



Children's Shopping Tour

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Chamber Advocacy Update

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Homeless Encampments: Stay Or Go?

On July 27, 2021, the City of Salinas began a campaign to clear out outdoor encampments on public land. Occupants of these encampments received adequate advance notice of the clean-ups, with clear and unambiguous offers of housing assistance and social services.

Clean-ups included Monterey County agencies and homeless advocacy groups that embrace the "Housing First" strategy. This strategy is based on the belief 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.

But the Housing First strategy leaves the community with a dilemma: how do we respond to people who decline this assistance and instead want to remain in encampments on public land? Why not let these people continue to live their lives as they choose?

While recognizing differences of opinion, your Chamber believes that when "freedom" to camp on public land compromises public health and safety, the government needs to curtail the practice, while offering constructive and compassionate alternatives for a different kind of life. Mayor Kimbley Craig shared the City's position: "We have been very careful to respect and meet the needs of the homeless, but at the same time, we have a duty



The Share Resource Center provides housing and services for the homeless.

to keep the city as safe and clean as we can for all residents."

Encampments are not isolated from the rest of the community. As Monterey County Water Resources Agency (MCWRA) staff reported to that agency's Board of Directors on August 16, behavior in existing encampments threatens public health and harms our natural environment: ➡

HOMELESS - Continued on page 5

Starting a Business Isn't Easy

By Kevin Dayton

In 1986, HarperBusiness published *The E-Myth: Why Most Small Businesses Don't Work and What to Do About It*. It was written by Michael E. Gerber, a partner in a business started in San Mateo in 1977 to franchise small business "coaching" services. (Editor's note: the "E" in "E-Myth" refers to "Entrepreneur," so the book explains the concept of the "Entrepreneurial Myth.")

Executives at local Chambers of Commerce across the country (and likely in other countries) have long heard from members and prospects about how this book and subsequent books and podcasts in the E-Myth series influenced them - sometimes for positive transformation, sometimes after it was too late to salvage their small business. Here's how Salinas Valley Chamber of Commerce President and CEO Paul Farmer describes the E-Myth strategy:



Paul Farmer

"I am a big fan of the ideas presented in The E-Myth. Essentially, it posits that many good cooks dream of opening a restaurant, but being a restaurant owner is a totally different position than being a chef. And many chefs don't realize that until they've failed at being business owners."

Much is said in the E-Myth program, but one axiom perhaps is more powerful than all of the other coaching advice: proficiency and love for producing goods or services often does not translate into

proficiency and love for owning a business producing those goods and services. This person is described in The E-Myth as a "technician suffering from an Entrepreneurial Seizure."

Owning a small business is full of complications and hassles that are often irrelevant to actually producing the goods or services. The joy and power you expected to have when you decided to start a business does ➡

BUSINESS - Continued on page 4



Courageous Company Award

Lorisa McKelvey Daye
Zenona



Successful Despite Pandemic Award

Smith Family
ARCpoint Labs



Local Legend Award

Dr. Gary Gray
Natividad Medical Center



Local Legend Award

Chief Adele Fresé
Salinas Police Department

Register to Attend at www.SalinasChamber.com

Food & Wine Festival a Success

Salinas Valley Food and Wine Festival on August 7 Was Crowded and Energized

This was the tenth year of the Salinas Valley Food and Wine Festival, and this year it was held on the reinvigorated Main Street in Downtown Salinas. Almost all tickets were sold on-line and the reserved in-person tickets sold out as the event formally began. This year's festival chair, Councilmember Steve McShane, and the last festival chair, Joel Panzer, will need to consider the soaring popularity of this event in planning for ticket demand in 2022.



Small Business Optimism

by Kristy Santiago, Board Chair



The National Federation of Independent Businesses just released their current optimism index and it showed a worrisome drop. Small businesses are still experiencing historic struggles filling job openings. In addition to that, businesses are challenged with growing supply chain problems with inventory.

“Keeping the Workplace Safe,” which shares valuable information on vaccines and employment law.

You can find our current and past Business Journals on our website at www.SalinasChamber.com. While you're there, check out our Job Board (under the “News” drop-down). Did you realize members can post your company's open positions on our site for free?

Other sources for business information include the United States Chamber of Commerce www.uschamber.com and the Small Business Administration which can be found at www.sba.gov.

One last source of information, the SBA is hosting a Small Business Week virtual summit September 13-15 and it is free. You can find the link to register here: www.uschamber.com/co/start/strategy/small-business-news.

As always, the Chamber staff and Board are here to help you and your business, any way we can. You can contact any of us at the Chamber office number (831) 751-7725.

*We are here to
aid in your success!*

Kristy Santiago

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not materialize - instead, exhaustion, depression, and frustration consume your days (and nights).

Pitfalls of starting and growing a small business identified in The E-Myth continue to befuddle and discourage small business owners, including business owners in the Salinas Valley and Monterey County. Baking delicious cupcakes for happy customers becomes a tedious project involving financing, permits, licenses, taxes, regulations, property owners, human resources, transportation and logistics, threats of litigation, and relentless solicitations and scams. One of the biggest challenges can be getting clients and customers to pay their bills - even as you struggle to pay your own bills.

