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SHARE Center Offers Long-Term Solutions for Homeless

There is good news regarding public policy efforts to find permanent homes for local residents who do not have a home.

On June 9, your Salinas Valley Chamber of Commerce Government Relations Committee toured the newly-opened Salinas Housing Advancement, Resources & Education Center (SHARE Center) on East Laurel Drive in the City of Salinas (it's adjacent to the soccer field complex near Natividad Medical Center). This is a collaborative success of the City of Salinas and the County of Monterey in a well-defined plan to help residents without a home get a permanent home.

The SHARE Center is just one of several changes that Monterey County and some cities have made in the past three years on coordinating more effective programs and facilities for people without a home. Local efforts have come a long way.

For perspective, recall that in June 2018 the Monterey County Grand Jury issued a report entitled "Who's In Charge? Stepping up on Homelessness: The Need for Strategic Leadership and Comprehensive Planning." The report found "the County's strategy for addressing homelessness needs a clearer focus, accountable leadership and enhanced capacity" and alleged a lack of "political leadership to coalesce public support and government commitments around a concrete action-plan to end homelessness." ➡



The SHARE Center provides a place to eat, sleep and take steps to find a permanent new home.

SHARE - Continued on page 4

City Budget Priorities

On June 8, the Salinas City Council approved its annual Operating Budget and Capital Improvements Budget - but not without controversy.

There is good news for Salinas residents who contended in the mid-2010s that the city was not spending enough on personnel, programs, and projects as it recovered from the Great Recession.

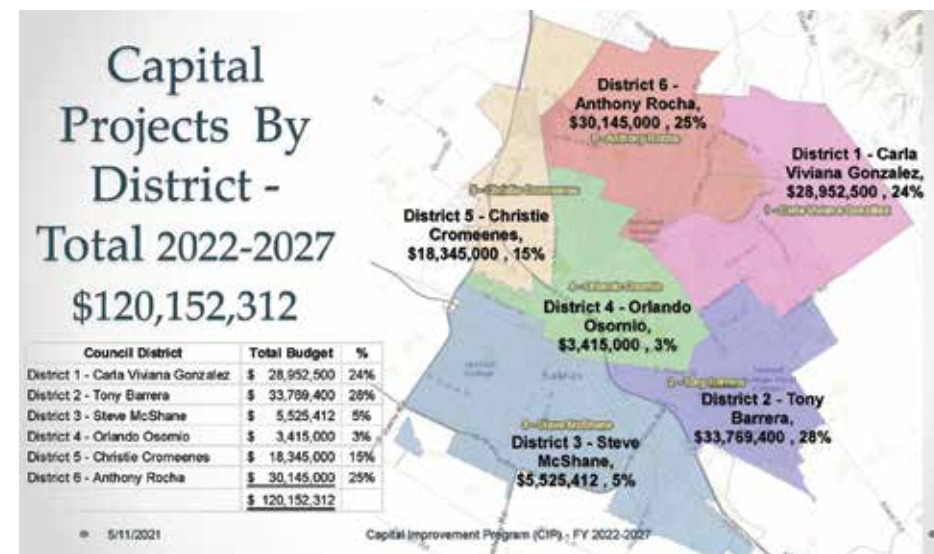
For the 2021-2022 fiscal year, the City of Salinas will have an operating budget of \$173.5 million and a capital improvements budget of \$28.5 million, for a total of \$202 million to spend.

Five years ago, the total budget for the City of Salinas was \$165.7 million, with an operating budget of \$141.4 million and a capital improvements budget of \$24.3 million.

That's an increase in spending of 22 percent in five years, well above the inflation rate during that five year period of 12 percent.

Highlights of the 2021-2022 budget include the following:

- \$3 million in City of Salinas Measure G sales tax revenue for the Alisal ➡



The City of Salinas's Capital Improvements Budget prioritizes investments in many areas of the city that need it most.

BUDGET - Continued on page 10



Thank you Bank of America for your support!

Natividad Foundation has received a \$200,000 grant from the Bank of America Charitable Foundation to bring additional vaccine clinics to Monterey County through Natividad.

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Homelessness on the Central Coast

by Kristy Santiago, Board Chair



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housing. We decided in October of 2018 that affordable housing needed to be a focus of the Chamber. We appointed Matt Huerta of Monterey Bay Economic Partnership as a liaison to our Board, as MBEP has been focused on bringing housing solutions to our region. In addition, we set out to find a Board member with expertise in low-income housing solutions. Starla Warren is the President of the Monterey County Housing Authority Development Corporation, a major builder of affordable housing in our area. Starla joined our Board in 2019.



The Chamber commends the City of Salinas and the County of Monterey for working together to build the SHARE Center as an important implementation of a local "Housing First" policy. We can all agree that this important effort to combat the crisis with homelessness will benefit businesses and the entire community.

Kristy Santiago

Homelessness in California is not new. On any given day, you can drive around Salinas and see tents, motor homes and parked cars with people living in them. If you drive on Highway 101, along Rio Diaz Street, Terven Avenue, John Street and many more areas, you will see dozens of homeless people.

The homeless population continues to grow in our state. At last count in January 2020 (before the COVID pandemic), the homeless population in California had risen 7% from just the year before and 24% from 2018. As you may recall, the homeless count for 2021 was cancelled due to the pandemic so while we don't have updated numbers, we expect that the situation has gotten even worse with the loss of jobs due to the pandemic.

