invite you, your family and friends, and

your employees and their families to join us at Compass Church this Christmas. This year you can start a tradition that brings out the best in this Christmas season. Bring your family and friends to a Christmas celebration that puts the real reason for Christmas into perfect perspective. Christmas is right around the corner, and I would love to host you, your family, and your friends to join us at.

There are two events we are hosting that will help your family have a great Christmas celebration. The first is "Christmas on Main Street" on Saturday December 9 at 3pm & 5pm and Sunday December 10 at 9am & 11am. There will be falling snow, a pyrotechnic waterfall and indoor fireworks, a marching band, drum line, and harpist and singer Megan Tibbits as a special guest.

The second is the traditional Christmas Eve Candlelight service with live nativity scene that even includes a real camel! There are three of these services. Saturday December 23 at 5pm and Sunday December 24 at 9am & 10:30am.

My prayer for you this Christmas season is that God would bring peace to our world. That he would make his love real in your life and those you influence. And that you would create great memories with your family that will last a lifetime. Amen. ■

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

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## Supporting Student Veterans: Overcoming Challenges and Creating Success

The Hartnell College Veteran Support Center was established in 2012 to provide personalized support for every student veteran. Through a student-centered approach, the center offers tailored resources to meet specific needs and foster camaraderie and peer support. The goal is to help veterans excel academically, find housing and employment, and prioritize their overall well-being.

At Hartnell College, success is a collaborative effort. That's why our dedicated team, led by Program Specialist Ligia E. Polio and Veterans Counselor Gemma Uribe-Cruz, works closely with our veteran population through the Hartnell College Veteran Support Center to offer a wide range of services focused on academics, community, and wellness.

Many veterans are first-generation college students, balancing work, and family, and dealing with physical or emotional stress from their military service. We are constantly reevaluating and refining our approach to serve our diverse veteran and servicemember



student populations effectively. By implementing comprehensive strategies that focus on academic success, career planning, health and wellness, financial assistance, and social support, we ensure a seamless transition and a thriving college experience for veterans.

You can visit the Hartnell College Veteran Services Office conveniently located within the student center at the main campus in Salinas. Learn more at [Hartnell.edu](http://Hartnell.edu).

Happy Veterans Day! ■

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# Member News

## Salinas Valley Health Nurse Receives DAISY Award

Dedication to exceptional patient care is one of the reasons why Emily Rasmussen, RN, is the recipient of the August DAISY Award. The DAISY Award program, celebrates compassionate and skillful nursing care. Emily works in the Observation Care Unit. Vanessa Ortiz, RN, from the Observation Care Unit and Celia Grace, RN, Assistant Head Nurse, from the ICU/CCU were also nominated for the August DAISY Award. Every month, Salinas Valley Health recognizes an outstanding employee with a DAISY Award (for nurses) or a STAR Award (for all staff). Nominations can be submitted by patients, visitors and staff. To learn more about the awards visit [SalinasValleyHealth.com/nomination](https://www.SalinasValleyHealth.com/nomination).



## 2023 Artichoke Festival Raises \$20,000 for Local Charities

The 63rd Annual Artichoke Festival, held in June, raised \$20,000 for local charities. The festival, held at the Monterey County Fair & Event Center, will donate the funds to 13 organizations, including: FFA of California; Abilities Café; Harmony at Home; Hope, Horses & Kids; Marina Lions Club; Santa Lucia Rotary; North Monterey High School Baseball; North Monterey High School Wrestling; North Monterey High School Band; North Monterey Middle School Library; North Monterey Middle School Wrestling; Cursillo In Christianity; Federacion San Pablo de Colores. For more information on the Artichoke Festival and its mission, go to [artichokefestival.org](https://www.artichokefestival.org).



## Aera Energy Announces Carbon Capture and Storage Project

Aera Energy, a leader in California energy production, announced first large-scale carbon capture and storage project (CCS), CarbonFrontier. Aera is harnessing CCS technology, to advance the project as part of a planned regional hub for future decarbonization efforts. The state's plan for achieving carbon neutrality by 2045 calls for the adoption of CCS to reduce carbon emissions from industrial processes. Once operational in the late 2020s, CarbonFrontier will capture up to 1.6 million metric tons (MM Mt) of CO2 per year from Aera's operations for permanent storage at its Belridge oil field, reducing Aera's carbon footprint by the equivalent of 30,000 households.



## Geoffrey Morgan Joins CHISPA As President

Community Housing Improvement Systems and Planning Association, Inc. (CHISPA), the largest private nonprofit housing developer based in Monterey County, announced today that it has appointed Geoffrey Morgan as its new President and CEO. Geoffrey Morgan has over twenty years of experience in housing development and ownership for a variety of income levels and populations. Morgan holds a bachelor's degree from Cornell University and a master's degree in Real Estate Development from MIT.



