

AGENDA

Alisal Vibrancy Plan Steering Committee Meeting Notes Plan de Alisal Notas del Comité Directivo

August/Agosto 15, 2018

6-8pm, Firehouse Recreation Center, 1330 E Alisal St.

1. Ice Breaker/ *Conocimiento*

- Introduction (name) & How are you feeling?/ *Introduccion (Nombre) y como te sientes?*

2. Announcements and Public Comments / *Anuncios y comentario publico*

- Additional August meeting date on the 29th / *Fecha de junta adicional en 29 de Agosto*

3. Review of Economic Development and Housing Matrices/ *Revision de los tableros de regulacion de Desarrollo Economico y Vivienda.*

Activity: Steering Committee and Working Group members were asked to review both matrices (Housing and Economic Development) and highlight which concepts were most important to them using stickers or sticky notes. Staff initiated conversation by asking the steering committee members that were part of those groups give a summary of what resonated and if they had additional comments of anything that they felt should be included./ *Se pidió a los miembros del Comité Directivo y del grupo de trabajo que revisaran ambas tablas de regulacion (vivienda y desarrollo económico) y resaltarán qué conceptos eran más importantes para ellos. El personal luego inició la conversación preguntando a los miembros del Comité Directivo que formaban parte de esos grupos que den un resumen de lo que resonó y si tenían comentarios adicionales que pensaban que no habían sido incluido.*

Discussion/Discusión: The members of the Steering Committee and Working Group discussed on partnering and finding other organizations that have done the strategies that are being suggested. Suggestions of combining community events with businesses (ex. Having a movie night as an event and businesses like food trucks around). Having housing workshops on how to acquire housing and having relocation assistance and a process of eviction rights./ *Los miembros del Comité Directivo y del grupo de trabajo debatieron sobre la asociación y la búsqueda de otras organizaciones que han hecho las estrategias que se están sugiriendo. Sugerencias para combinar eventos comunitarios con empresas (ej. Tener una noche de cine como un evento y negocios como loncheras alrededor). Tener talleres de vivienda sobre cómo adquirir vivienda y tener asistencia de reubicación y un proceso de derechos de desalojo.*

4. Land use discussion/ *Discusión de uso del terreno*

Activity: Our staff gave a presentation on the different types of development and reviewed the composite compilation map with the meeting attendees and encouraged comments or if any clarification was needed./ *Nuestro personal dio una presentación sobre los diferentes tipos de desarrollo y revisó el mapa de compilación compuesta con los asistentes de la reunión y animó los comentarios o si se necesitaba alguna aclaración.*

Discussion/ *Discusión*: There was no opposition of the types of development and there was a comment about continuing the commercial from Alisal to Williams to connect the two commercials. This topic will be discussed further in the next meeting on September 5th. / *No hubo oposición de los tipos de desarrollo y hubo un comentario sobre la continuación del comercial de Alisal a Williams para conectar los dos comerciales. Este tema será discutido más adelante en la próxima reunión el 5 de septiembre.*

5. Closing and Matrix Preview/Cierra y Vista previa de la tabla de regulacion

Economic Development Working Group Policy Matrix Workforce Development

Solutions

- Provide parents with information and resources to guide their children. **(1 Dot)**

Actions

- Partner with institutions and programs such as Hartnell, ALBA and Rancho Cielo to promote their programs. **(1 Dot)**
- Increase the number of career counselors in schools to assist with identifying career pathways and skills that are in demand. **(2 Dots)**

Follow-up

- Action WF-1.1.2 — Encourage the Collaboration of Salinas Union High School District, Hartnell College, CSUMB, UCSC, SJSU, and other higher educational institutions to promote the use of the career pathways approach to a variety of growing clusters in construction, health care, agriculture, eco-tourism, electronic systems for manufacturing, alternative energy, water and wastewater technologies and others. **(1 Dot)**

Workforce Development-continued

Challenges or Opportunities

- Employment and training opportunities are more limited for undocumented workers. **(3 Dots)**
- Young professionals who want to return to Salinas are unable to find living wage jobs related to their field of study. **(2 Dots)**
- Lack of information regarding existing education and training programs and career pathways. **(1 Dot)**
- High cost of education discourages individuals from continuing education. **(3 Dots)**
- Class Offerings do not always match the level of student interest or labor market demand. **(1 Dot)**