Solving this crisis is expensive and not easy. Any type of housing, and especially affordable housing is very difficult to find on the Central Coast. The City of Salinas spent \$835,000 of the general fund in 2018-2019, just cleaning up areas where the homeless are living. The good news is that Monterey County and the City of Salinas recently opened their first homeless shelter. The SHARE Navigation Center (which stands for "Salinas Housing Advancement, Resources & Education") held its Grand Opening on May 26th. It provides a safe space for those who need it and serves as a crucial transition into housing so people can get back on their feet. The shelter has space for just over 100 eligible people for the short term. During that time, clients are provided "wrap around services" with the goal of treating the root causes of homelessness and getting people into longer-term permanent housing.

The Chamber has been an advocate for this homeless resource center as well as affordable

Some homeless advocates and activists were offended by the report. Others said the findings were valid. The City of Salinas and the County of Monterey agreed or partially agreed with the findings in the report.

In March 2018, three months before the Grand Jury report was released, a proposal had been circulating for a new homeless shelter in Salinas that would take 2-3 years to build & could cost as much as \$70 million. This did not bode well for the future.

But in the end, a few people in Monterey County took leadership & the SHARE Center was built to serve as many as 104 people at a cost of \$7.2 million. In addition, the City of Salinas purchased a motel (the Good Nite Inn) for permanent transitional housing. Generous state funding allowed these projects to happen.

Meanwhile, in the City of Seaside, the Casa de Noche Buena emergency shelter (located in a renovated county building) opened this year for single women and families with children.

These projects are part of a "Housing First" strategy based on the idea that people experiencing homelessness can achieve stability in permanent housing, regardless of their needs or challenges, if provided with appropriate levels of services that overcome barriers to obtaining and maintaining housing. In Monterey County, this strategy has been implemented by the county and various cities through a "Lead Me Home Plan" of core requirements and practices with a successful track record here and throughout the country.

The County and cities such as Salinas work with a local "Continuum of Care" provider, the Coalition of Homeless Services Providers (CHSP), to provide services in a "continuum of care" from emergency shelter to navigation center to transitional housing to permanent housing.

Is it justified to claim now that "the government isn't doing enough" to help Monterey County residents without a home? It seems resources are available for people who make that leap to seek help.

The last Monterey County Homeless Census and Survey was conducted in 2019 (the 2021 survey was cancelled because of coronavirus). It identified 2,422 unsheltered residents and residents in recognized shelters, including 562 people described as "chronically homeless." The number of Monterey County without a home under this relatively narrow definition has ranged between 2,400 and 2,850 since the Great Recession in the late 2000s, when the number spiked significantly.

But each of those 2,422 residents without a home is an individual person with individual issues. As an official at the SHARE Center told the Chamber's Government Relations Committee, people without a home often get into their situation because of a lack of personal connections. Surveys routinely show that about 80 percent of people without a home in Monterey County are actually from Monterey County. For various reasons - including family estrangement, substance abuse, and mental illness - their connections to relatives and community have broken down.

Among these residents are individuals who will decline the offer from government and its private partners to obtain shelter. They will choose to continue living outdoors, including in collective encampments. Meanwhile, organizations will continue to advocate on moral and legal grounds for the county and cities to maintain and service these encampments as legitimate residential communities. This situation is not going away. ■



The SHARE Center also provides an area dedicated to children of families without a home.

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Big Sewer Rate Increase Coming

Monterey One Water (formerly known as the Monterey Regional Water Pollution Control Agency) is increasing your sewer rates by 122% in the next four years, starting with a 25% increase to current rates beginning July 1, 2021.

The agency recently discovered that it needed a lot more money from its customers for improving its infrastructure, paying off unfunded pension liabilities, and building reserves to get a lower interest rate when it borrows money from investors. That money will come from you.

On June 7, the Monterey One Water board voted on the proposed rate increase. It passed on a divided vote. The vote result is below, along with a chart showing the rate increases.

Along with numerous business and taxpayer groups, the Salinas Valley Chamber of Commerce opposed the rate increase because it is too abrupt and sharp. Monterey One Water has apparently forgotten that many businesses have been curtailed for more than a year because of coronavirus public health orders.

More than 2000 customers submitted objections to the rate increase to Monterey One Water - an impressive level of activism for an obscure regional agency's rate increase. That agency won't be obscure much longer, especially after people get their next sewer bills. ■

CURRENT AND PROPOSED MAXIMUM MONTHLY RATES FOR M1W SEWER SERVICE

Bi-Monthly Billing: M1W bills its customers every other month. The actual amount on your bill reflects two months of M1W service charges and two months of sewer collection charges billed on behalf of your specific city or district.

Category	Current Monthly	Proposed Monthly as of July 1 st Each Year				
		2021	2022	2023	2024	2025
Residential/Apartments/Condos (per unit)	\$24.55	\$36.05	\$43.15	\$47.30	\$50.95	\$54.45
Restaurant - 3 Meals/day (per seat)	4.65	6.85	8.20	9.00	9.70	10.35
Motel/Hotel (per room)	9.80	14.40	17.25	18.90	20.35	21.75

Monterey One Water Sewer Rate Increase - Vote on June 7, 2021

AGENCY	REPRESENTATIVE	NUMBER OF WEIGHTED VOTES	YES	NO
BORONDA CSD	Linda Grier	1	1	
CASTROVILLE CSD	Ron Stefani	1	1	
COUNTY OF MONTEREY	John Phillips	1		1
CITY OF DEL REY OAKS	Scott Donaldson	1		1
MARINA COAST WATER DISTRICT	Tom Moore	3	3	
CITY OF MONTEREY	Tyler Williamson	3	3	
CITY OF PACIFIC GROVE	Nick Smith	2	2	
CITY OF SALINAS	Christie Cromeenes	6		6
SAND CITY	Mary Ann Carbone	1		1
CITY OF SEASIDE	Jason Campbell	3	3	
TOTAL WEIGHTED VOTES		22	13	9

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CHAMBER TRIP

Spain + Portugal

by (and with) Chamber CEO Paul Farmer

International travel is an option again!