## Kaiser Permanente - Higher Cancer Survival Than National Average

Kaiser Permanente had better 5-year survival rates among breast, colorectal, and lung cancer patients compared to the National Cancer Institute's Surveillance, Epidemiology, and End Results (SEER) estimates, according to new research published in The Permanente Journal. Researchers compared the occurrence of cancer based on age, as well as the survival rate, for patients diagnosed with cancer at Kaiser Permanente, to national statistics of occurrence and survival produced by the NCI's SEER Program. Researchers included all patients enrolled in all eight Kaiser Permanente regions: Southern California, Northern California, Northwest, Washington, Hawaii, Colorado, Georgia, and Mid-Atlantic States.



## Anab Mohamed and Jeannine Woerz Join CHS Fund Development Team

Community Human Services (CHS) announced the appointment of Anab Mohamed as Grants Manager, and Jeannine Woerz as Donor Relations Manager. They both will focus to advance its mission of providing vital homeless, mental health, and substance abuse services to the residents of Monterey County. Anab Mohamed - Grants Manager, brings a wealth of experience and a global perspective to her role. A Middlebury Institute of International Studies graduate in Monterey, her studies focused on International Policy and Development. Jeannine Woerz - Donor Relations Manager, is a native of Salinas, brings invaluable experience to Community Human Services as the Donor Relations Manager. Jeannine was actively involved in community service in the Salinas Valley, including serving as the former president of the Castroville Rotary Club and a past member of the Salinas Rotary Downtown Club. For more information on the programs of Community Human Services, visit [chservices.org](https://www.chservices.org) or call 831-658-3811.



## Monterey Regional Airport Awarded Grant to Add Non-Stop Service to Chicago

The Monterey Regional Airport (MRY) has been awarded a \$750,000 grant from the U.S. Department of Transportation under the Small Community Air Service Development Program (SCASDP) for a goal of non-stop service to Chicago. The grant will be used as a Minimum Revenue Guarantee (MRG) for the service, with the airport investing \$100,000 via the waiving of airport fees for the first 2 years of service. MRY does not currently have service to Chicago, but a decision on that will be made by American Airlines, which wrote a letter in support of the grant.



## VNA Central Coast Awarded \$210,000 by Hospice Giving Foundation

Central Coast VNA and Hospice (VNA) was awarded a \$210,000 grant from Hospice Giving Foundation for the Visiting Nurse clinical team to expand direct service to the community. Hospice Giving Foundation has awarded over \$31MM in grants for community-based support to promote personal choice, preparedness, and the highest standards of compassionate, dignified end-of-life care for individuals and their loved ones. The grant will allow advancement and an educational focus towards the Palliative Care Program VNA offers to residents of Monterey and San Benito Counties.







### ➡ **MILLS ACT** – Continued from page 1

starting in 2017. City staff had high expectations that owners of the many designated historic residential and commercial properties in Salinas would rush to take advantage of this tax incentive. There was even an article in the April 2018 *Business Journal* describing the program to Chamber members.

The trial was a bust.

In 2017, the Salinas Historic Resources Board and City Council approved two residences (147 Central Avenue and 15 Los Laureles Avenue) for the Mills Act program. They subsequently approved one commercial building (301 Main Street - the former Salinas National Bank building) in 2018.

And that was it. The forgotten program lapsed in 2022.

### **MOVING FORWARD**

But now, in 2023, there is a new effort to resurrect the Mills Act program and actually use it as a tool to preserve and restore the historic properties of Salinas. The city's moribund Historic Resources Board was been revived and discussed the Mills Act as its main item of business at its October 2, 2023, meeting. The Community Development Department has also assigned a staff person to oversee the program.

In recognition of historic preservation as part of the Downtown Vibrancy Plan (adopted by the city council in 2015), the Salinas City Center Improvement Association (SCCIA) has encouraged Downtown property owners to investigate the benefits of participating in the Mills Act program. SCCIA representatives believe that an active, engaged City of Salinas Historic Resources Board could work with local business groups and historic preservation activists to

promote and expand the Mills Act program and attract many more properties.

### **NEW SCOPE**

Salinas residents who assume that historic properties are confined to Downtown and certain neighborhoods in South Salinas need to be informed that traditional and narrow definitions of what is historic are evolving. For example, small homes of the Alisal neighborhoods are now recognized for their historic value and are worthy of preservation and restoration. City Council members and their appointees to the Historic Resources Board can probably identify several buildings in each of their districts that serve as quintessential examples of Salinas history, including aspects of the city's history sometimes overlooked or even derided by past generations of community leaders.

Making the Mills Act program succeed on its second try would require a full Historic Resources Board made up of committed leaders who combine love for historical structures with financial realities. This kind of board could develop, adopt, and implement a low-cost, volunteer-intensive strategic plan in coordination with city staff who can dedicate time to the program.