Chamber staff sees these problems routinely with small businesses. Lindsey Knight, Salinas Valley Chamber of Commerce Membership Development Director, has seen excited new business owners encounter the harsh reality of being an entrepreneur rather than a technician:



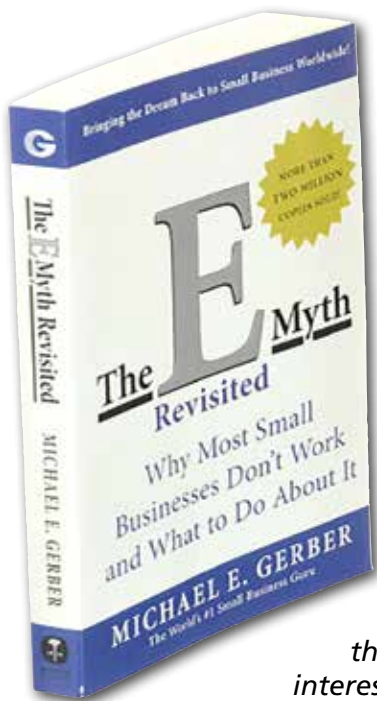
Lindsey Knight

I have so much respect and admiration for entrepreneurs. My parents were the co-founders and co-owners of Sunshine Freestyle in Monterey for over a decade, so their entrepreneurial spirit had a big influence of me. However, I believe people need to think long and hard and ask themselves tough questions before opening a business. Am I a leader with good communication skills? Do I know anything about sales, customer service and marketing a business? Do I have a cash

reserve for unforeseen (or foreseeable) challenges? Do I know what's required of me from government, including taxes and employment laws? I'm not saying a business owner needs to be an expert in all these things - they can hire staff and consultants - but they should have some level of knowledge in each if they want to be successful. Business ownership can be very rewarding, and I encourage entrepreneurs to be prepared for the real challenges that come with starting and growing a business."

Lindsey also warns about some individuals who claim to be expert consultants who want to help businesses succeed but who sometimes take advantage of new business owners by charging excessive prices for inferior goods and services: "I've heard of some companies that overpromise (like setting up websites and delivering social media followings) and underdeliver. Entrepreneurs need to be smart in finding and using resources available to business."

Owning a small business is hard work. What if you



examine yourself and realize - to your dismay - that you actually want to remain a technician and not become an entrepreneur? There is nothing shameful about this. Kevin Dayton, the Government Affairs Liaison for the Salinas Valley Chamber of Commerce, founded his own public policy and political consulting firm in 2012 and continues it today as the single employee. He understood his own life priorities and made a deliberate choice based on that understanding:

"Someone told me to read the E-Myth book when I started my own business. I thought the observations were valid. I recognized myself as the natural technician, not the entrepreneur. The allure of growing a sole proprietorship into an influential and lucrative consulting firm doesn't interest me, because the vision to build a business doesn't interest me. I'll admit I would rather analyze a bill than learn how to run my own business that manages many employees who analyze many bills."



Kevin Dayton

But as outlined in the E-Myth strategy, just because you're a technician and not a natural entrepreneur doesn't mean you're destined to stay that way. You may be driven to pursue your potential to grow your business into something bigger and better. If you're a "technician" who feels confined by limits and threats to your small business and wants to break free, your Chamber is here as a resource.

We can help you make the jump to entrepreneur, if you choose to attempt that jump. We can provide you with advice, information, and referrals to local community organizations and local government programs that see a fledgling local business as an opportunity rather than a mistake.

Also, your Chamber is a network of entrepreneurs that has experienced the same challenges you have and has overcome them. It's especially hard as a struggling business owner to deal with relatives and friends who have never started a business but are quick to express a negative attitude if you don't immediately become rich and successful. Peer-to-peer and mentoring relationships can make a difference in resisting the corrosive influence of naysayers and critics.

The Salinas Valley Chamber aims to help all of our members and the broader community thrive. We have also created a new Minority-Run Businesses Affinity Group. The group meets monthly on Zoom to network, share resources, hear from guest speakers, and provide peer-to-peer support. If you would like to learn more about this or if you have other business concerns with which the Chamber might help, please contact Lindsey Knight at membership@salinaschamber.com. ■



➡ **HOMELESS** – Continued from page 1

There has been an increase in trash and debris within the waterways and staff has continued to remove obstructions as needed. Also, in the past several months large homeless encampments have continued to exist and re-establish in MCWRA rights-of-way, easements and properties along the Reclamation Ditch that could endanger personnel, property and infrastructure during flood events, as well as contribute to the degradation of water quality. MCWRA worked with the City of Salinas to coordinate cleanups on the Reclamation Ditch this summer. This is in addition to the routine trash and debris removal that MCWRA performs year-round.

For years, the Salinas Valley Chamber of Commerce has received reports from concerned members about the prevalence of feces and discarded drug paraphernalia at encampments. Some people even suspect that human defecation by encampment occupants was the source of recent outbreaks of foodborne illness from Salinas Valley produce.

When there was a deficiency of bed space and services for people who lived outside without a home, the City of Salinas was often tolerant of encampments as a regrettable aspect of life. But as reported in the July 2021 Business Journal, the SHARE Center and the former Good Nite Inn are now fully operational for housing.

As Chamber leaders know from their recent tour of the new SHARE Center, personnel are ready and eager to help people willing to transition to permanent housing. Spending on services for people without a home has increased significantly. "There is nowhere to go and no one to help" is no longer a valid claim.

Nevertheless, certain advocacy groups that do not embrace the government's "Housing First" strategy have decried the clean-up of encampments on public land. For example, one public comment to the Salinas City Council argues that people in the encampments "aren't offered shelter that works for their specific needs and situation." To accept housing and services from the government and their private partners, they allege that encampment occupants would have to surrender a degree of autonomy and freedom, particularly their consumption of alcohol and drugs. City officials and staff at the SHARE center assert that they are removing as many barriers as possible to get people into housing.

Some Monterey County community leaders have suggested that local governments designate a minimally-regulated land parcel somewhere in Monterey County where people may camp and live as they want. Government would provide services (such as waste management) to parcel occupants, just as if they lived in buildings in a traditional residential development.

But frankly, it's likely that not all objections to encampment clean-ups are based on abstract principles of civil liberties and personal freedom. Some groups and individuals have a financial interest in serving occupants of those encampments, and the "Housing First" strategy undermines their business model. In addition, the encampments serve a role as powerful visual symbols for ideological movements that reject capitalism and the checks and balances of a constitutional republic.

Meanwhile, taxpayers pay a lot of money to the government for water and wastewater management services meant to preserve public health. Consider the substantial sewer rate increase just imposed on Salinas residents and businesses by the Monterey One Water board of directors. Is it right that some people circumvent this system altogether and deposit their human waste and garbage in public waterways?