As you know, the world has started opening back up carefully and so this Chamber trip that was originally planned for 2020 is going to happen later this year (departing October 15, 2021).

Travel to Europe will include some differences to comply with vaccination and other travel requirements. If you're interested in learning more, please email President@SalinasChamber.com or call 831-585-1282. (Note: you don't have to be a member of the Chamber to join in on the fun).

Spain – One of the World's Top Destinations

Barcelona is one of my favorite cities in the world. (Ok, since you asked...the others are Rio de Janeiro, Brazil (we went there last year), Paris, France (we'll probably go there next year), and Florence, Italy.

Why do I love Barcelona so much? There have been three times in my life that architecture has moved me to tears and Barcelona's Sagrada Familia church is one of them. It's astonishing when simply looking at a BUILDING gives you the chills! I want to share that experience with others.

About this Trip

We are going to spend 4 nights in the magnificent city of Barcelona, which gives us plenty of time to soak it in. The architect of the Sagrada Familia church (Antonio Gaudi) created a number of other buildings in the city, and I'm hoping to see as many as we can. We'll have a number of tours that are included, as well as free time to explore on your own.

After Barcelona, we'll take a high-speed train to Madrid, stopping off to spend the day in a town called



Zaragoza. In Madrid, we'll enjoy a tour of the City that includes the Plaza Mayor and the world-famous Prado Museum. We'll also have a day trip to visit Toledo, known as the "City of Three Cultures" because Christians, Muslims and Jews have lived together there for centuries.

Our 9-day trip "Spain" tour is \$3499. That includes airfare, taxes, high-speed train, 4-star hotels, breakfast every day, and a flamenco show with dinner. If you can, join us to visit Lisbon, Portugal for another 4 days/3 nights for only \$699.

Why Travel with the Chamber

Traveling with the Chamber is a fantastic way to travel internationally with someone you trust. The Chamber and our travel partner agency handle all the details and you get to enjoy group discount rates. If you're a single traveler who would like a roommate, we're very good at helping pair you up with a new friend.

Again, contact me to learn more about this fantastic trip at President@SalinasChamber.com or 831-585-1282. Our travelers rave about our trips because the tours are top-notch, the pricing is very competitive and... we build friendships! ■



2021 Chamber Trip

(open to anyone)

Spain + Portugal

Departing October 15, 2021

9 Day Journey of a Lifetime
Includes Breakfasts, Hotels, Airfare, Taxes, Tours

Highlights: Experience Barcelona and Madrid + smaller cities. See the Prado Museum & Sagrada Familia Church. High speed train. Flamenco dinner & show. Portugal is optional.

Featuring 4-star hotel accommodations

DISCOUNTED RATE:

\$3499

*Rate is double-occupancy.
\$450 deposit holds your seat*



Sagrada Familia Church

Add 4 more days to see Lisbon, Portugal for only \$699 more!

Learn More

Download trip brochure on our website or contact us for details.

www.SalinasChamber.com

President@SalinasChamber.com
or call CEO Paul at 831-585-1282

CHAMBER TRIP *South African Safari + Dubai*

by (and with) Chamber CEO Paul Farmer

Unbeatable deal on a South African safari!



The Chamber had originally planned to go to Australia + Fiji in 2020 and we're hoping that trip can happen in 2022, but Australia is particularly stringent with regulating international travel during the pandemic. We came up with this exciting alternative for some of our travelers who didn't want to wait (departing November 3, 2021).

Travel will include some differences to comply with vaccination and other travel requirements. If you're interested in learning more, we will have a trip info night on Weds, July 21 - see details in the ad beside this page. *(Note: you don't have to be a member of the Chamber to join in on the fun).*

South African Safari – On your Bucket List?

This tour gives travellers insight into the history and culture of South Africa, including a trip to world-famous Kruger National Park, where we may see some of the Big Five animals (rhino, buffalo, elephant, lion and leopard).

Guests will explore the vibrant city of Johannesburg at their leisure and enjoy a guided tour to the Soweto Township, a cultural melting-pot with a wealth of heritage sites that will fascinate any visitor. Marvel at the awe-inspiring wildlife of Kruger National Park before continuing to historical, glorious Stellenbosch with its Cape Dutch architecture; it is the warm and wonderful heart of the Cape Wine lands.

Visit Cape Town, a modern city with a fascinating history that is regularly voted one of the most beautiful cities in the world, enjoy time to stroll along the waterfront, visit Table Mountain or simply relax and do some last-minute shopping. Then visit the spectacular city of Dubai with its distinctive Islamic architecture, drift across the creek in a water-taxi and spend time in the glittering Gold Souk.

Cost and What's Included

Our 13-day trip "South Africa + Dubai" tour is \$3399. That includes airfare, taxes, 4-star hotels, breakfast every day, 3 dinners, and tours (there are also some optional tours that you might also want to sign up for).