Historic property owners who are leery of regulations that come with the Mills Act may change their views if someone on city staff is able to explain to them how the program benefits them personally as well as the community. And historic property owners who never heard of the program may discover that their idle thoughts about preservation and restoration projects can become financially feasible with the Mills Act property tax incentive. ■



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# - Upcoming - NON-PROFIT EVENTS

For an updated list of Non-profit events and more visit [salinaschamber.com](http://salinaschamber.com)

- **CSUMB, International Responsible Business and Social Responsibility Symposium**

*November 2, 4:00- 8:00 PM*

*3052 Divarty Street, Marina*

The objective of this inaugural research and impact symposium is to celebrate, collaborate and cultivate a culture of research and academic excellence (e.g., through research, teaching, policy, and novel forms of dissemination) for the purpose of creating an impact on society, both locally and globally. As a signatory member of the Principles for Responsible Management Education (PRME), a United Nations Global Compact supported initiative, the College of Business at CSUMB supports PRME with their vision of realizing SDGs through responsible management education.

- **Salinas City Center, First Fridays!**

*November 3, 5:00PM*

*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 tastings as well as have special promotions going on.

- **Community Human Services, Shuman HeartHouse Community Open House**

*November 4, 2:00 – 4:00PM*

*600 E Franklin Road, Monterey*

Join us at the Open House & Ribbon Cutting for the Shuman HeartHouse, Monterey's first shelter for homeless women & families with children.

- **Alzheimer's Association Salinas, Dementia Family Caregiver Support Group**

*November 8, 12:30-2:00PM*

*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.

- **Active Seniors, Inc, Monthly Luncheon,**

*November 9, 11:45AM-1:30PM*

*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](mailto:asi@activeseniors.org), or come in to make a reservation. Our

website, [activeseniors.org](http://activeseniors.org), will have a link to the newsletter where the menu and program are listed.

- **Girls Inc., Gratitude Gala celebrating 20 years!**

*November 10, 6:00 PM*

*The Lodge at Pebble Beach 1700*

*17 Mile Drive, Pebble Beach*

Girls Inc. Celebrates 20 years of inspiring all girls to be strong, smart, and bold! We put our mission into practice through Girls Inc. Experience that equips girls to navigate gender, economic, and social barriers and grow into healthy and educated adults. Join us for a tasty reception, fun drawing, silent auction, three awardees and a surprise keynote speaker.

- **California Women for Agriculture, The CWA Annual Bus Trip**

*November 11, 8:00AM*

*location TBD*

Our chapter will be holding our annual shopping trip on Saturday, November 11 to Santana Row in San Jose. The shopping trip is the primary fundraiser for CWA's areas of focus including leadership, education, and scholarship. With the funds raised from last year's shopping trip we financially supported members interested in attending our annual statewide meeting at the Capitol to meet with assembly members, hosted an engaging learning experience on pumpkins for Monterey County 4-H youth, and awarded \$12,000 scholarships to 20 ambitious young women in the Tri-County.

- **SNIP Bus, Pawfect, Photos with Santa**

*November 18, 1:00-5:00PM*

*237 Crossroads Boulevard, Carmel*

Sign your pup up for priceless photos with Santa! Enjoy fresh pizza from Tricycle Pizza & wine from VIN! All proceeds will be donated to SNIP to support and local animals in need. You don't want to miss this seasonal event! When purchasing your ticket, please select a time frame that works best with your schedule. Please arrive at least 10 minutes prior to your scheduled time slot. Please don't be late or you will miss your appointment with Santa :) See you soon!

- **Blue Zones Project Monterey County, Laguna Grande Park Clean Up**

*November 18, 9:00 AM – 1:00 PM*

*401 Virgin Avenue, Seaside*

Join us for a fun morning beautifying Laguna Grande Park Clean-Up. This is the perfect opportunity to get outdoors, move naturally and connect with your community

– while beautifying Laguna Grande! What to expect: We recommend comfortable clothes and closed-toe shoes. Please be prepared for all weather. This event will happen rain or shine! A hat, sunscreen and layers are always recommended, and don't forget your reusable water bottle. For more information, contact Tanja at [tanja.roos@sharecare.com](mailto:tanja.roos@sharecare.com)

Parking/Transportation: For this location there is free parking and we encourage you to walk, bike or take public transit, if possible. Look for the Blue Zones Project flag!

