

# Oldtown Update

SUMMER 2010

[www.oldtownsalinas.com](http://www.oldtownsalinas.com)

## New and Improved Services from BFI Waste Services



Your Environment.  
Our Commitment.

In an effort to consolidate and outsource sanitation and other environmental services, the City of Salinas recently renewed and expanded its contract with BFI Waste Services. The change is intended to result in a more efficient and streamlined delivery of public services--part of the overall effort to balance the city's budget while maintaining vital service delivery to the public. Although trash collection rates will increase to cover the cost of providing additional services, BFI's overall program provides an opportunity for homes and businesses that take advantage of increased recycling to lower their overall collection rates. The following frequently asked questions are answered below:

### Q. WHY DID MY GARBAGE RATES INCREASE?

A. The rate increase centers around the expansion of the City's "Clean City Initiatives" that will be supported through the partnership between the City of Salinas, the Salinas Valley Solid Waste Authority, and BFI Waste Services in an effort to promote a green and sustainable City for residents, businesses and visitors.

### Q. WHAT ARE THE CLEAN CITY INITIATIVES?

A. They support the City Council's direction to establish more environmentally conscious and sustainable practices to improve the cleanliness and image of the City of Salinas. With the implementation of these initiatives, BFI has agreed to the funding and management of these additional services:

- Graffiti Abatement
- Street Sweeping
- Code Enforcement for compliance with environmental, solid waste and recycling collection issues.
- On-Call Bulky Waste collection in an effort to reduce illegal dumping on commercial and public property.
- Expansion of current citywide cleanup programs including food waste collection, Multi-Family Community Recycling, and commercial recycling.
- Converting and replacing its existing fleet of collection vehicles with compressed natural gas (CNG), making Salinas the first community on the Central Coast to have a trash collection fleet of clean fuel burning vehicles.

### Q. WHY IS BFI ASSUMING SERVICES THAT WERE PREVIOUSLY PERFORMED BY THE CITY OF SALINAS?

A. Due to City budget constraints these programs and services would have been significantly reduced or permanently discontinued. BFI recognizes these services as being vital to transforming the City into a truly "green" community and has thus determined to assume the responsibility for these programs and services.

### Q. HOW DO THE CITY OF SALINAS GARBAGE COLLECTION RATES COMPARE TO OTHER CITIES?

A. Despite the addition of the new Clean City Initiative programs, Salinas's residents enjoy collection rates that are an average of 7 to 11 percent lower than other Monterey County cities.

### Q. WHAT CAN I DO TO LOWER MY COLLECTION BILL?

A. You can minimize your trash collection costs by implementing recycling and waste diversion programs. For commercial customers, the cost for recycling is up to 50% less than current trash rates. BFI offers a variety of options designed to reduce your trash volume and thereby reduce your trash bill. These recycling services are offered at reduced rates over trash service and are designed to minimize the impact on the environment and help to achieve a 75% diversion rate thereby prolonging the life of our local landfill.

**Businesses can contact the Salinas Valley Solid Waste Authority at 775-3000 to request a free waste assessment to help identify ways to reduce your trash bill and increase your recycling and diversion efforts.**

**For additional information call: Doug Kenyon, General Manager or Cindy Rogers, Recycling Manager for BFI Waste Services at 751-5443.**



## Oldtown Cowboy Pancake Breakfast Schedule of Activities for Saturday, July 10th

- 9:00 a.m. – 2:00pm ..... Farmers Market
- 8:00 a.m. – 12:00pm ..... Cowboy Pancake Breakfast at National Steinbeck Center
- 10:00 a.m. – 12:00pm ... Kids Club at National Steinbeck Center!
- 10:00 a.m. – 2:00pm ..... Live music!
- 6:30 p.m. .... Kiddie Kapers Parade- This year's theme is '100 Years of Big Hats and Buckaroos.'
- 8:00 p.m. .... Colmo del Rodeo Parade

# Executive Director's Message



**Deanna Carvey**  
Executive Director

**“Nothing stops an organization faster than people who believe that the way you worked yesterday is the best way to work tomorrow.”** –Jon Madonna

One thing is certain when leading an organization: regular program evaluation and a willingness to adjust goals, processes, and procedures are fundamental for success. We live in a dynamic and fluid world, and last year's template for success is this year's archived document. I met an old friend at the grocery store the other day, and she told me that her internet business was down but that she had made some financial adjustments and was staying above water. She recently told a colleague that her business was down one-third, and her friend's reply was, “Down one-third is the new up!”