Your Chamber believes there is a better approach - a city without homeless encampments that invites people to take the first step toward changing their lives. ■

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Chamber Seeks New Housing for Ordinary Residents of Salinas

The City of Salinas has issued a Request for Proposal (RFP) for qualified firms to prepare the 2023 update to the city's official "Housing Element," a plan for the city's anticipated residential housing needs through 2031. The Chamber supports efforts to increase the supply of housing in Salinas and Monterey County that is affordable to ordinary people. Your Chamber will monitor revisions to the Housing Element and watch for public interference

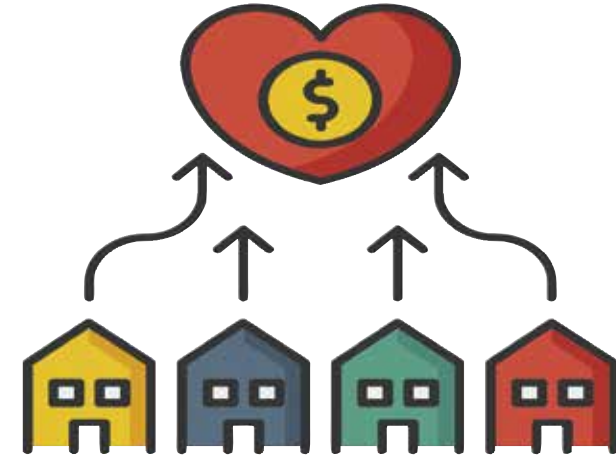
meant to block construction of new housing or reuse of existing buildings for housing.

Meanwhile, as its Downtown Vibrancy Plan continues to advance in its seventh year, the City of Salinas is doing environmental review under the California Environmental Quality Act (CEQA) for the Downtown Parking Lot and Intermodal Transportation Center Rezone Project. Six sites will be rezoned to allow for mixed-use residential and

commercial development: Lot 1, Lot 5, Lot 8, Lot 12, the newly-overhauled Intermodal Transportation Center at the northwest corner of North Main Street and West Market Street, and the Permit Center and Garage at 65 West Alisal Street between Lincoln Avenue and Salinas Street. ■

City of Salinas - Progress Toward Regional Housing Needs Allocation Targets

Income Level	Regional Housing Needs Allocation	2015	2016	2017	2018	2019	2020	2021	2022	2023	Total Units to Date	Total Remaining Units Needed
Very Low	537		24	50	42						116	421
Low	351		16		53	8					77	274
Moderate	407		1	3							4	403
Above Moderate	934	53	52	25	71	100	210				511	423
Total	2229	53	93	78	166	108	210				708	1521



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Chamber Supports School Clothes for Local Kids

The Chamber's non-profit Foundation continues to operate a major community event for Salinas – the "Children's Shopping Tour" – which will take hundreds of underprivileged local kids shopping for new school clothes in December.

This holiday tradition started many decades ago by the Salinas Jaycees, and this year's Event Chair is Amy Salmina of Coast & Valley Properties, Inc. On the second Saturday in December (December 11th, this year), volunteers will gather at Northridge mall to take hundreds of children shopping for school clothes.

To put on such an event, we rely on the help of many volunteers in a variety of roles. In particular, we are looking for a volunteer who can help with grant-writing and fundraising before the event. Is that you? Please contact the Chamber at 751-7725 or Info@SalinasChamber.com for details on volunteer opportunities. This year, Tom Adcock and Alco Water agreed to step up as our Presenting Sponsor with a donation of \$10,000 for the event. We have also already received a \$10,000 grant from the Harden Foundation. On behalf of the kids who will benefit, thank you!

If you'd like to see a quick video about the event or make a donation, please visit the Chamber website for details at www.SalinasChamber.com/CST ■



*On behalf of the children
who will benefit,
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Upgrade Your Business Website for More Virtual Revenue

by Chamber Staff

Managing a business website can feel like a second job. However, it's more important than ever that your business has a digital presence that speaks directly to the problems your customers want to solve through your products and services. With the pandemic still slowing the pace of business for most of the country, now is the time to update your online presence.

Optimize Your Website for Mobile

Studies show that mobile is making up more and more of the online landscape, both in terms of web content and user searches. The most important statistic to know here is that 53% of mobile users will leave a website that doesn't load within three seconds. When you are optimizing your website for mobile users, speed and usability are the most important. Content needs to adjust smoothly to smaller screens, and it needs to load quickly. You can increase loading speed through a number of steps, such as:

- Changing the presentation of high-bandwidth content such as images and videos
- Using a reliable web host
- Choosing a suitable WordPress theme

Create a Google My Business Listing

If you've ever searched for a business and seen the helpful listing on the right side of the screen, that's a Google My Business listing. By creating your own, you will make your website much more visible and easier to find for online shoppers. What's more, they'll also be able to find the most important information about your business in one place.

A Google My Business listing contains delivery/pickup options, hours, contact information, and all-important trust-building testimonials. It also gives you a

set of tools to manage and monitor your online presence. It shouldn't surprise you that most members of the Chamber have a Google My Business listing, and you should too.

Invest in Local Digital Advertising

Digital advertising can take various forms. Targeting social and search engines with pay-per-click (PPC) and search engine optimization (SEO) are increasingly important. These techniques are quite different from each other, but they each operate by targeting certain strings of keywords. By tailoring the keywords to local communities,



your business will have an easier time reaching potential customers. A PPC ad campaign works similarly to other types of advertising in that you pay a small fee for each click the ad delivers to your website.

On the other hand, SEO might seem a bit more novel.

By writing keyword-rich content that conforms to SEO guidelines, you'll rank closer to the top spot in relevant Google searches. Web users rarely look beyond the first page, so a high search engine ranking is a powerful competitive advantage. You can learn and write SEO on your own but hiring a professional copywriter will be more convenient and effective.

Run a Business Social Media Account

Setting up an Instagram and Facebook account for your business can go a long way in building your brand. While Facebook has the greatest outreach, Instagram emphasizes visually engaging content and has far greater rates of response. While you should use both, one is likely to be a better fit for your business overall.