Concepts

- Increase awareness of skills and jobs/ career pathways that are in demand and that pay higher wages. **(1 Dot)**

Solutions

- Need to create a safe space to discuss entrepreneurial/self-employment opportunities for undocumented individuals. **(2 Dots)**
- Attract employers/business offering higher paying jobs. **(2 Dots)**
- Provide youth with more career counseling support. **(1 Dot)**

Actions

- Establish Youth Opportunity Center as a hub for mentoring, employment training, and career opportunity exploration. **(3 Dots)**

Follow-up

- Action WF-1.1.5 — Consider establishing a “boomerang” program for Salinas natives obtaining college degrees elsewhere to encourage their to return to work. Incentives may

include tuition reimbursement, contingency, program scholarships, housing assistance and internships that lead to permanent positions through private industry/college collaborating. **(3 Dots)**

- Action WF-1.1.4 — Continue support of non-profit organizations working with youth programs, particularly focused on career exploration and job readiness (e.g., Girls Inc., Girl and Boys Scouts, Rancho Cielo). Consider the benefits of using I-Result LLC, a software community/education performance monitoring and measuring tool, currently in use in other communities in Monterey County. Action WF-2.4.2 — The City should collaborate with local businesses, the CASP program, Salinas Union High School District, Palma High School, Notre Dame High School, Hartnell College, and CSUMB's Service Learning Institute to develop intern and mentorship programs for youth to develop skills sets and increase experience levels in Salinas based business. Support joint-use of public school faculties for this purpose. **(1 Dot)**

Notes

- Hartnell College engaged in working towards achieving The Promise (free-first 2 years of higher education) **(1 Dot)**

Small Business Assistance

Challenges or Opportunities

- Support entrepreneurship as a career path. Need for affordable flexible business space to start a business. **(1 Dot)**

Solutions

- Identify/provide flexible space for entrepreneurs. Create food ecosystem training. **(3 Dots)**

Actions

- Use workshops/programs to expose businesses to social media work, as a “hook” to gain interest and participation. Present resources at school parent meetings. Conduct outreach door to door, nurture relationships, and provide incentives for participation. **(2 Dots)**
- “Develop workshops on: ADA Compliance- Ensure businesses are meeting American Disability Act requirements. Legally — Lease Agreements, Business Legal Structures, Disgruntled Employees Offer Social media courses to business owners who want to improve their service. Create coaching/mentor groups that can help entrepreneurs write business plans.” **(1 Dot)**

Notes

- Consider looking at local Chamber of Commerce for these classes. / (Yellow Sticky Note Comments): Yes, as with most things no need to reinvent any wheels.
- “Commercial Kitchen: Goodwill Industries, Anne Guthrie; also looks at El Pajaro Community Development Ctr—kitchen incubator; For Maker Space- Hartnell College, Alisal campuses (brand new) Ecosystem: Goodwill Industries, MPC, Cabrillo College and rancho Cielo” **(1 Dot)**

Small Business Assistance-continued

Challenges or Opportunities

- Support entrepreneurship as a career path. Need for affordable flexible business space to start a business. **(1 Dot)**

Solutions

- Work with community groups to help small businesses and start-ups access microloan programs. **(1 Dot)**

Actions

- “Provide a microloan program (AHSRA).
- Action EGB-2.2.1 - City should provide or support incentive and services programs.
- Financial literacy **(1 Dot)**

Land Use Development

Concepts

- Create a plaza **(1 Dot)**

Government Regulations

Challenges or Opportunities

- New and existing businesses owners need to understand the regulatory process upfront. **(2 Dots)**

Concepts

- Streamline and improve understanding of Regulatory/Government Processes. **(2 Dots)**

Solutions

- Identify a point of contact (navigator) in the City assist businesses through regulatory processes. **(3 Dots)**
- Provide educational materials and workshops on topics and/or explore online services. **(1 Dot)**
- Consider a commercial rent control **(4 Dots)**

Priority Items

Challenges or Opportunities

- Help smaller businesses grow in Alisal. The need to build a relationship between the local business owners and the City of Salinas. The investment in Alisal can help the relationship between the City of Salinas and local business owners. **(1 Dot)**/*Yellow Sticky Note Comments*:
- Help develop small businesses into larger entities that can spread to other cities. Ex. Franchise businesses.
- Incentivizes businesses that create larger amounts of revenue. Ex. Technology