- **Monterey Symphony, Pfeiffer Concert Series**

*November 18, 7:30PM*

*Corner of San Carlos Avenue &*

*9th Avenue, Carmel-by-The Sea*

Concert two, Pfeiffer, translates to whistler, and is guest conducted by Andrew Grahms. The Pfeiffer family were settlers in Big Sur who loved the land so dearly that they sold it to the State of California to be preserved as a State Park. The pieces in this program also show a connection to place, and draw from philosophical and poetic ideals. Anne Clyne borrows from a Scottish fiddle tune, and draws inspiration from her experiences in Edinburgh for her piece Pivot; Liszt draws from poems by Autran and Lamartine for Les Preludes; and Brahms utilizes the style hongrois (the "Hungarian style") in his Violin Concerto as an homage to his Austro-Hungarian friend and collaborator, violinist Joseph Joachim, in which Monterey Symphony Concertmaster Christina Mok is featured. Pfeiffer concert is a part of the inaugural California Festival: a celebration of new music, along with 50 other organizations such as the LA Phil and the San Francisco Symphony.

## MARK THE DATE

### Monterey County Food Bank, Feed the Soul Event

*December 8, 6:00 PM – The Pocket 6th Avenue, Carmel*

Please join us for a fun, festive evening at The Pocket Carmel's beautiful restaurant complex, which will feature live music, wine, incredible food stations, libations, and a silent auction. This will be a night to mingle and enjoy. Please join us for an incredible evening and know that you are a force for good in helping to end hunger in Monterey County. 100 percent of all ticket sales and silent auction items will benefit the Food Bank for Monterey County.





# Ribbon Cuttings and Events



## Central Coast Mobile Fab Lab Community Celebration

The community unleashed their creativity and passion for STEM at the Central Coast Mobile Fab Lab launch with a day of immersive, hands-on learning and fun. Families explored the world of 3D printing, digital fabrication, and more.



## Lunch and Learn with Salinas Valley Health

Attendees tuned into a presentation with Program manager Michelle McCarty, who provided information about Salinas Valley Health's new COPE Health Scholars Program, where they gain first-hand experience, learn patient care skills, and network with medical staff.



## Steinbeck's Salinas Gallery Opening Chamber Mixer

The National Steinbeck Center hosted a terrific Chamber Mixer on Thursday evening, showcasing their new exhibition, a new VR presentation, delicious wine, and appetizers by Tico's.



## Salinas Airshow Chamber Kickoff Mixer

California International Airshow Salinas hosted members of the Salinas Valley and Monterey Peninsula Chambers of Commerce, an evening filled with excitement, meet and greets, stunning displays, fine wine, and delectable cuisine.



## Ribbon Cutting Ceremony with Jay Nolan Community Services

Jay Nolan Community Services celebrated their new Salinas office opening through a ribbon cutting, where they will provide support services for individuals with Autism Spectrum Disorder and other Developmental Disabilities.



## Alvarado x Rebels & Renegades Kickoff Mixer

Alvarado Street Brewery and Good Vibez presented a Kickoff Mixer to the Rebels and Renegade Music Festival. It was a fun evening of networking, enjoying local beer and bites, and building excitement for the Festival.



## New and Prospective Member Orientation

Guests joined Membership Director Gabriel Lopez for an informational orientation to get a broad overview of the different member benefits with the Chamber and how to take full advantage of your membership.



## Annual Electric Vehicle (EV) Ride, Drive & Display Show

The EV Ride and Drive Event hosted by Ecology Action was a success, with over 243 test drives, 16 organizations participating, and gave the opportunity to explore and learn about electric cars.

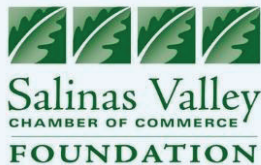


# Children's Shopping Tour



Every year, in December, our community comes together to make the holiday season brighter for hundreds of children. This is a cherished event where children in need are paired with volunteers for a day of shopping.

Volunteer or Donate Here!



SalinasChamber.com



Events@salinaschamber.com



831-751-7725



# Chamber Members and Community Visit Italy

by Chamber Staff

The Salinas Valley Chamber of Commerce was proud to host 53 travelers, who returned home last month after a chamber exploration tour to Italy. The diverse group represented all areas of the Salinas Valley and were treated to incredible experiences.

The Salinas Valley Chamber of Commerce has been doing exploration trips for decades and hopes to continue them in 2024. Please stay tuned to the Salinas Valley Chamber of Commerce website and Business Journal for more information. Should you have suggestions on 2024 destinations or be interested in future travel, please contact Chamber CEO Karin Miss at [president@salinaschamber.com](mailto:president@salinaschamber.com). ■



# 5 Ways Referrals Can Revolutionize Your Employee Recruitment Strategy

by Paul Weyant, Owner,  
Express Employment Professionals of Monterey County

In the competitive landscape of employee recruitment, businesses are constantly seeking innovative ways to find top talent. While job postings, career fairs, and online job boards are effective, there's one often underestimated source that can be a game-changer: employee referrals. As the owner of Express Employment Professionals of Monterey County, I've witnessed firsthand how referrals can be a vital source of recruitment success.