We see the same adjustments taking place within state and local governments as well as the private sector. OSA has been watching the Blue Ribbon Committees' recommendations to the City of Salinas very carefully, and we are pleased with their commitment to work together to achieve success. The opportunity to change the way our local government faces challenges and delivers services is exciting! Public discourse has been lively, and we believe that in the end a positive outcome will be achieved. OSA regularly attends the Business Development Task Force, interacting with other representatives of the business community to discuss and promote business friendly policies within the city. Through these efforts, for example, an ombudsman (see article below) has been established to provide direct assistance to business owners who wish to submit a grievance or who need assistance dealing with the City Permit and Planning Department.

I encourage everyone to download and read the OSA Annual Report online at <http://www.oldtownsalinas.com/about.asp>. The report details our past year's accomplishments and challenges, and states our goals for the coming year. The Board of Directors has identified many of our own organizational issues that will require change in order to increase our effectiveness as an Association. In the coming year, many exciting opportunities will be discussed, all centering around equity, transparency, and success for our downtown businesses. Our incoming Board President, Tom Martella, is committed to identifying opportunities to lead our Association to greater success. In the coming year we will provide opportunities for stakeholder meetings, study sessions and input from all of our member businesses.

We realize that the dynamics of success have changed for all of us, and we are continually reminded that many of the old ways of doing things will not suffice into the future. To that end, this newsletter contains a lot of “housekeeping” as we get ready to move into the new fiscal year determined to achieve tangible goals and work smarter to guarantee success. When dealing with day-to-day demands, it is easy to forget to plan and strategize, but if we are to achieve success, we must be open to the possibility of positive change!

**“The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.”**

**–Peter Drucker**

# Be Informed!

Recent changes have been made within the City Finance Department to increase the transparency of our Business Improvement District (BID) and the way that information about annual assessments is delivered to new business owners. The typical process for opening a business in Oldtown is for the prospective business owner to enter into a lease with a property owner or management company and then to request a business license within the City Finance Department. At that time, written information on the district and all fees is provided to all applicants. Once a license is issued, OSA is informed, and we make contact with the new business owner. Unfortunately, many business owners have so much to absorb as they work to open their business that they overlook the information provided. To this end, a signed acknowledgment has been added to all business license request forms stating that licensees have received and have been informed of the Business Improvement District and all associated fees.



## Ombudsman at Your Service

If you would like to lodge a complaint, request assistance, or even offer suggestions regarding anything related to establishing or improving your business, please contact Jeffrey Weir, Economic Development Director at the City of Salinas. He has been appointed as an ombudsman for businesses to help improve the city's services, particularly within the Permit and Planning Department. He can be reached at:

Economic Development Department  
65 West Alisal Street  
Salinas, CA 93901  
T 831.758.7408; F 831.775.4258; C 831.235.4751

*A special request  
to all property owners  
and  
management companies:*



You are most often the first point of contact with prospective business owners. The Oldtown Salinas Association is requesting that you fully inform all lessees that they will be operating within a Business Improvement District (BID) and that annual assessments are required of all business owners. Full and transparent disclosure of these fees will ultimately result in tenants who have made an informed decision to operate within our downtown. Informed tenants will be satisfied tenants and satisfied tenants install will their businesses in Oldtown with the understanding that there is an organization managing the area for their benefit. Business Improvement Districts are extremely common in downtowns throughout the nation, and they have a proven track record of improving the atmosphere of downtowns and creating a positive and inviting environment for both business owners and the public. The OSA office is happy to provide all property owners and management companies with materials suitable for informing prospective lessees. The ultimate goal is to install in our storefronts and offices informed owners who will be long-term and successful tenants!