Why Travel with the Chamber

Traveling with the Chamber is a fantastic way to travel internationally with someone you trust. The Chamber and our travel partner agency handle all the details and you get to enjoy group discount rates (a South African safari at this price point is remarkable). If you're a single traveler who would like a roommate, we're very good at helping pair you up with a new friend.

Plan to join our Trip Info Night on July 21 (details in adjacent ad) or contact me to learn more about this trip at President@SalinasChamber.com or 831-585-1282. ■

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Travel Presentation

When: Weds July 21, 6pm

Where: Salinas Valley Chamber
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or online by Zoom

Register: (831) 585-1282

Email us for Zoom link / brochure at
President@SalinasChamber.com

Keeping the Workplace Safe with New Hires

by Gladys Rodriguez-Morales,
Fenton & Keller



of the vaccine requirement as soon as possible. When posting the position, the employer should consider including in the job post that vaccination is a requirement and that accommodations for disability and religion-based reasons will be evaluated in compliance with the law. However, employers should not require applicants to bring proof of vaccination to the job interview. The interview should be focused on the applicant's qualifications for the position. Employers should wait until after an applicant is offered a job to request proof of a COVID-19 vaccination from the applicant.

If an applicant will be interviewed at the workplace, the employer can have the applicant go through the same COVID-19 screening process asked of all other individuals who enter the workplace. In this situation, applicants can be asked if they currently have COVID-19 or COVID-19 symptoms, and whether they are vaccinated.

Employers who extend an offer to an applicant conditioned on the applicant getting vaccinated may need to provide an accommodation if the applicant is unable to get vaccinated based on a disability or bona fide religious reason. Under the EEOC's guidelines, an employer cannot require an employee to get vaccinated if the employee has a disability protected by the ADA that prevents the employee from getting vaccinated, or if the employee has a sincerely held religious belief, practice, or observance protected by Title VII of the Civil Rights Act of 1964 that prohibits vaccinations. California's Fair Employment and Housing Act (FEHA) also protects individuals from discrimination, harassment and retaliation based on religion and disability. The employer will need to conduct an individualized assessment to determine if the refusal is protected under the ADA, Title VII, or FEHA, and whether a reasonable accommodation for the candidate can be made. ■

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



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Portfolio Strategy for Retirement

by Bill Hastie, MBA

During our working years, portfolio management is fairly straightforward. We understand our risk tolerance, investment objective and time horizon, then most often employ a Modern Portfolio Theory (MPT) approach of trying to maximize gain at the desired risk level. This is also known as the accumulation phase, and it can be a bit like a horse race. The more assets accumulated, the better.

Now enter retirement.

The traditional retirement income planning technique is to calculate the required distribution rate to provide the desired level of annual income and decrease portfolio risk as much as possible and still, on average, achieve the required rate of return.

This traditional technique generally works well for many retirees. When it may not work as well, however, is in periods like 2000 – 2003 and 2008 and 2009, when the investment markets collapsed, and most rates of return were negative for multiple consecutive years.

An alternative way to approach providing for secure retirement income is the concept of “flooring.” This begins breaking retirement expenses into two categories – fixed and discretionary. Fixed expense include food, housing, insurance, and the like. Discretionary expenses would be for vacations, hobbies, etc. The “floor” is the amount of income needed to pay all fixed expenses. The “flooring” portfolio is invested very conservatively and in such a way as to be largely unaffected in rapidly declining markets. Some advisors use immediate annuities for their most conservative retirees so the income stream for fixed expenses remains consistent through even the worst market environment.

Once the flooring portfolio is designed, we turn to the “upside” portfolio. This portfolio is intended to provide funds for vacations and hobbies and can often involve additional

investment risk – or seeking more upside gains. There is usually a higher concentration of equities in the upside portfolio then there is in the flooring portfolio.

Managing two different portfolio strategies at the same time can make sense for the retiree who wants to have both a secure income flow and potentially grow a portion of their assets. As noted above, the “flooring” technique begins with an extensive

analysis of retirement expenses and accurately creating the two categories. This, for many retirees, can be the most difficult step. But once accomplished, the design of the flooring and upside portfolios is straightforward and often MPT-based.

The transition from the accumulation phase (pre-retirement) to the “decumulation” phase (retirement) is more than just changing one’s mindset. It can involve restructuring the retiree’s investment and retirement assets. But done correctly and monitored regularly, the peace of mind that the flooring technique can create is amazing. Reviewed at least semi-annually, adjustments can be made to the portfolios as needed to accommodate any change in desired levels of income or changes in life circumstance.

It is important to work with a qualified financial advisor who can accurately develop cash flow scenarios for the retiree, and then design the investment portfolios to make the plan successful. ■

Bill Hastie, MBA is the Founder of locally-owned Hastie Financial Group. If you would like to discuss your personal or company’s investment needs, please contact Bill at william.hastie@hastiefg.com



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➡ BUDGET – Continued from page 1

Vibrancy Plan, with \$9.5 million planned for this plan over the next six years

- Addition of two park maintenance staff
- \$1.3 million in improvements to the Firehouse Recreation Center
- Maintaining the current level of city employees
- \$7.1 million of Monterey County Measure X sales tax revenue and California Senate Bill 1 funding for maintaining and improving the City's roads and sidewalks
- A 34 percent increase in funding for libraries and community services

However, the main public focus on the city's budget was the 43 percent of the expenditures designated for police.

Various Salinas organizations and more than 300 individuals asked the city council to cut the police budget and reallocate the funding for other community services. This grassroots movement to some extent appeared to reflect a national ideological campaign to reduce government spending and services for law enforcement.