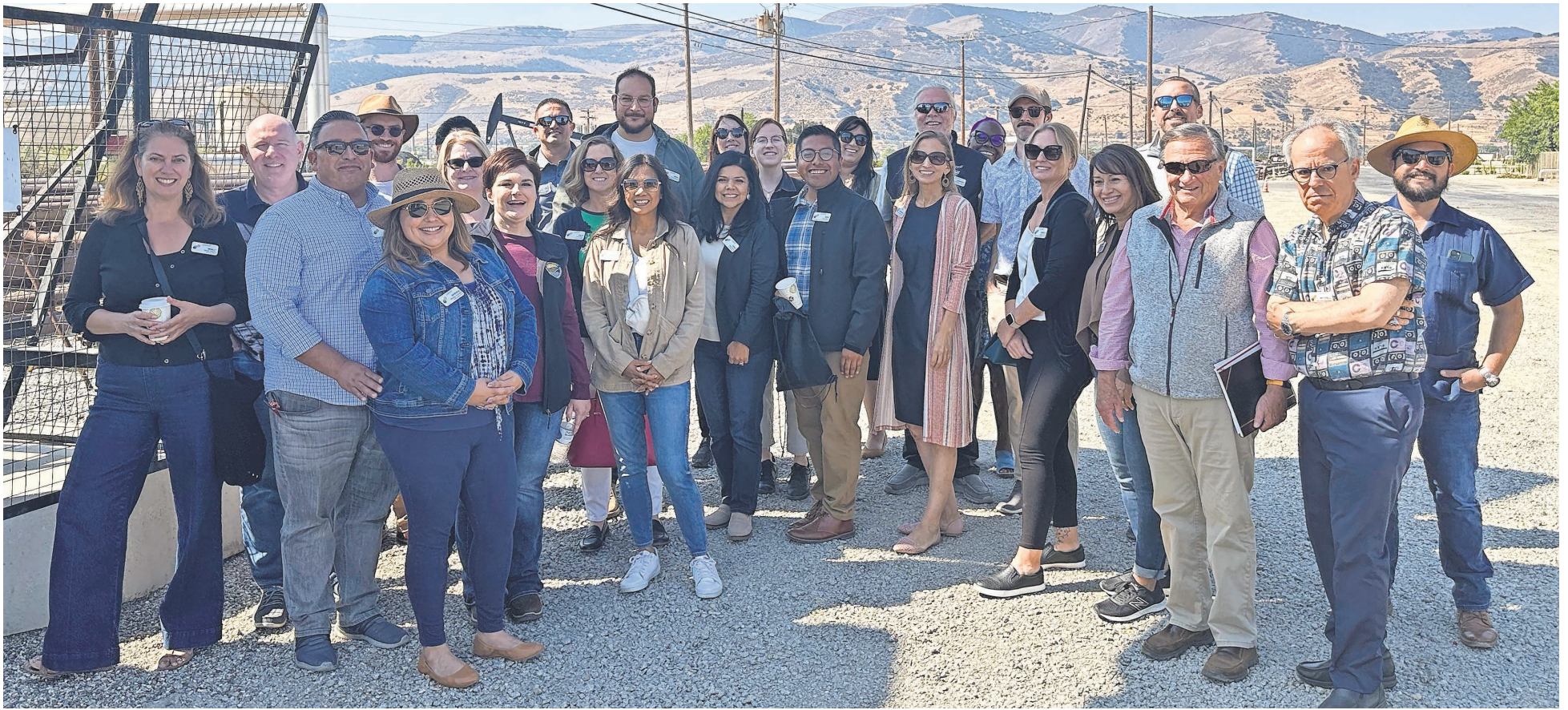
Five ways you can harness the power of referrals and why employment agencies like ours can be invaluable partners in the process:

- 1. Trustworthy Candidates:** Referrals come from trusted sources—your current employees. When an employee recommends someone, they're vouching for their skills, work ethic, and cultural fit within your organization. This built-in trust can significantly reduce hiring risks.
- 2. Cost-Efficient:** Traditional recruitment methods can be costly, from advertising fees to screening and interviewing expenses. Referrals, on the other hand, often have a lower cost-per-hire because you're tapping into your existing network.
- 3. Improved Retention:** Employees who are referred by someone they know are more likely to stay with your company longer. They have a connection from day one, making them feel more integrated and invested in the organization's success.
- 4. Faster Hiring:** Time is crucial in recruitment. With referrals, the hiring process tends to be quicker as you receive pre-screened candidates who are already familiar with your company's culture and values.
- 5. Referrals from Employment Agencies:** Employment agencies

possess an extensive network of job seekers and have highly trained staff who can tap into their connections to source top-quality referrals efficiently. Here are 5 practical steps to get started with a referral program:

