

# MINUTES

## Oldtown Salinas Association Board of Directors Board Meeting Thursday, July 15, 2010 8:30am to 9:30am

**Present:** Colleen Bailey, Tom Martella, Michael Millet, Amit Pandya, Joel Panzer, Don Reynolds, Frank Savino, Charissa Sopoaga, Trish Sullivan, Ana C. Toledo, Monica Wason, Greg Yancey  
**Absent:** Jeff LaTourette, Gloria De La Rosa, Janet Barnes **Staff:** Deanna Carvey **Guest:** Mayor Dennis Donahue, Guillermo Nieto of SUBA, Michael Lipe of Bahama Grille  
**Recorded By:** Colleen Bailey

### I. Call to Order

Tom Martella called the meeting to order at 8:31am at the Salinas Redevelopment Agency Conference Room located at 65 W. Alisal St.

### II. Public Comment for Items not on the Agenda

- A. Deanna's intern was recognized for her efforts.
- B. Guests introduced themselves.

### III. Consent Agenda

- A. There was a motion to approve the minutes and financials of June, 2010.  
**Motion: Frank Savino. Second: Michael Millet. MSC.**  
Clarification was made that June 30 is the year end for Fiscal Year 2010-2011

### IV. Presentation

- A. Deanna Carvey presented a report on "Business Improvement District Options for Fiscal Sustainability". *Please see addendum.*
- B. Discussion, comments, recommendations.
  - ❖ Mayor Donahue spoke in support of Deanna's recommendation to switch from business-based districts (BIDs) to property based districts (PBIDs).
  - ❖ Deanna said that there other comparable cities including Santa Monica, Hollister and Santa Rosa who have made the transition successfully.
  - ❖ The Mayor invited the board members to the City Council meeting on Tuesday, July 20<sup>th</sup> where redevelopment expansion will be discussed.
  - ❖ The Mayor explained that the redevelopment expansion does not exclude the primacy of Oldtown and that we could consider reevaluation of our boundaries.
  - ❖ Don Reynolds clarified that there may be multiple business licenses at one address.
  - ❖ The business doesn't always get information from the owner about the assessment because the owner hasn't any obligation to disclose the information to them and the City provides a letter in a packet, which may go unnoticed or unread.
  - ❖ Assessments are made per square footage.
  - ❖ The majority of the board members are not property owners, but some property owners are business owners.

- ❖ Don Reynolds suggested that a steering committee of property owners be formed to get their support for the idea.
  - ❖ Districts have to be approved by a majority of 51%. The vote is based on 51% of the valuation which reflects back on square footage
  - ❖ The process is open and transparent
  - ❖ A database will need to be developed to get an accurate square footage of rentable property before a true budget can be developed, but the option will naturally be higher and it will stabilize the budgeting process
  - ❖ Future budgets will be determined by defining the level of services that the membership demands and the price of those services
  - ❖ To adjust for future inflation, there is a renewal every five years
  - ❖ Deanna will provide the percentage of businesses owned by Monterey County residents vs. out of town owners.
- C. There was a motion to move forward to explore the feasibility of option #3.  
**Motion: Greg Yancey. Second: Trish Sullivan. MSC.**

## **V. New Business**

A. Board President Tom Martella lead a discussion on the future direction of the Association

### **1. Nomination and approval of Board Officers**

**President Elect:** Amit Pandya

**Motion: Tom Martella. Second: Charissa Sopoaga. MSC and Amit Pandya accepted the position**

**Secretary:** Colleen Bailey

**Motion: Frank Savino. Second: Amit Pandya. MSC and Colleen Bailey accepted the position**

**Treasurer:** Charissa Sopoaga

**Motion: Tom Martella. Second: Mike Millet. MSC and Charissa Sopoaga accepted the position**

- ❖ Bylaws say if a board member misses 2 meetings in a row or 3 in a year the member will be asked to resign their position unless there is a serious health issue or the like
- ❖ Committee Chairperson and volunteer appointments were made as follows:

**Economic Development Committee:**

**Michael Millet, Chair.**

**Promotions Committee (Events, Marketing, Member Support):**

**Frank Savino, Chair. Monica Wason, Co-Chair. Trish Sullivan will serve on the Promotions Committee as New Business Liaison (Welcome Wagon).**

**Security/Beautification Committee:**

**Greg Yancey, Chair. Joel Panzer, Co-Chair**

2. OSA Goals 2010-2011:

- a. Examine Dues Structure
- b. Fill vacancies strategically
- c. Develop volunteer base
- d. Increase associate membership by at least 12

3. The Board meetings will be held from 8-9:30am on the third Thursday of every month at the Salinas Redevelopment Agency located at 65 W. Alisal St.

## **VI. Adjournment**

Tom Martella adjourned at 10:17am