By boosting your visibility in search engines and maintaining a mobile-friendly web presence, your business will cope much better with the rigors of the COVID-era economy. ■



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Welcome to ESG Investing

by Bill Hastie, MBA

Investment management as we know it today is largely rooted in Modern Portfolio Theory, or MPT, which was pioneered by Harry Markowitz in his paper "Portfolio Selection" published in the Journal of Finance in 1952. In a nutshell, MPT is a theory on how risk-averse investors can build portfolios that either seek to maximize expected return for a specific level of risk or minimize risk for an expected level of return. Since MPT, several variations and additional theories have been created.

One such variation is called ESG investing, standing for environmental, social and corporate governance, a term coined just over a decade ago. It is also referred to as impact or sustainable investing. The widely accepted definition of ESG investing is "investments made with the intention to generate positive, measurable social and environmental impact alongside a financial gain." ESG investing is on the rise among investors around the globe, so much so that some leading Wall Street money managers have pronounced that ESG investing "has gone mainstream."



According to the CFA Institute, in many ways, ESG investing can be seen as part of the evolution of investing and balances traditional investment selection with environmental, social and governance-related insights to improve long-term results. Many have embraced its description as "doing well by doing good." The Institute goes on to state that there are three critical elements of ESG investing:

- ESG investing is additive to asset management theory and does not mean a rejection of fundamental concepts.
- ESG investing develops deeper insights about value will be created going forward using ESG considerations.
- ESG investing considers diverse shareholders, consistent with how companies are developing.

Similarly, the world's largest asset manager, BlackRock, wrote in an open letter last year saying that "sustainability and climate-integrated portfolios can provide better risk-adjusted returns for investors."



BlackRock's comment on ESG investing probably raises the one question asked by most investors who are considering investment options that align with their values – will I be trading investment performance for a lower return but feeling better about where my money is invested? If that trade-off exists, each investor considering adding ESG investments to their portfolio would have to assess to what extent are they willing to take lower performance for better aligning with their social and environmental values.

The available data, however, seems to indicate that the trade-off of "performance-for-values" is not the case. One of BlackRock's large cap stock investments seems to have performed quite well. According to Morningstar, this particular investment ranked in the top 20th percentile among all large cap blend investments, in the top 16th percentile over the last 3 years and in the top 9th percentile over the last five years. A little deeper look at this BlackRock investment reveals that the top four portfolio holdings are Apple, Microsoft, Amazon and Google accounting for about 14% of total assets. Some investors may or may not question if "big tech" fits with their values. This suggests that the investor must look beyond the "ESG" label and look at the specific portfolio holdings. ■

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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A Flip of a Switch and a Few Small Steps Can Save You Money

Did you know there are little things to help conserve energy?


By making a few small changes to your routine you can help create a big change for California. It's as simple as taking small steps everyday that add up to a lot of savings. Read on to learn some tips from Energy Upgrade California on how to reduce your energy usage to maximize your energy savings.

Modify Your Behavior to Save Money and Help California Use Cleaner Energy

In the early morning just as we start our day and start using energy, we can modify our behavior to become more **energy efficient** by using energy sources that are naturally available. This is a great way to help California to use more clean energy. A simple step is to consider how the morning light fills our living space. The sun comes up on one side and sets on the other side. By adjusting how light enters our living space we can make simple changes to cool our home by allowing less light in some areas while maximizing the natural light in other areas. Let the fresh air in early in the morning to stay comfortable while saving energy and money. In the late afternoon as we come home, our energy use reaches an all-day high just as less clean energy becomes available — requiring the system to rely on more traditional energy sources. We can be more energy efficient as the temperature drops by opening the windows to let the cool air circulate. At night as we go to bed, our energy use decreases, just as California's clean energy produced from wind farms become available. Together we can make simple changes that can move

our state toward its energy goals: doubling energy efficiency, moving a third of the grid to renewable energy, and lowering greenhouse gases back to 1990s levels, all by 2030. Imagine if all 39 million Californians took simple steps everyday to better manage energy with just a few simple steps.

Here are a few tips to get you get started without even having to leave the home.

Tip 1		FRESH AIR
Using fans and open windows to keep your home at a comfortable temperature can be more effective than you might imagine – and it saves energy in the process.		
Tip 2		MIND THE BLINDS
Use natural light, to reduce heat loss. Drawing the blinds or pulling the shade in summer keeps the sun's heat out—and opening them up in winter lets it inside.		
Tip 3		UNPLUG
Unplug fully charged devices. Leaving charged smartphones and laptops plugged in wastes energy and can damage the battery. Other electronics can be set to lower power settings.		
Tip 4		KEEP YOUR FREEZER FULL
Keep your freezer full. An empty freezer uses more energy to stay cold. Pack your freezer with more food or even with gallon containers of water.		

Energy Upgrade California is an educational resource for California residents and small business owners for energy management concepts and programs that can help you better manage your energy use. Browse their site for more information on how to save energy and water and manage your use, what clean-energy options are readily available, how to find rebates and incentives and the state of California's energy goals. www.energyupgradeca.org.



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Groundbreaking for Sun Rose Apartments



California-Community Housing and Development; County of Monterey Housing and Community Development, No Place Like Home Program; City of Salinas-CDBG funding; California Business, Consumer Services, and Housing Agency, and the Coalition of Homeless Services Providers, Homeless Housing Assistance Program; County of Monterey Whole Person Care, Inclusionary Housing Funds, and CDBG; Monterey Peninsula Foundation; Harden Foundation; Berkshire Foundation; and other private community donors.

Interim Inc. would like to thank everyone who attended the event and for all those individuals and organizations that made this much-needed project a reality.