Much of the public seemed confused throughout the budget process, but in the end there was a decisive vote on reallocation of police funding that both sides could highlight.

Responding to the annual police department budget request, finance department staff had initially prepared a budget to increase city general fund expenditures by \$1,359,700 as compared to the previous year. After objections from residents and some city councilmembers, the proposed budget was revised to eliminate that increase from the budget and reallocate \$759,000 of it to sidewalk improvements and \$600,700 to reserves (thus increasing General

Fund reserves to eight percent.

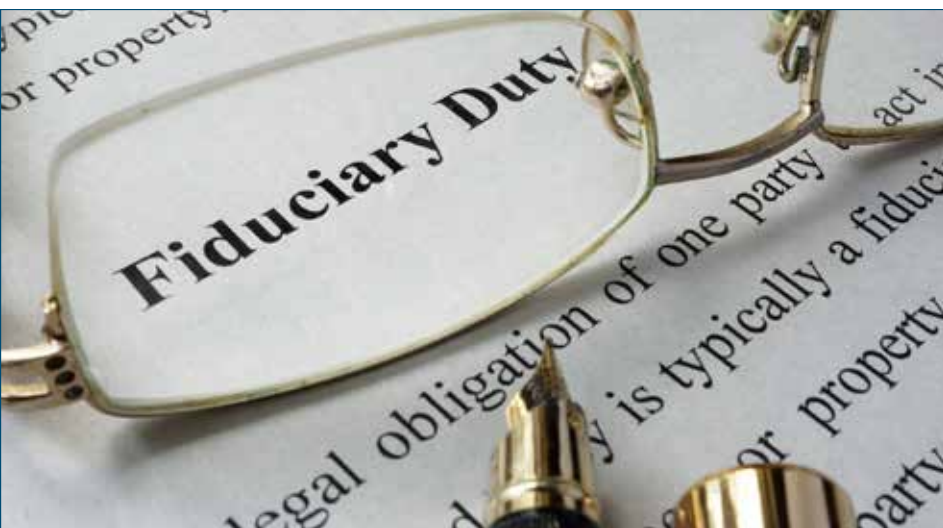
On June 8, the city council first voted on a motion to restore that funding to the police budget. It lost on a 4-3 vote. Then the city council voted on the proposed budget that reallocated the \$1,359,700. It passed 4-3.

Voting to keep the funding for the police were Mayor Kimbley Craig and Councilmembers Christie Cromeenes and Steve McShane. Voting to reallocate the funding were Councilmembers Tony Barrera, Carla Viviana González, Orlando Osornio, and Anthony Rocha.

The net decrease in funding to the police over the previous year is \$220,338, after various other expenditures are taken into consideration, including a \$988,502 increase in spending to reduce unfunded pension liability. Four sworn police officer positions and one non-sworn staff position will not be filled.

The Salinas Valley Chamber of Commerce opposed the reallocation of \$1,359,700 from the original proposed police budget. In our letter to the Salinas Mayor and City Council, the Chamber noted that its official Business Policies include support for "programs, policies and legislation that enhance the health, safety, and welfare of Salinas Valley residents." The Chamber letter also asserted that "strong public safety is among the overriding qualities that contribute to making Salinas a great place to live. The Salinas Police Department has made important progress in recent years both in their outreach to the community and in the crime statistics that have resulted from many of their efforts."

The Salinas Valley Chamber of Commerce also opposed calls for the County of Monterey to cut the budget for the Sheriff's Department. At the county Board of Supervisors, the same dynamics about law enforcement seen at the Salinas City Council are occurring at the county level. ■



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Keep It Golden to Save Energy



California has long been recognized as a leader in environmental protection and preservation, and we continue to be an example for the rest of the nation by setting our sights high. The Golden State has committed to a goal of reducing our carbon pollution to 1990 levels, moving a third of our grid to renewables, and doubling energy efficiency by 2030.

The Salinas Valley Chamber of Commerce is proud to partner with Energy Upgrade California®, a statewide initiative committed to uniting Californians to strive toward reaching our state's energy goals. That's why we're inviting you to

Keep It Golden®—to better manage your energy use for the future of California, providing tools, knowledge and energy saving strategies to keep moving California forward as a smart energy leader. We can't succeed without you.

If our state's energy goals sound like a lot, that's because they are. However, the good news is, all it takes to get started is the flip of a light switch or the turn of a dial. In fact, we're already on track to getting 33% of our electricity from renewable resources by 2030. We want to help people understand that managing their energy use can help enhance their daily lives and help small businesses save money and energy.

As we move into the warmer summer months, here are a few ideas to save energy and reduce overhead utility costs at home and at work:

- **COOL DOWN WITH A FAN**
– Fans keep air circulating, allowing you to raise the thermostat a few degrees and stay just as comfortable while reducing air conditioning costs.
- **UNPLUG UNUSED DEVICES**
– Make sure to unplug unused devices or turn off power strips when not in use.
- **ADJUST TECHNOLOGY SETTINGS** – Turn down the brightness on your screens and use eco-friendly modes when possible. Put your computer in sleep mode or shut it down when not in use.