- 1. Communicate the Opportunity:** Make sure your employees know you value referrals. Create a clear and appealing employee referral program that includes incentives, such as bonuses or extra vacation days, to motivate them.
  - 2. Offer Training:** Train your employees on how to identify and refer potential candidates effectively. Provide them with tools and resources to make the referral process seamless.
  - 3. Maintain Transparency:** Keep your employees updated on the progress of referred candidates and provide feedback. This shows that you value their involvement in the hiring process.
  - 4. Leverage Employment Agencies:** Employment agencies, like Express Employment Professionals, can be your trusted partners in sourcing and screening referred candidates. We have the expertise and resources to connect you with top talent quickly and efficiently.
  - 5. Regularly Evaluate and Adjust:** Continuously assess your referral program's effectiveness. Adjust as needed to keep it engaging and rewarding for your employees.
- Employee referrals can be a goldmine for your recruitment efforts. They bring trust, efficiency, and quality candidates into your hiring process. By implementing these strategies and collaborating with employment agencies, you can tap into this valuable source of talent and gain a competitive edge in the job market. ■





# Leadership Monterey County: Exploring South Monterey County

*by Mitchell Friedman, LMC Facilitator*

The County of Monterey ranks as the 43rd largest California county (out of 58) in terms of its square mileage. According to Wikipedia, most of its residents live near the northern coast or in the Salinas Valley—leaving the vast expanse of its southern coast and inland region sparsely populated and often unexplored even by its residents. Leadership Monterey County (LMC)'s recent exploration of the southern part of the county attempted to rectify this oversight.

To that end, 25 participants and a board member (see attached photo) spent the day visiting with leaders at diverse organizations located throughout southern Monterey County. The day began with a visit to the San Ardo site of Aera Energy LLC, a natural gas, oil exploration, and production company managed as a joint venture between Shell USA and ExxonMobil. LMC participants received an extensive briefing on all aspects of its operations,



which highlighted their technical aspects as well as the company's ongoing efforts to communicate about their work to key stakeholders throughout the

county. Next up was a visit to the Monterey County Agricultural and Rural Life Museum in King City, whose extensive, primarily agricultural-related collection of artifacts and structures from the late 1800s through World War II offers visitors insight into the history of the area that's unavailable elsewhere. A visit to Sol Treasures, a nonprofit organization whose mission is to awaken and nurture appreciation and passion for the arts in people of all ages in South Monterey County, followed. The day concluded with a tour of the Third Street Apartments in Greenfield, an example of how a local developer partnered with industry to provide housing for an important segment of the workforce, farmworkers.

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



# Chamber Member Profiles

## GC Auto Collision

Introducing GC Auto Collision, your trusted partner in automotive restoration and repair. With a legacy of excellence spanning



years, we specialize in bringing vehicles back to their pristine condition after unfortunate collisions. Our team of seasoned professionals combines cutting-edge technology with a passion for precision, ensuring that every dent, scratch, or structural issue is expertly addressed. Located at 312 E. Market Street in Salinas, our state-of-the-art facility is equipped to handle a wide range of automotive repairs. From frame straightening to paint matching, we employ industry-leading techniques to guarantee a seamless finish. At GC Auto Collision, we understand the importance of swift and reliable service, getting you back on the road in no time. For unrivaled auto collision expertise, call 831-320-9072 now. Experience the GC Auto Collision difference - where quality meets efficiency, and your satisfaction is our top priority.

**GcautoCollision81@gmail.com, 831-320-9072**

## North American Mental Health Services

The NAMHS Mission is "NAMHS is California's largest provider of mental health services, advocating compassionate, competent care



to our community, while serving diverse populations, using our unique talents to create balanced wellness and purposeful living. We are changing lives to change the future." NAMHS currently has 35+ Providers, 65+ Therapists, and over 10,000 patients seen monthly. We see 3,000 HomePsych patients and 8,500 Carelton patients. We are the number one Carelton (Beacon) provider. Our service specialties include medication management, talk therapy, homeless support, MAT/Suboxone treatment, PA training program, developmentally delayed programming, specialized psych programming, conservatorship evaluations, medical directorship, remote crisis coverage, associate supervision, and school system partnerships.

**Namhs.com, Kmaricle@namhs.com, 530-232-0151**

## Privatus Consulting

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information safe online. We specialize in building and managing data privacy programs that are cost-effective and easy to implement while ensuring full compliance with California (CCPA/CPRA/CalOPPA) and global (GDPR) privacy regulations. Our tailored solutions and real-world experience help businesses like yours protect your customer's information and enhance trust and integrity in your brand.

**Privatus.online, Info@privatus.online, 510-505-8257**

## Grocery Outlet Soledad

At Grocery Outlet, we love brands. That's why we work so hard every



day to bring our customers the brands they love at prices that are nothing short of pure bliss. Today, the third generation of the Read family is leading the way, with over 400 stores across the nation and more than 1.5 million shoppers hitting the aisles each week. That makes Grocery Outlet the nation's largest extreme value retailer. A feat we're more than proud of. How do we do it? With the help of our brilliant buyers who shop the world, travelling thousands of miles each year to find the most thrilling deals on brand name groceries. Whether it's through packaging changes, surplus inventory or product overruns, our buyers source it all – everything from fresh meat and produce to our natural and organic NOSH items to the WOW deals we can hardly believe ourselves. And, of course, we wouldn't be anywhere without the hundreds of local families who own and operate their own Grocery Outlet stores, allowing us to deliver superior customer service personalized to each of the local communities we serve.