For more information, please contact: Deb Shearer, Development Officer

Interim, Inc., at (831) 649-4522 ext. 205, or go to www.interiminc.org. ■

Monterey Bay Economic Partnership and Housing Trust Silicon Valley recently alInterim, Inc. held a groundbreaking event for the Sun Rose Apartments on Aug. 19, with a number of speakers and dignitaries, including Rep. Jimmy Panetta (D-Ca.), Salinas Mayor Kimbley Craig, and chair of the Monterey County Board of Supervisors, Wendy Root Askew.

The event was held at the apartment building site at 439 Soledad St., in Salinas. SunRose Apartments will provide nine units of low-cost, supported permanent housing in studio/one-bedroom apartments for adults with psychiatric disabilities, as well as an eight-bedroom shared residence for adults who are homeless, chronically homeless, or are at risk of homelessness due to their psychiatric disabilities.

All tenants of Sun Rose will be offered mental health and case management on-site by Interim Inc. staff with the goal of helping residents to maintain housing and develop skills to be successful in the community.

“This housing will make a real difference in the lives of the people who will live here; helping these vulnerable individuals in achieving stability and a higher level of functioning within their own lives and the community,” said Katy Eckert, Monterey County Behavioral Health Bureau Chief.

Speakers included Diana Rosenthal, President, Board

of Directors, Interim, Inc., as Master of Ceremonies; Rep. Panetta, Kathryn Eckert, Monterey County Behavioral Health Bureau Chief; Roxanne Wilson, Executive Officer, Coalition of Homeless Service Providers; and Barbara Mitchell, Executive Director of Interim, Inc.

In addition to the seven speakers, the event included a “Shovel Crew” for the groundbreaking ceremony that included Elsa Jimenez, Monterey County Director of Health Services; Steve Carrigan, City Manager, City of Salinas; Megan Hunter, Community Development Director, City of Salinas; Alejandro Amezcua, Housing Development and Property Director, Interim, Inc.; Gladys Houston, Interim Board Member and Chair of Housing/Facilities Committee; and Junior Rangel Rivera, MC HOME Representative.

In addition to Mitchell and Rosenthal, members of the Board of Directors in attendance included John Stafnes, Vice President; Julie Altman, LCSW, Ph.D., Secretary; Alan Stumpf, Treasurer; Doug Anderson; Fran Baca; Richard Bishop; Catherine Brennan; Diane DeBerry; Sheila Holmes; Gladys Houston; Carl Miller; Eva Montis-Portis; and Mark Shaw.

Architects for the project are Wald, Ruhnke & Dost LLP and the contractor is Kent Construction. Funding for the project, which was in partnership with a partner with Monterey County and the City of Salinas included State of



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Membership Level: Stakeholder Executive Premium Marketing Business

Member Name	Member Since
City of Salinas	2006
Pacific Gas & Electric Company	1928
Vistra Moss Landing Power Plant and Energy Storage Facility	1999
Alvarez Technology	2001
Monterey County Housing Authority Development Corporation	2014
Chuckansi Gold Resort and Casino	2016
The Home Depot	2016
StoneBridge Home Inc	2019
Motel 6	2020
Smile Business Products	1982
Monterey Credit Union	2000
Pinnacle Bank	2007
Aspire Health Plan	2013
Planet Fitness	2019

Bronco Van & Storage	1973
Planned Parenthood	1982
Green's Camera World	1995
American Cancer Society	2005
Monterey County Workforce Development Board	2005
Central California Alliance for Health	2009
Sherman's Apothecary	2010
Kobrinsky Group	2012
Hospice Giving Foundation	2013
California Strawberry Commission	2015
Holaday Seed Company	2015
Housing Resource Center of Monterey County	2015
Spherion	2016
Brandon D Patterson—Windermere Valley Properties	2017
Express Private Security	2018
Andresen & Associates	2020
Powers Associates, LLC	2020

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Law Office of Kenneth Kroopf

After engaging in the private practice of law for over 45 years, the last 40 of which occurred in Monterey County, I have decided to retire and start a new business: Workplace Investigation and Mediation Services. This business offers impartial workplace investigations of employment issues and neutral mediation services, independently or collaboratively, that will help businesses save time, money and avoid litigation.

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Monterey Bay Football Club

The Monterey region has been waiting for a club to call their own; a professional sports team at the highest levels built with the community and for the community. That time is here. Monterey Bay F.C. is led by Owner and Chairman Ray Beshoff with the club's front office being led by Mike DiGiulio. The club is part of the USL Championship league and will play on the campus of California State University Monterey Bay (CSUMB). The club is privately investing millions to upgrade existing facilities, including the renovation of a stadium, which will bring the venue's capacity to 6,000 and will be ready for play in the 2022 season.

For more information about the club and how to purchase tickets, go to montereybayfc.com



National Association for the Advancement of Colored People (NAACP)

The mission of the Monterey County Branch of the National Association for the Advancement of Colored People (NAACP) is to ensure the political, educational, social and economic equality of rights for all persons and to eliminate race-based discrimination. The Monterey County Branch and its predecessors (Monterey and Salinas Branches now combined) have won numerous awards over the years as one of the most effective civil rights organizations in the county and state.

www.montereynaacp.org • (831) 394-3727
mcbnaacp1049@att.net



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Partners For Peace provides prevention and intervention classes for families, parents, caregivers, and youth. Loving Solutions® for parents of children (5-10), Strengthening Families Program for youth (10-16) and their parents, and Parent Project, Sr.® for parents of youth (11-17) with challenging/difficult behaviors. All family education programs focus on the importance of saying, "I love you" and the need to have structure in the home. Step Up Mentoring is also available to youth 11-14.

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Chamber Advocacy Update



Salinas City Council Has Not Yet Amended Mobile Vendor Ordinance

Your Chamber's Government Affairs Liaison has been advocating for Chamber members as the Salinas City Council works on revisions to its mobile vendor permitting ordinance. Ideas from the Chamber to improve the proposal include local preference and small business preference for new permits, enforcement that includes a funding mechanism and an outlined procedure to discourage violations, and more transparency and evidence in the staff report about opportunities and challenges with mobile vending.