To learn more about Energy Upgrade California and take away actionable steps to save energy and reduce your energy costs visit www.EnergyUpgradeCA.org. ■



Open in Monterey



The Monterey Team: Chris Illig, Rich Aiello, Charissa Sopoaga and Pyong Lewis

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Support our Chamber Members

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

Membership Level: Stakeholder Executive Premium Marketing Business

Member Name	Member Since	Member Name	Member Since
Chevron	2014	American Red Cross of the Central Coast	1972
Natividad Medical Foundation	1993	Cushman & Wakefield	1987
KSBW 8 (NBC) · Central Coast ABC · Estrella TV Central Coast	1970	Alliance on Aging	2001
Noland, Hamerly, Etienne & Hoss	1983	Monterey County Weekly	2001
Taylor Farms	1997	Food Bank for Monterey County	1991
Costco Wholesale Corp	1999	allU.S. Credit Union	2007
Windsor Skyline Care Center	2009	Edward Jones Investments - John Musni	2013
Quintes Administrative & Insurance Services	2017	Legal Services for Seniors	2013
Portola Hotel & Spa	2018	ACTS - Alliance Career Training Solutions	2015
SSB Construction	1957	Harmony At Home	2016
Alco Water Service	2009	Salinas City Center Improvement Association (SCCIA)	2016
Scholl & Company	2016	Grupo Flor / East of Eden	2017
Monterey Coast Realty	2017	Salinas Self Storage	2019
Kelly-Moore Paint	2019		

A Special Thanks to Our Strategic Partners and Stakeholder Members



New Member Profiles

Carmel Mission Inn

Situated along one of the most desirable stretches of the Pacific Coast Highway in the one-of-a-kind community of Carmel, Carmel Mission Inn provides the perfect landing spot to escape, unwind and discover. Infused with a modern aesthetic, our newly renovated guestrooms are designed for genuine comfort and convenience. Our indoor, outdoor function space can accommodate up to 200 for receptions, meetings and events and our heated pool, hot tub and fitness center invite you to rejuvenate and chill.

Whether you're seeking to reconnect your team, enjoy a quick getaway or celebrate your big day, there's no better choice for an authentic Central Coast adventure than Carmel Mission Inn.

www.carmelmissioninn.com • 831-624-1841
info@carmelmissioninn.com



China House Restaurant

China House Restaurant is a staple of the Salinas community. It opened decades ago and is now owned by Salinas local Mario Moreno. China House specializes in authentic, fresh, and often locally sourced Asian dishes. From kung pao & orange chicken to shrimp and pork noodle dishes, there are so many options, including vegetarian meals.

They have something for everyone and have portions for 1 person or for 100 people. Stop in for lunch or dinner, open every day but Tuesday, or take your food to go. Party trays, lunch specials, and family combo meals are available.

831-422-1223 • 20mariosanchez@gmail.com



Kona Ice

We're mobile. We're fun. We're stocked with the most delicious flavors you've ever tasted. Need a moment of pure bliss? Kona Ice has you covered. Come visit us, let our sweet tunes sweep you away to an island in the middle of the ocean. And while you're there, kick up your feet and enjoy a nice cup of our premium shaved ice.

www.facebook.com/konaicemontereyosalinas
831-757-7777
montereyosalinas@kona-ice.com



Phillips Custodian Services

Phillips Custodian Services has been in the cleaning business for 15 plus years serving Monterey and Santa Cruz Counties. Providing full office cleaning and commercial building maintenance/ janitorial services. We offer exceptional, thorough cleaning at an affordable rate, including carpet shampooing, window cleaning, floor stripping, and sealing. Phillip is ISSA certified for Sars and Covid-19 disinfecting and cleaning.

831-840-5739 • phillipscustodianservices@gmail.com



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www.quiedan.com
831-663-0770
info@quiedan.com



SAGE, Sustainable Ag & Energy

SAGE is an organization of local stakeholders from the Monterey County agriculture and energy industries who come together to advocate policy and inform citizens about the importance of our industries to rural communities. Our issues are water, energy, land use, and municipal process. We believe that community members and their industries can empower one another to maintain vibrant rural communities in Monterey County.

www.sagemonterey.org
(301)509-3072
info@sagemonterey.org



Shearwater Tavern

Located in the idyllic seaside community of Carmel, Shearwater features breakfast and dinner. Our dinner menu has a selection of smaller plates to share along with some larger individual plates. We have partnered with a local dairy, coffee roaster, honey purveyor and bakery. Our menu is New American with some spices and ingredients from around the world.

Our cocktail program features beautiful classic and specialty cocktails along with craft beer and California wines.

www.shearwatertavern.com
email@shearwatertavern.com
831-624-1841



Sylvan Learning

Sylvan Learning of Salinas is a local business owned by Cary Swensen, an educator from Washington State. For the past 12 years, Cary and her team of local teachers and support staff have provided valuable educational services to families. Our priority is to provide personal instruction to students who are below, at and above grade level. We help students build a foundation in reading, math and writing to be successful in school.

www.locations.sylvanlearning.com/us/salinas-ca
salinas.sylvan@kiwischolarinc.com



Wonder Wood Ranch

Wonder Wood Ranch, a 501(c)3 charitable organization located in Prunedale, California, exists to bring HOPE ON HOVES to foster, high-trauma, low-income, gang-impacted, and/or homeless kids/youth from high crime, at-risk areas of Monterey County. We offer both group events and private equine therapeutic programs where kids learn about horses, ride in the arena or on 2+ miles of trails through the woods, do archery, and engage with the 50+ animals at the ranch.

www.wonderwoodranch.org
marlo@wonderwoodranch.com



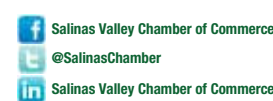
The Western Growers Center for Innovation & Technology

Founded in 1926, Western Growers represents local and regional family farmers growing fresh produce in California, Arizona, New Mexico, and Colorado. Five years ago, Western Growers opened their innovation center in Salinas, California. The Western Growers Center for Innovation & Technology is the physical manifestation of Western Growers' agtech mission, aimed at bringing innovative entrepreneurs together with farmers to facilitate creative solutions to the biggest challenges facing agriculture.

www.wginnovation.com
(831) 272-0661
info@wginnovation.com



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Child Care: The Pathway to Recovery for Monterey County

The pandemic made it clear: child care is vital for a resilient community. Yet formal, quality and affordable child care is hard to come by. We have a fragmented system of child care.