Concepts

- Streamline and improve understanding of Regulatory/Government Processes. **(1 Dot)**
- Expand technical, capital, incentives, and resources for current and future business owners in Alisal. **(3 Dots)**

Solutions

- Tap into grant funding to help businesses with code violations improve the exterior appearance of their business, especially in concentrated shopping districts. **(1 Dot)**
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Actions

- Create a (bilingual, culturally relevant) city staff position that can help current and future Alisal business owners navigate regulatory processes. **(6 Dots)**
- “Provide a microloan program (AHNSRA).
- Action EGB-2.2.1- City should provide or support incentive and services programs.
- Financial literacy **(1 Dot)**
- Establish color and design guidelines for commercial areas. Establish incentives –bring back façade improvement program for improvements i.e. 50% coming from the “city” but must comply with code and an established color palate. **(1 Dot)**

Follow-up

- “Look at outcome of existing programs. Research other cities that have those programs.” **(1 Dot)**

Notes

Yellow Sticky Note Comments:

- Eventos comunitarios como “movie night” afuera.
- Promover negocios
- Ventas

Childcare

Challenges or Opportunities

- Licensing process can be confusing. There are multiple steps including state certification, County Health Department regulations regarding nutrition, and city regulations/inspections of the site. **(1 Dot)**
- Attending/completing required state courses and certifications takes time and money. **(1 Dot)**
- A common barrier for licensed childcare providers is the cost of all the permits and license fees. **(1Dot)**
- There is not a sufficient supply of licensed childcare providers. **(1 Dot)**
- CHISPA does not allow individuals to offer childcare. **(1Dot)**

Concepts

- Increase access to existing licensed childcare providers. **(1 Dot)**

Solutions

- Develop and distribute map of licensed childcare providers and centers in the Alisal. **(1 Dot)**

District Identity

Challenges or Opportunities

- “Focus on uniqueness, sabor of the Alisal.
- Businesses and patrons prefer cultural authenticity, low prices, ease of access, and improved safety.
- Help businesses obtain new customers and improving services. **(1 Dot)**

Solutions

- “Promote Businesses in Alisal. Use Social Media to promote branding and district identity and pride.” **(3 Dots)**
- Increase the number of community and cultural events. **(2 Dots)**

Follow-up

- Pursue SUBA trying assessment to business license fee to provide the findings needed for SUBA to support businesses/district promotion. **(1 Dot)**

Notes

(Yellow Sticky Note Comments):

- What is the beautification of a shopping district?

Appearance of Commercial Corridor

Solutions

- Establish a consistent corridor maintenance program. **(2 Dots)**

Actions

- Establish color and design guidelines for commercial areas. Establish incentives-bring back façade improvement program for improvements: i.e. 50% coming from the “city” but must comply with code and an established color palate. **(1 Dot)**

Notes

(Yellow Sticky Note Comments):

- Salinas Connect App
- Bilingual
- Education
- Pro mover App

Housing Working Group Policy Matrix

Challenges or Opportunities

- Unsafe and poor housing conditions. **(6 Dots)**
- Lack of housing units **(1 Dot)**

(Sticky Yellow Note Comments): Cuando se construyen apartamentos, se deben construir con areas de recreo para que jueguen los ninos porque muchos apartamentos no los tienen.

- “A lot of workers are coming with work visas.
- Competition between permanent farm workers and temporary (H-2A) farmworkers for housing.” **(1 Dot)**

Concepts

- “Build more housing for the residents of the City, but do not use existing units (Single family homes, apartments, and motels) in the City of Salinas for workers with an H2A visa.” **(1 Dot)** / *(Yellow Sticky Note Comments):*

- Si, tambien se necesita apoyo para gente que no esta rica ni pobre.
- Que se construyen mas viviendas para los trabajadores, por afuera de las zonas recuerdan cuales areas afuera de la ciudad.
- Enable homeowners to remain in their home safely, comfortably, and affordably. **(2 Dots)**

- Provide a variety of safe, quality housing choices that are affordable and accessible to households of all ages and abilities (Fair Housing) **(1 Dot)** / *(Yellow Sticky Note Comments):* Include green spaces in variety of housing options.

- Enhance public awareness of the benefits of affordable housing and promote available housing and partnership opportunities. **(2 Dots)** / *(Yellow Sticky Note Comments):* First include /consider home owners, consider 50/50 inclusionary

- Enhance public awareness of the benefits of healthy, well designed, and energy efficient housing that fosters that well-being of Alisal residents. **(3 Dots)** / *(Yellow Sticky Note Comments):* Consider use of solar or other alternative clean/green options for energy.