Downtown Public Safety Meeting Provides Nuggets of Information

Councilmember Steve McShane and business representatives in Downtown Salinas hosted a "Downtown Public Safety" meeting on Zoom on July 22. Police revealed that although property crime is down compared to five years ago, there have been eight burglaries recorded in Downtown since January 1, 2021. At least one culprit was tracked via a stolen iPad to a homeless encampment. Police are committed to solving this frustrating problem for Downtown businesses, which are benefiting from the Downtown Vibrancy Plan and the end of COVID-19 public health orders.



Brew -N- Krew Ale House Sign Controversy Tentatively Resolved

Brew -N- Krew Ale House owner Marlene Garcia had an unexpected obstacle in getting permits from the City of Salinas for the new signs now installed at 155 Main Street, next to Maya Cinemas. But Ms. Garcia made an announcement via Twitter after a meeting with the city manager on August 9: "'The signs stay!' - Steven S. Carrigan, City Manager." Your Chamber will continue advocating for a transparent, prompt, and efficient Permit Center. City staff also continues development of a special Historic Sign Ordinance for Downtown.



Environmental Review Underway for Conversion of Downtown Parking Lots to Mixed-Use Development

As its Downtown Vibrancy Plan continues to advance in its seventh year, the City of Salinas is doing environmental review under the California Environmental Quality Act (CEQA) for the Downtown Parking Lot and Intermodal Transportation Center Rezone Project. Six sites will be rezoned to allow for mixed-use residential and commercial development: Lot 1, Lot 5, Lot 8, Lot 12, the newly-overhauled Intermodal Transportation Center at the northwest corner of North Main Street and West Market Street, and the Permit Center and Garage at 65 West Alisal Street between Lincoln Avenue and Salinas Street.



Get Ready for Revisions to Housing Plans in the City of Salinas

The City of Salinas has issued a Request for Proposal (RFP) for qualified firms to prepare the 2023 update to the city's official "Housing Element," a plan for the city's anticipated residential housing needs through 2031. The Chamber supports efforts to increase the supply of housing in Salinas and Monterey County that is affordable to ordinary people. Your Chamber will monitor revisions to the Housing Element and watch for public interference meant to block construction of new housing or reuse of existing buildings for housing. ■



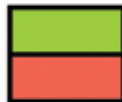
Ten Years of Population Change in Monterey County

Source: California Department of Finance Estimates as of January 1 for Each Year: <https://www.dof.ca.gov/Forecasting/Demographics/>

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Ten Year Population Change	Ten Year Percentage Change
Salinas	154,179	157,005	157,965	158,551	160,916	161,624	161,899	162,797	160,387	160,206	6,027	3.9%
Seaside	33,407	33,644	33,747	34,172	34,088	34,295	34,382	33,776	33,608	32,121	-1,286	-3.8%
Monterey	28,515	28,486	28,437	28,535	28,594	28,697	28,473	28,448	28,304	28,382	-133	-0.5%
Soledad	26,402	25,759	25,180	24,846	25,652	25,996	25,890	26,079	25,399	24,454	-1,948	-7.4%
Marina	20,121	20,265	20,376	21,179	21,669	22,263	22,548	22,957	22,372	21,920	1,799	8.9%
Greenfield	16,661	17,023	17,082	17,174	17,629	17,938	17,932	18,009	18,333	18,402	1,741	10.4%
Pacific Grove	15,205	15,359	15,416	15,596	15,734	15,816	15,807	15,883	15,571	15,536	331	2.2%
King City	13,240	13,569	13,618	13,885	14,254	14,450	14,527	14,724	14,838	14,977	1,737	13.1%
Gonzales	8,325	8,384	8,433	8,489	8,543	8,629	8,640	8,677	8,528	8,490	165	2.0%
Carmel-By-The-Sea	3,747	3,755	3,791	3,854	3,868	3,941	3,967	3,987	4,040	4,023	276	7.4%
Del Rey Oaks	1,649	1,652	1,668	1,682	1,685	1,719	1,727	1,734	1,677	1,670	21	1.3%
Sand City	339	341	345	367	371	375	393	397	373	385	46	13.6%
Unincorporated Monterey County	102,130	102,628	103,556	104,634	105,156	106,155	106,755	107,946	106,963	106,752	4,622	4.5%
Monterey County Total	423,920	427,870	429,614	432,964	438,159	441,898	442,940	445,414	440,393	437,318	13,398	3.2%

Population Increase

Population Decrease



Non Profits Calendar

September 19th, 2021

Kiddie Kapers Parade—Presented by Sakata Seed America

3pm at the Salinas City Center

This year's theme is 'Ready to Rodeo.' Gather your buckaroos and bring them to the Salinas Recreation Center for a free parade. No pre-registration required. Divisions and other information can be found at www.CARODEO.com.

September 20th, 2021

Central Coast Builders Association—Annual Golf Tournament

This tournament, held at the Club at Crazy Horse, helps support education in the construction industry and is a fun event. Contact staff@ccbabuilds.com for more info.

September 22nd, 2021

Big Week Professional Bull Riding—Presented by Salinas Valley Ford

Gates at 5pm, Show at 7pm

The Professional Bull Riding is back this September—it sells out annually so get your tickets early. They go on sale August 23rd at 10am at www.CARODEO.com. Salinas Sports Complex 1034 N. Main Street, Salinas

September 23rd—26th, 2021 (Times Vary)

California Rodeo Salinas

The ProRodeo Tour Finale is coming to Salinas September 23-26th! The top 24 contestants in each event will compete for big money in hopes of being catapulted to the Wrangler National Finals Rodeo in December. Join us for 2 nights and 2 days of rodeo action. Tickets start at just \$20 for adults. Tickets are on sale at www.CARODEO.com.

September 24th and 25th, 2021

Ariel Theatrical—Yee-Haw!

Get ready for **Yee-Haw!**, a wild-west adventure musical at ARIEL Theatrical. Performances are on Friday, September 24 at 7 pm and Saturday, September 25 at 2 pm and 7 pm. Visit www.arieltheatrical.org for details and ticket information.