Child care is far more a labor of love than of economics. The child care business model does not pencil out, often relying on too few state and federal subsidies to keep it affordable for families.



In Monterey County, the price tag rivals college tuition. For a toddler, the annual market rate is \$13,900 for center-based care, and \$9,000 for home-based care. While about 1,000 children receive state subsidized child care vouchers, there are far more on the waiting list.

Early childhood educators are underpaid, even though credentialing requirements are high. In Monterey County, the

mean hourly wage is \$13.94. It has always been difficult to attract and retain staff, and a pre-existing shortage of child care has worsened in the last year. During the pandemic, many child care and education providers left the classroom due to COVID-related stress and risks, forcing classrooms to close.

Now that we are post shelter-in-place, parents who lost their job or left work to care for children at home are having a hard time finding care. Graciela Alfaro, a single mother of three children, shared, "I work in the field and have had to stop working because I have no one to care for my children."

For our economy to rebound and thrive, we need child care so our workforce can return. For there to be child care, we need more facilities and well-trained educators. For child care to be affordable, it needs more public funding.

Here in Monterey County, we are on the way. In early June, the Board of Supervisors unanimously voiced their support to invest \$1.5 million in child care through the American Rescue Plan. Brought forward by the Bright Beginnings Early Childhood Development Initiative, the recommendation was made to invest in both the immediate needs for child care and in long term planning for infrastructure. This involves:

- Distributing teacher retention stipends to keep classrooms open.
- Incentivizing career pathways to attract new teachers.
- Developing a countywide facilities Master Plan.
- Launching a child care business start-up program.
- Allocating child care stipends to families hit the hardest by the pandemic.

This is the seed to grow a child care infrastructure that meets the needs of children and supports a just economy. It will take ongoing collaboration, creativity, and investments. Let's raise Monterey County together!

About the Co-Authors:

Sonja Koehler is Director of Bright Beginnings Early Childhood Development Initiative. Nina Alcaraz is Senior Manager for Policy and Communications with First 5 Monterey County. ■



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*Admission to the festival is free and all ages are welcome. To participate in wine and beer tasting you must be over 21 with purchase of a wristband

Relay For Life of Salinas

September 18, 2021 at the Salinas Municipal Airport

Nearly 80% of calls to the National Cancer Information Center concern both cancer and covid-19. **Cancer has not stopped, the virus has not stopped, and neither can we.** Our patients need help now more than ever. We need your help to provide the services and the research efforts to ensure that these cancer patients receive our support during this critical time. Since its inception, our sponsors have helped raise over **\$15 million** – which has allowed the American Cancer Society to fight cancer on all fronts – like investing in groundbreaking research, providing free rides to chemo and places to stay when treatment is far from home, our live 24/7 helpline, and so much more.



Sign up as a survivor, participant, team or sponsor at

www.relayforlife.org/salinasca

We hope to see you September 18th!



Non Profits Calendar



July 8th, 2021

Active Seniors Inc. is proud to resume their in-person activities! Every 3rd Thursday of each month, enjoy technology assistance from 1-3 PM.

Join July 8th at 12 PM for their award-winning luncheon and speaker program. All lunch participants must be vaccinated. Reserve your spot by calling (831) 424-5066

September 25th, 2021

Christmas in September at the Monterey County Zoo!

Join the Monterey County Zoo at their annual gala for a magical evening of fine dining, award winning wines, spirits, live and silent auctions, entertainment, and best of all, animals. Seating is limited so make sure you reserve your ticket in advance. Visit www.montereyzoo.org to learn more.

October 22nd, 2021

CASA of Monterey County presents its inaugural Fore the Kids Golf Tournament at Tehama.

Sponsorship opportunities are available. All funds raised will support the only child advocate program in Monterey County for children and youth in foster care.

Be sure to register at casamcgo.givesmart.com or contact Teresa Jimenez at events@casaofmonterey.org

Are you a Non Profit member with the Salinas Valley Chamber?

Email memberservices@salinaschamber.com to see your events listed here.

Ribbon Cuttings



Congrats to the team at Golden Bear Physical Therapy on the recent opening of their new office in East Salinas.



Former Downtown Rotary Club President Teri Belli speaks at the dedication ceremony for the new downtown Salinas Rotary Arch, which she helped gestate and birth.



Owner of El Mercado Popular (and the Chamber's reigning Businesswoman of the Year). Patricia Rodriguez celebrates the expansion of her thriving outdoor market.

Ambassador Spotlight

Aaron Rivera



Aaron Rivera is the Business Advisor of the Salinas Branch of WiZiX Technology Group and he is one of the Chamber's newest Ambassadors. When asked about himself and his community involvement, Aaron shared the following:

I grew up in the Windy City of Soledad and attended Soledad High School in my youth. I grew up with two younger brothers and we are each 3 years apart. In my free time, I enjoy cleaning shoes at the Northridge Mall, cutting hair, and spending time with family.