**Groceryoutlet.com/win-groceries-soledad, soledad@groceryoutlet.com, 831-315-3467**

## Monterey Peninsula Water Management District

The Monterey Peninsula Water Management District functions include augmenting the water supply through



integrated management of ground and surface water; promoting water conservation; promoting water reuse and reclamation of storm and wastewater; and fostering the scenic values, environmental qualities, native vegetation, fish and wildlife, and recreation on the Monterey Peninsula and in the Carmel River Basin. The Water Management District serves approximately 105,911 people within the cities of Carmel-by-the-Sea, Del Rey Oaks, Monterey, Pacific Grove, Seaside, Sand City, Monterey Peninsula Airport District and portions of unincorporated Monterey County including Pebble Beach, Carmel Highlands and Carmel Valley. Our District has established five main goals: increase the water supply to meet community and environmental needs; assist California American Water in developing a legal water supply; protect the quality of surface and groundwater resources and continue the restoration of the Carmel River environment; instill public trust and confidence; and manage and allocate available water supplies and promote water conservation.

**Mpwmd.net, Outreach@mpwmd.net, 831-658-5601**



Salinas Valley  
CHAMBER OF COMMERCE



For more information:  
[www.salinaschamber.com](http://www.salinaschamber.com)



# - Upcoming - CHAMBER EVENTS

RSVP at [salinaschamber.com](https://salinaschamber.com)

- **Lunch and Learn with Hospice Giving Foundation**

*Tuesday, November 7, 12:00 PM – 1:00 PM,  
119 East Alisal Street, Salinas*

Join us for a Lunch & Learn presentation with Hospice Giving Foundation at the Salinas Valley Chamber of Commerce. Hospice Giving Foundation offers guidance on the importance of conversations with loved ones about wishes for end-of-life care and the gift of being prepared for serious illness. Learn about the tools Hospice Giving Foundation offers and how you can begin your Advance Healthcare Directive. The event will take place in-person at the Chamber office and via Zoom. RSVP at [Salinaschamber.com](https://Salinaschamber.com) today!

- **Grand Opening and Ribbon Cutting Ceremony for Balance Physical Therapy**

*Thursday, November 9, 5:00 PM – 6:30 PM,  
1586 Constitution Blvd, Salinas*

Come celebrate Balance Physical Therapy's grand opening of its new location in Salinas! The Creekbridge location is located in the Safeway shopping center near Natividad Medical Center. The 2,700 sq ft is conveniently located to reduce travel time to physical therapy appointments. The space offers private treatment rooms and open floor gym equipment to meet all of your rehabilitation needs. We look forward to having you join us for the ribbon cutting ceremony!

- **Lunch and Learn with Ecology Action**

*Tuesday, November 14, 12:00 PM - 1:00 PM,  
119 East Alisal Street, Salinas*

Ecology Action, in partnership with Pacific Gas and Electric Company (PG&E), is offering opportunities for no-cost EV charger installations in the Monterey Bay Region. Sebastien Garbe, an Ecology Action EV Program Specialist, will be present to discuss the Multifamily Housing and Small Business EV Charger pilot program offerings and how to apply for no-cost EV charging at eligible sites within the PG&E service area. Limited in-person space; RSVP at [SalinasChamber.com](https://SalinasChamber.com) to secure your spot. Zoom option available. For more information, contact: Jasmine Bhardwaj - [Jasmine@salinaschamber.com](mailto:Jasmine@salinaschamber.com) | 831.751.7725.

- **Cash Flow Masters 2023 4ta edición**

*Miercoles, Noviembre 15, 7:30 AM – 4:00 PM,  
1 Main Street, Salinas*

Cash flow Masters es un evento de negocios que ofrece a sus asistentes información actualizada de la mano de agencias estatales y federales, así como también tiene expertos en su escenario ofreciendo información para todos los dueños de negocio. En esta cuarta edición se estarán cubriendo temas como nuevas leyes federales y estatales, contratos con el gobierno, como ahorrar dinero, entre otros temas. Este evento es dirigido para todos los dueños de negocio, pero también haciendo enfoque en temas de construcción. Este evento ofrece darte las herramientas para el máximo potencial a tu negocio.