September 25th, 2021

Monterey Zoo Gala—Christmas in September

This is an extremely unique and magic evening of fine dining, award winning wines, spirits, live and silent auctions, entertainment and best of all, animals.

Seating will be limited to 200 persons this year on a first come first serve basis and it does sell out quickly. More information will be posted soon at www.montereyzoo.org on our Events page.

October 14th, 2021—11am Tee Time

Monterey County Farm Bureau—Bill Barker Memorial Annual Golf Tournament

This tournament will play both courses of Bayonet & Blackhorse. The proceeds benefit a variety of organizations including the Bill Barker Education Fund, Monterey County Agricultural Education, and the continuing efforts of Monterey County Farm Bureau to maintain your farming, ranching, and agricultural business interests locally and statewide. Visit <http://montereycfb.com/index.php?page=golf-tournament> to learn more.

October 22nd, 2021

CASA of Monterey County—Fore the Kids Golf Tournament

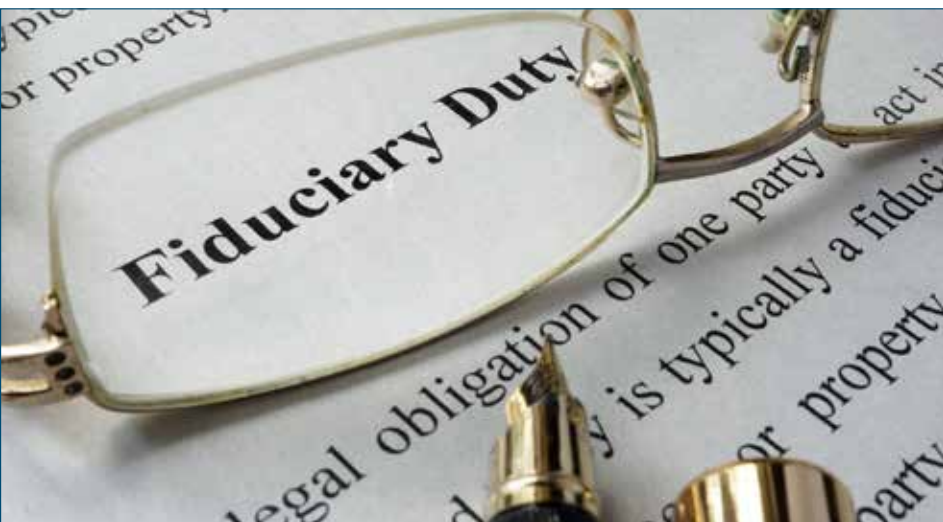
Sponsorship opportunities are available. Funds raised will support the only child advocate program in Monterey County for children and youth in foster care.

Link: <https://casamcgolf.givesmart.com>

October 30th-31st, 2021

40th Anniversary of the California International Airshow

This event will feature the USAF Thunderbirds and the Navy's F-35 Top Gun. 40 years of family fun that has raised \$8.5 million for local charities. Get your tickets now at www.salinasairshow.com



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Leadership Monterey County

LEADERSHIP
MONTEREY COUNTY

by Romy Taormina, Program Coordinator

The Leadership Monterey County cohort enjoyed a full day of art, history, and culture on Friday, July 23rd. Gems included a visit to the Sunset Center in Carmel-by-the-Sea, Central Coast's premier performing arts organization, where the class got to visit the stage for a different perspective the 718-seat auditorium. We learned about the Center's rich history and influence on local, national, and international artisans.

The cohort walked several streets admiring Carmel's temporary exhibit, "The Heart of Carmel." The 3-D fiberglass hearts spread throughout Carmel Village were painted by select artists and will be auctioned off to benefit local philanthropic efforts. At the Carmel Art Association, founded in 1927, Carmel's oldest gallery, the group saw the works of more than 100 professional local artists. The pieces are for sale and the exhibitions change monthly.

Next up was a meet and greet at the "Carmel Shell," a mural located on the corner of Mission Street and Sixth Avenue, that honors the town's heritage as an arts colony, and where the artist, Marie-Clare Treseder Gorham, shared her vision



Class stands beside Salinas's Steinbeck Mural.



From the stage of the Sunset Center.

of solidarity in the Village. The cohort next made its way to the National Steinbeck Center where they were inspired by the exhibits that showcase John's dedication to the human condition. Participants finished the day with a historic view at the Monterey County Historical Society where the artifacts, tapestries, and buildings tell a deep story. We are grateful to all the hosts who are passionate about their organizations and who so willingly share of their knowledge.

To stay up to date on local enriching events and to support these local nonprofits, sign up for their newsletters here: National Steinbeck Center (www.steinbeck.org), Sunset Center (cart.sunsetcenter.org/account/create/brief).

To connect with Marie-Clare, current artist-in-residence at the Hofsa house Hotel, follow her on IG: @marie_clare_ ■



Beside one of the Hearts of Carmel.

Ribbon Cutting



The Chamber joined SVMH Foundation as they cut the ribbon on their new Salinas offices in the beautiful building at 60 W. Market St.

COVID Outbreaks in the Workplace

by Bradley J. Levang



As employers try to keep up with COVID-19 regulations, it is important that they know how to handle COVID-19 workplace outbreaks.

A COVID-19 workplace outbreak occurs whenever three or more employee COVID-19 cases within an "exposed group" visited the workplace during their high-risk exposure period at any time during a 14-day period. A major outbreak involves 20 or more employee COVID-19 cases in an exposed group who visited the workplace during their high-risk exposure period within a 30-day period. An "exposed group" means all employees at a work location, area, or common area where an employee COVID-19 case was present. High-risk exposure begins two days before the individual developed symptoms or first tested positive and ends ten or more days later.