After working at the Salinas Valley State Prison for 5 years, I pursued a career in sales at Wizix. I fell in love with creating a special experience for offices who print. I am proud to say that I have been fortunate to have such hardworking leaders and such a strong community. A day in the life of a Copier Salesman is like a movie, I like to say "Lights, Copier, Action!"

WiZiX Technology Group's mission is to create a culture within our organization that is focused by doing more than just enough - where exceeding expectations is the rule,

not the exception. If your business is looking to upgrade your printing solutions and document management system, we're the copier dealer for you. Creating more than just a satisfied customer is the only way to stand out from the crowd. Customer loyalty is the ultimate goal, and it can only be achieved by providing a level of service beyond expectations.



Aaron can be reached at
(831)744-3568 or
Aaron.Rivera@wizixtech.com
www.wizixtech.com



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Separating Real Estate from Business Assets

by Patrick Casey, JRG Attorneys



Every business has exposure to creditor claims for business debts, failure to provide proper services or products, noncompliance with the law and various other claims. A judgment creditor can attach all of the business's assets in order to satisfy the judgment. For any corporation, limited liability company or other legal entity that owns both a business and the related real estate, the owners may consider transferring the real estate out of the business entity and into a separate legal entity so as to reduce the potential exposure to creditors.

The general idea is that the owners of the current business entity form a new legal entity that is also owned by them. Each owner should have the same ownership percentage interest in the new legal entity as the current business entity. The current business entity would then transfer the real estate out of the current business entity into the new legal entity, which would then lease the property back to the business entity. The business entity would need to pay fair rental value for the property, and the legal entity would then report the rental income on its tax return. The owners can decide which entity should pay the property taxes, insurance, maintenance and other such property expenses, and that allocation would be reflected in the lease agreement.

The owners must consider many factors in evaluating this possibility.

The first, and likely most important, is whether there will be any adverse tax consequences to transferring the property. The owners will certainly need to work with their certified public accountant to make this determination. This is a complicated analysis that involves how the current business entity is taxed, whether there is a valid business reason to make this change, how best to structure the property transfer, the tax consequences resulting from the proposed transfer and other such factors. If the tax consequences are too onerous, then this is not a viable option for the owners.

Other factors to consider are: updating the liability insurance for the property; possible breach of existing loan covenants of the current business by removing the property; updating all existing loans secured by the property to reflect the new ownership (which could potentially require obtaining new loans); the effect on any permits or approvals related to use of the property; and updating all service contracts and any existing leases for the property.

One additional point is that this transfer will not affect the ability of any existing judgment creditors or third parties asserting claims against the business entity (at the time of such transfer) to attach the real property to satisfy a judgment, even if the property has already been transferred to the new entity. This transfer would only protect the real property from claims of future creditors arising after the property transfer. ■

This article is written by Patrick Casey, who is a business attorney with the JRG Attorneys At Law firm in Monterey. You may reach the author at (831) 269-7114 or at patrick@jrgattorneys.com.



Member News

Ryan & McDonald Merges

Moss Adams, one of the largest accounting, consulting and wealth management firms in the nation, has agreed to combine with Ryan & McDonald LLP, a public accounting firm located in Salinas. Effective August 1, 2021, sixteen professionals from Ryan & McDonald, including two partners, will join Moss Adams.

With significant, in-depth expertise in food and agribusiness and other industries, Ryan & McDonald has been providing tax and accounting services throughout the California central coast since 2001.

Moss Adams will maintain an office in Salinas, with plans to continue to expand its workforce in the region.

Alvarado Named VP



Teresa Alvarado

Teresa Alvarado has been named Regional Vice President for PG&E, South Bay & Central Coast Region. Teresa has 20 years of executive experience in the energy and water sectors and has held civic leadership roles focused on environmental justice and equity. Earlier in her career, she served as the founding Executive Director of the Hispanic Foundation of Silicon Valley, and worked as a Charitable Contributions Program Manager and Government Relations Representative for PG&E. She is a graduate of several local programs, including Leadership Salinas Valley (formerly operated by the Salinas Valley Chamber of Commerce's Foundation).

Geiger Joins Alzheimer's Association



Philip Geiger

Philip Geiger Joins the Alzheimer's Association as Regional Director for Monterey, Santa Cruz, And San Benito Counties. He will lead a local team in increasing public awareness and outreach while supporting family caregivers and individuals through educational programs, resources, and support groups.

Geiger succeeds Nora Peyton, who retired recently. He is an experienced non-profit executive who, for the last 9 years, has held leadership roles at Hospice Giving Foundation and Legal Services for Seniors. Also, he has been active with the Chamber which makes us want to share the good news. Congrats, Philip!



Join Our New Affinity Group

Are you a minority business owner or manager who is seeking peer-support, resources, and community connection?

Join us on July 22nd via Zoom

Our presenter will be Dr. Brian K. Corpening, Chief Diversity Officer at California State University, Monterey Bay. He will discuss the socio-economic benefits and importance of a diverse workforce. Then there will be an opportunity to network and connect with fellow group members.

Have questions? Want to RSVP? Email membership@salinaschamber.com



July Guest Speaker Jimmy Panetta*

When: Weds, July 14th from 11:30AM-1:00 PM

Where: Chamber office and/or via Zoom

Email Operations@SalinasChamber.com to register



** Guest speaker may change due to the Congressman's schedule*



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