**Mazda Raceway  
Sport Bike Nights  
in Oldtown**

## Get Ready for Fire Inspections

The State of California Fire Marshal mandates local jurisdictions to perform annual inspections on the following businesses: assembly; educational; institutional; and residential. The Salinas Fire Department has informed OSA that they will begin these inspections this year. The best way to avoid non-compliance fees (and ensure the safety of your employees and patrons) is to be prepared and make sure that your place of business is complying with Fire Safety codes. *Specific information on the inspections can be found by calling the Salinas Fire Chief at 758-7261. A flyer on the State Mandatory Inspection Program and the Fire Department's inspection schedule can be obtained at the City of Salinas Fire Department, 65 W. Alisal St.*

## Street Vendor Information

Many of our businesses have called the Oldtown office with concerns about street vendors operating in Oldtown. We are very concerned about the impact this can have on our "brick and mortar" businesses and to the overall image of the downtown area. The bottom line is that we have little control over the roaming street vendors since their licenses allow them to sell throughout the city (with some restrictions), and they are not considered to be OSA members (and as such pay no assessments). To restrict them from the Oldtown area constitutes a "restraint of trade" and is not a legal recourse for us.

We have let the city know of our business owner complaints and have requested that they not issue additional vendor licenses. We encourage all of our businesses to immediately report any vendor that is violating the following:

1. No pushcart or street vendor may remain on any one block longer than 15 minutes.
2. Neither the pushcarts nor the street vendors may operate on the sidewalk in such a manner as to impede the free flow of pedestrian traffic.
3. All vendors must possess a current and valid City of Salinas business license and vendor permit. If they are selling food, they must also possess and display their current Health Department license.

The City has provided some information that will aid in keeping the vendors operating legally. **The best way to report illegal street vendor activity is to immediately call the nonemergency police line at 758-7321.** The police are the first responders to these complaints. The Code Enforcement team does not have the authority to detain people conducting illegal activity on public streets, although they will assist the police in enforcing the vendor ordinance once the P.D. has made contact with the illegal vendors.

## New Board of Directors

The votes are in and three new Board Members have been elected to serve from July 1, 2010 to June 30, 2012. We are looking forward to their energy and talent in the coming year!

**Monica Wason** of Green Belly Massage & Yoga  
*(Contains corrected information from previously published bio)*

**Monica** Wason, owner and operator of Green Belly Massage & Yoga, newly located at 224 Main St. Recently she organized the fundraiser event, Peace & Wellness for Haiti, which raised over \$3,000 in 3 hours for the American Red Cross. She is also currently serving as the Event Chair for Fashion Night at the Museum, being held at the Steinbeck Center next month. In addition she is volunteering her time performing massages as a member of the Wellness Team for the 2010 US Open being held at Pebble Beach (June 2010). Monica started her career as a USAF Nurse from 1995-1999 and then became a Registered Nurse in 2000 and has been an active nurse since. She is excited to be on the Board of Directors for SOA and looks forward to serving her community!

**Joel Panzer** of Maureen Wruck Planning Consultants

**Joel's** professional work in land use and planning has led to a long-term relationship with downtown Salinas since 1985. Since 2004, Mr. Panzer and his wife Maureen have operated Maureen Wruck Planning Consultants, LLC, a professional firm located at 21 W. Alisal Street, suite 111, in Oldtown Salinas. Mr. Panzer co-authored the successful National Register of Historic Places nomination for the Old Monterey County Jail on Alisal Street and worked with the USPS to sponsor the 2006 landscaping improvements to the John Steinbeck Branch post office.

**Amit Pandya** of Monterey Business Brokers

**Amit** has worked in Oldtown Salinas for over 3 years and is excited to bring his experience in the real estate industry to Oldtown. He will be working to draw new businesses to the downtown by serving on the Economic Development Committee.

### August is...

National Win With Civility Month  
Happiness Happens Month  
What Will Be Your Legacy Month

### September is...

National Organic Harvest Month  
Library Card Sign Up Month  
Women's Friendship Month

### October is...

Spinach Lovers Month  
Positive Attitude Month  
Adopt a Shelter Dog Month

### August

3-National Night Out Day  
12-International Youth Day  
15-Best Friends Day  
24 National Waffle Day

### September

9-Wonderful Weirdoes Day  
13-International Chocolate Day  
19-Talk Like a Pirate Day!  
27-National Family Day

### October

1-International Day of Older Persons  
12-National Face Your Fears Day  
29-Frankensten Friday

## Important Updates

The OSA Annual Report and Budget may be viewed at [www.oldtownsalinas.com/about.asp](http://www.oldtownsalinas.com/about.asp)