- **Grand Opening & Open House of Family Service Agency**

*Thursday, November 16, 4:00 PM – 6:00 PM,  
945 South Main Street, Suite 103, Salinas*

Family Service Agency (FSA) is excited to announce the grand opening of their new office in Salinas. Their services include Suicide prevention awareness, training and education, suicide loss survivors support groups and counseling. FSA is one of 12 accredited 988 Suicide and Crisis Lifeline centers in California responsible for responding to calls, texts and chats on the Central Coast. Join us in the celebration of the grand opening and ribbon cutting ceremony. Come meet the team and learn more about their services.

- **Northridge Mall & Chamber Mixer**

*Thursday, November 30, 5:30 PM – 7:30 PM,  
796 Northridge Drive, Salinas*

We are delighted to extend an invitation for you to join us for a special event hosted by Northridge Mall, designed to foster connections and collaboration within our vibrant business community. Enjoy light refreshments and networking opportunities as you connect with the new team and learn about future developments and plans. Not only will you get a sneak peek at all the great things the mall has in store for 2024, you can also learn more about the different opportunities with the mall. Register at [SalinasChamber.com](https://SalinasChamber.com) today! We look forward to seeing you there. For more information, contact: Jasmine Bhardwaj - [Jasmine@salinaschamber.com](mailto:Jasmine@salinaschamber.com) | 831.751.7725.

- **73rd Annual Children's Shopping Tour**

*Saturday, December 9, 7:00 AM – 2:00 PM,  
Northridge Mall (In the Community Room located between  
JCPenney and Hobby Lobby), Salinas*

Every year, in December, our community comes together to make the holiday season brighter for hundreds of children. The Children's Shopping Tour is a cherished event where children in need are paired with volunteers for a day of shopping. It's an event filled with laughter and excitement for everyone involved! We need dedicated volunteers to join us on Saturday, December 9th. There are opportunities available to support the event for everyone! You can volunteer at one of the many stations, such as set-up, check-in, distributing gift cards, cutting merchandise tags, take-down, or sign up to be a chaperone and spend a fun-filled day shopping with the children. Witness the smiles and joy of children as they pick out their own clothing, create a lasting impact, and make memories! If you have any questions, contact Jennifer Russell at [Events@SalinasChamber.com](mailto:Events@SalinasChamber.com).

- **Ribbon Cutting with T-Mobile**

*Friday, December 15, 3:00 PM,  
2197 H Dela Rosa Sr Street Suite H, Soledad*

Join us for a grand opening and ribbon cutting ceremony with T-Mobile for their new location in Soledad. Come meet the team, visit the new location, and enjoy light refreshments. Visit [SalinasChamber.com](https://SalinasChamber.com) for more information.

Be sure to check out [SalinasChamber.com](https://SalinasChamber.com) for added events and updated information



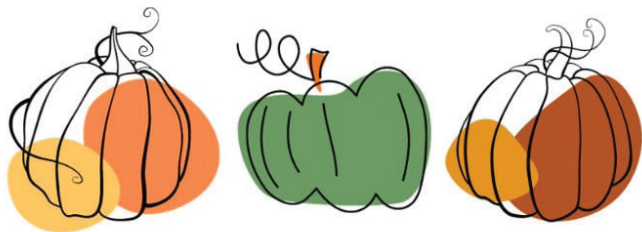
# UPCOMING WORKSHOPS

## Resource Highlight

### Energy Efficiency Financing

Helps pay for energy efficiency retrofit projects with ZERO interest & ZERO penalty loans. Funding Amounts: \$5,000 - \$250,000 per premises with loan periods of up to 120 months. [pge.com/eef](http://pge.com/eef)

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THANKSGIVING



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[linktr.ee/MontereyCountyBusiness](https://linktr.ee/MontereyCountyBusiness)



11.01.2023

### State Trade Expansion Program (STEP)

3 PM, Webinar (English)

Unlock opportunities for your business to expand globally! Discover how STEP can provide your business with invaluable financial assistance and resources to help you navigate international markets and boost your sales.

11.14.2023

### Complying with the Corporate Transparency Act

Monterey Peninsula Chamber of Commerce  
12 PM - 1 PM, Hybrid Workshop (English)  
Understand the legislation's requirements to ensure your business remains compliant with the new reporting and disclosure obligations with our partners at Fenton & Keller, Attorneys at Law.



11.28.2023

### Business Builders

Salinas

11:30 AM - 1 PM (TBC), taller presencial (en español)

Aprenda acerca de los diversos recursos disponibles para los negocios y emprendedores. ¡El almuerzo va por nuestra cuenta!







# STRAP IN, MOMS AND DADS. IT'S A WILD RIDE.

## KEEP RISING

When you're at your best, Salinas Valley is at its best.  
We're here for your physical, emotional and community health.



For more information about our services,  
visit [SalinasValleyHealth.com/maternity](https://www.SalinasValleyHealth.com/maternity)  
or call 831-757-3627.

 **Salinas Valley  
HEALTH**

[SalinasValleyHealth.com](https://www.SalinasValleyHealth.com)