- “Programs to help Alisal residents become owners.
- Living in apartments is har and frustrating at times, kids cannot play and there are not that recreational space for them, quality of life is low and there are issues of privacy (laud neighbors, complaint, curfew for family events, etc.) (January 17, 2018 Meeting)” **(1 Dot)**

- Rent Control Ordinance **(8 Dots)**
- Just-Eviction Ordinance **(7 Dots)**
- Relocation Assistance Program **(2 Dots)**
- Create Rental and Ownership Opportunities for individual without legal status **(3 Dots)**

Solutions

- “Implement a rental registration and inspection program
- Expand programs for housing rehabilitation.
- Implement rehab programs.
- Create more-self-help programs like Habitat for Humanity.” **(2 Dots)** / *(Yellow Sticky Note Comments):* What will this do if we still have people that may not find a place to live otherwise?

- “Facilitate construction of accessory dwelling units ADUs). Generate a list of contractors, craftsman, architects, and engineers that know how to do ADUs. Develop a loan program to assist low-income homeowners that want to develop an ADU in their property. Waive Impact Fees (traffic, school, sewer, gas, water) (March 21, 2018 Meeting)
- Build more housing for moderate and low income households (May 16, 2018 Meeting)
- Built more housing and ix use units on Alisal Market Place, adjacent parcel next to Walgreens and along Sanborn Street as well as Division Street site, all of which are opportunity sites (May 16, 218 Meeting)” **(2 Dots)**
- “Develop down payment assistance program for first time homeowners.
- Help potential homeowners improve credit to qualify loans.” **(2 Dots)**
- “Just Cause Eviction Ordinance or Anti-Retaliation Ordinance –This is needed immediately and can be a first step. Perhaps less controversial than Rent Control or Rental Inspection. People are afraid to complain because of threat of litigation. (April 18, 201 Meeting) **(1 Dot)**
- “Relocation Assistance-Watsonville has a relocation ordinance and perhaps this would be useful for Salinas too. This could minimize impacts of housing policy such as Rental Inspection Programs. (April 18, 218 Meeting)
- Create a relocation assistance program for people who were evicted without a just cause.
- Create a relocation assistance model similar to the model that is used by the US Department of Housing and Urban Development (HUD).” **(1 Dot)**
- “Have farmers build more using on the perimeter of the city.
- Need to reduce overcrowding caused by farmers.
- Ordinance to allow the construction of this type of housing
- Don’t allow farm workers to buy existing housing within the city and evict tenants to house H-2A workers.” **(1 Dot)**

(Yellow Sticky Note Comments):

- Create permanent housing?
- Que las empresas proporcionen viviendas a los trabajadores.

Actions

- “Incorporate ways to avoid rent raises or retaliation in the inspection program.
- Group wants to visit different types of housing to see and experience first-hand what is to live in these housing types (townhomes, work/live units, low-income housing units, large multifamily housing projects). (January 17, 2018 Meeting) **(1 Dot)**
- Determine why more people in the Alisal are not constructing units. Develop funding source to help owners finance units.
- Conduct educational programs about ADUs. Idea of educating property owns about what is involved in building an Accessory Dwelling Unit is a good idea- Educational workshops. (February 21, 2018 Meeting)
- Follow CHISPA’s Mutual Self-Help Housing Program where families could built their own home.
- Built more housing units” **(1 Dot)**
- “Provide additional programs for tenants regarding fair housing and tenant /landlord law. This was discussed as a critical need in the community. (February 21, 2018)

- Educational workshops
- Work with other agencies to carry out these workshops in Spanish and English.
- Find funding to sustain these programs.
- Work with radio stations to get the message out and to educate the community.”