• For just **\$75** Oldtown businesses and associate members can insert a flyer in the **Oldtown Update Newsletter** to promote an event, discount or promotion! Sponsorship of the newsletter is **\$125** and includes free flyer insert, company logo or photo with a brief business highlight and sponsor recognition. (All flyers must be approved by the OSA)

### Deadlines for flyer insert:

March 20th for April newsletter

June 20th for July newsletter

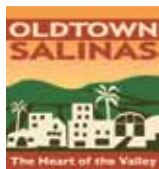
September 20th for October newsletter

December 20th for January newsletter

♻️ Printed on recycled paper

Design by Martella Printing

• **Add some pizzazz to your directory listing:** Turn your website directory information into an "ad page" by adding your business logo to your listing! Complete the presentation by adding a brief business description, hours of operation, or business achievements. To find out more about adding your logo to your website directory listing, call the OSA office at 758-0725.



10B Mid-Town Lane  
PO Box 2325  
Salinas, CA 93902

RETURN SERVICE REQUESTED

Presorted Standard  
US Postage  
**PAID**  
Salinas, CA  
Permit No. 305



## Meetings

### Oldtown Salinas Association Board Meetings

#### Executive Committee:

Please call to confirm new location, dates, and times

#### Board:

Please call to confirm new location, dates, and times

All meetings are subject to change.  
Call 758-0725 to confirm

### City Council Meetings

June 24, 6pm, Community

Dialogue For Change

July 13, 20

August 17, 24

September 14, 21, 28

October 5, 12, 19

All meetings begin at 4: p.m. in the Rotunda at 200 Lincoln Ave.

Visit [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us) to confirm dates and to view agenda.



## Dates

### First Fridays Art Walk

July 2, August 6,

September 3, October 1

5:30 p.m.-8:00 p.m. First Fridays Art Walk is a program of Artistas Unidos-Artists United. For information visit [www.artistasunidos.org](http://www.artistasunidos.org)

### Farmers Marketplace

Every Saturday from 9:00 a.m.-2:00 p.m. in the parking lot across from the Maya Cinema Farmers Marketplace is a project of CHAMP. For information please call (831) 920-1088

### Crazy Techie Summer

Free Digital Arts Contests & Workshops for Teens Throughout the summer  
Details: Bjorn at 758-7492 or <http://salinaspubliclibrary.org/crazy-techie-summer>

### Oldtown Merchant Mixer

July 7, 5:00 p.m. – 8:00 p.m. National Steinbeck Center. All are welcome to attend!  
For info call 775-4735 or email [jenny@steinbeck.org](mailto:jenny@steinbeck.org)

### Cowboy Pancake Breakfast

July 10, 8:00 a.m.-12:00 p.m. National Steinbeck Center plaza. Call 831-758-0725 for more information

### Kiddie Kapers Parade

July 10, 6:30 p.m.  
For more information, visit [www.CARodeo.com](http://www.CARodeo.com) or call the California Rodeo Office at 831-775.3100.

### Colmo del Rodeo Parade

July 10, 6:30 p.m.  
For more information, visit [www.CARodeo.com](http://www.CARodeo.com) or call the California Rodeo Office at 831-775.3100.

### Mazda Raceway Sport Bike Nights in Oldtown

July 16th, Aug. 20th, Sept. 17th, Oct. 15th  
6pm – 8pm (no street closure)  
All events will be held in Parking Lot #13 across from Maya Cinema

## Oldtown Salinas Association Board of Directors

Jeff LaTourette *President* • Deanna Carvey *Executive Director*

**Directors** – Colleen Bailey, Don Reynolds, Gary Ray, Gerry Bennett, Gloria De La Rosa, Greg Yancey, Janet Barnes, Michael Millett, Patricia Sullivan, Robert Schaefer

**Officers** – Tom Martella, VP-Elect; Charissa Sopoaga, VP-Treasurer; Bonnie Hernandez, VP-Secretary; Frank Savino, Past President

The Oldtown Salinas Association • 10B Mid-Town Lane • PO Box 2325 • Salinas, CA 93902

831-758-0725 office 831-758-0503 fax [director@oldtownsalinas.com](mailto:director@oldtownsalinas.com) [www.oldtownsalinas.com](http://www.oldtownsalinas.com)