(1Dot)

- “Workshops for residents to learn the process of passing an ordinance.
- More legal representation between owners and tenants (example CRLA)
- Create a campaign to decimate information regarding the ordinance.
- Create a working group to help and contribute ideas for the ordinance.” **(1 Dot)**
- “Partner with non-profit and for-profit developers to develop new affordable housing projects within the Alisal. Prioritize collaborating with developers on building affordable housing on City controlled properties along Division Street and in the Alisal Marketplace.
 - Include an affordable housing plan, using the tools identified in the Housing Master Plan, as part of all new or revised small Area and Corridor Plans.
 - Explore the establishment of the CRIA or other alternative to redevelopment in the Alisal facilitate the production of affordable housing.
 - Work with the City to create new incentives for the provision of affordable housing in the Alisal. (Density bonus, no development impact fees, etc.)” **(3 Dots)**

Follow-up

- “Research programs in California and other places to see what works
- Find about self-programs that exist in Salinas or Monterey County. Explore how other cities are rehabbing homes.
- Create a mechanism so that if the rental registration and inspection program is created in the City and is negatively affecting the community, put a temporary halt while Relocation and Eviction Ordinances are being drafted.” **(1 Dot)**
- “Explore ownership opportunities for undocumented residents.
- Find out why more people are not eligible for mortgages.” **(1 Dot)**

Supplemental

Concepts

- Develop policies and regulations that incorporate affordable housing units as part of new development and redevelopment projects. **(3 Dots)**

Supplemental-Continued

- Enable homeowners to remain in their homes safety, comfortably, and affordably **(2 Dots)**

Tablas de Trabajo del Grupo de Trabajo de Desarrollo Económico

Asistencia a pequeñas empresas

Notas:

- Considere buscar en la Cámara de Comercio local para estas clases. / **(Comentarios):** Sí, como con la mayoría de las cosas, no es necesario reinventar ninguna rueda.

Artículos Prioritarios

Retos u Oportunidades:

- Ayude a las pequeñas empresas a crecer en Alisal. La necesidad de construir una relación entre los dueños de negocios locales y la Ciudad de Salinas. La inversión en Alisal puede ayudar a la relación entre la Ciudad de Salinas y los propietarios de negocios locales. **(Comentarios):** Ayude a desarrollar pequeñas empresas en entidades más grandes que puedan extenderse a otras ciudades. Ex. Negocios de cadena de forma. Incentiva a las empresas que crean grandes cantidades de ingresos. Ex. Tecnología

Notas:

(Comentarios):

- Eventos comunitarios como "noche de cine" afuera.
- Promover negocios
- Ventas

Identidad del Distrito

Notas:

- **(Comentarios):** ¿Cuál es el embellecimiento de un distrito comercial?

Aspecto del Corredor Comercial

Notas:

(Comentarios):

- Aplicación Salinas Connect
- Bilingüe
- Educación
- Aplicación ProVolver

Tablas de Trabajo del Grupo de Trabajo de Vivienda

Retos u Oportunidades:

- Condiciones inseguras y malas de vivienda
La falta de unidades de vivienda (**Comentarios**): Cuando se construyen apartamentos, se deben construir con áreas de recreo para los niños porque muchos apartamentos no tienen.

Conceptos:

- "Construya más viviendas para los residentes de la Ciudad, pero no use las unidades existentes (viviendas unifamiliares, apartamentos y moteles) en la Ciudad de Salinas para los trabajadores con una visa H2A". (**Comentarios**): Si, también se necesita apoyo para gente que no sea rica o pobre. Que se construyan más viviendas para los trabajadores, por ejemplo, las zonas recuerdan cuales son las áreas afuera de la ciudad.
- Proporcionar una variedad de opciones de viviendas seguras y de calidad que sean asequibles y accesibles para hogares de todas las edades y capacidades (Equidad de Vivienda) (**Comentarios**): Incluir espacios verdes en variedad de opciones de alojamiento.
- Aumentar la conciencia pública sobre los beneficios de la vivienda asequible y promover las oportunidades de vivienda y asociación disponibles. (**Comentarios**): Primero incluya / considere propietarios de viviendas, considere 50/50 inclusive
- Aumentar la conciencia pública sobre los beneficios de una vivienda saludable, bien diseñada y eficiente en energía que fomente el bienestar de los residentes de Alisal. (**Comentarios**): Considere el uso de opciones de energía solar u otras alternativas limpias / verdes para la energía.

Soluciones:

- "Más programas de autoayuda como Hábitat para la Humanidad". (**Comentarios**): ¿Qué hará esto si todavía tenemos personas que de otra manera no encontrarán un lugar para vivir?
- No permita que los trabajadores agrícolas compren viviendas existentes dentro de la ciudad y desalojen a los inquilinos para que alojen a trabajadores H-2A ". (**Comentarios**): Crear vivienda permanente? Que las empresas proporcionen las viviendas a los trabajadores.