In the event of an outbreak, the employer must make COVID-19 testing available immediately, and again one week later, to employees within the exposed group at no cost to the employees during the employees' paid time. The employer does not have to make testing available to employees who 1) were not present during the outbreak; 2) were previously fully vaccinated and are asymptomatic; or 3) recently had COVID-19 and have returned to work with no symptoms. The exception for this third group lasts for 90 days after an employee's original onset of symptoms or, if the employee never developed symptoms, 90 days following the first positive test. Employers shall continue to make testing available, at least once a week, until no new cases are detected in the exposed group for a 14-day period, or as otherwise required by Cal-OSHA or the local health department.

Unless an exception applies, the employer shall require employees in the exposed group to wear face coverings whenever they are indoors or when outdoors and

less than six feet from others. The employer must notify employees in the exposed group who are not fully vaccinated of their right to request a respirator for voluntary use; decide whether to implement physical distancing of at least six feet, or use cleanable solid partitions if physical distancing is not possible; and immediately investigate, review, and correct potential workplace hazards. The employer must also review its COVID-19 prevention policies and procedures every 30 days during an ongoing outbreak and implement any needed changes to prevent the further spread of COVID-19.

In the event of a major COVID-19 outbreak, an employer must expand testing to include all employees in the exposed group, regardless of vaccination status, to occur twice a week, or more frequently if recommended by the local health department. The employer must provide a respirator for voluntary use to employees in the exposed group and determine the need to implement or revise an existing, respiratory protection program. When employees are not wearing respirators, the employer shall require minimum physical distancing of six feet whenever feasible. The employer shall install cleanable solid partitions at workstations where an employee in the exposed group must work for an extended period of time and cannot maintain physical distancing from others. The employer shall also evaluate whether to halt some or all operations at the workplace until COVID-19 hazards are corrected. An employer shall follow these guidelines until there are fewer than three COVID-19 cases detected in the exposed group for a 14-day period.

The employer must report COVID-19 cases and outbreaks at the workplace to the local health department and provide any requested information whenever required by law.

More information can be found at the following website: www.dir.ca.gov/dosh/coronavirus/COVID19FAQs.html#outbreaks. ■

Bradley J. Levang 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.



Member News

Dr. Armer Joins Balance PT

Dr. Meredith Armer PT, DPT has joined Balance PT's growing team in Prunedale. Dr. Armer grew up and currently lives in Prunedale. She started college at Hartnell in Salinas, competing on the Cross Country and Track and Field teams, where she broke the school record for the 3000m Steeplechase. She then received a Cross Country and Track and Field scholarship at California State University, Fresno where she graduated with a Bachelor of Science in Interdisciplinary Health and Rehabilitation Sciences with emphasis in Pre-Physical Therapy in 2008. She then attended Loma Linda University and graduated with her Doctorate in Physical Therapy in 2013.



Dr. Meredith Armer PT, DPT

Wine Grape Harvest Begins

Monterey County Vintners & Growers Association is excited to announce the beginning of the 2021 wine grape harvest with Scheid Family Wines' Isabelle Vineyard located along the River Road Wine Trail. Scheid Family Wines has farmed wine grapes in Monterey County since 1972.

Mild weather has given local winegrowers a positive outlook on the quality of the 2021 harvest. This year's crop, anticipated to generate an average

to slightly light crop load, is expected to produce high-quality fruit throughout the region, with smaller berries and strong flavor development.



Hamilton at PVB

Pacific Valley Bank announced that Theresa Hamilton will assume a new role on the senior management group as the bank's newest Senior Vice President and Regional Manager. As a member of the senior management group, Theresa will be responsible for managing the bank's three branches as well as the cannabis banking program.

Hamilton brings a wealth of experience in banking. In her previous roles at another large financial institution, 14 branches reported directly to her. As part of an innovation team, Theresa was responsible for compliance for 24 branches as well as managing the largest geographical region covering 300 miles.



Theresa Hamilton

Vistra Expands World's Largest Battery Facility

Vistra's Moss Landing facility just got bigger

Vistra recently completed construction on Phase II of its Moss Landing Energy Storage Facility. The battery system is now storing power and releasing it to California's grid when it is needed. The 100-megawatt expansion now brings the facility's total capacity to 400 megawatts/1,600 megawatt-hours, making it the largest of its kind in the world.



grid when it's needed most."

Announced just 15 months ago with construction starting in September 2020, the Phase II expansion project was completed in July 2021, ahead of schedule despite the many challenges presented by the COVID-19 pandemic. Utilizing technology from LG Energy Solution, Vistra's enormous lithium-ion battery system is co-located on the site of its existing Moss Landing Power Plant in Monterey County, a site that's been providing electricity to Californians since 1950.

California leads the country in the transition away from fossil fuels and the Moss Landing Energy Storage Facility stands as a model for how batteries can support intermittent renewables to help create a reliable grid of the future." The 100-MW/400-MWh Phase II expansion is operating under a 10-year resource adequacy agreement with Pacific Gas and Electric Company (PG&E). The 300-MW/1,200-MWh Phase I project has a similar 20-year resource adequacy agreement with PG&E.

Congressman Jimmy Panetta offered support for Vistra's Moss Landing Energy Storage Facility: "As California and the Central Coast derive more and more of our energy from renewable resources, storage is key for ensuring that power is available when the sun isn't shining, and the wind isn't blowing. The energy storage facility that Vistra is deploying in Moss Landing will help us build a more reliable, low-emission grid, providing zero-emission power to communities far and wide when they need it. As we face the increasing threat of wildfires and disruptions to our grid, this backup power can serve to bolster our grid's stability and reliability." ■



Salinas Mayor Kimbley Craig tours the Vistra facility with other local elected officials.

"This facility provides a solution California desperately needs and this expansion was able to come online at the right time – as the summer heat intensifies and demand for electricity is at its highest. It is possible because of the partnership between Vistra and the State of California, Pacific Gas and Electric Company, LG Energy Solution, and Burns and McDonnell," said Curt Morgan, chief executive officer at Vistra. "The state's laudable immense buildout of intermittent renewable power has both lowered emissions and presented a reliability challenge. California produces an excess amount of renewable power during the day while the sun is up, but often struggles to meet demand as the sun goes down. Our Moss Landing battery system helps to fill that reliability gap, storing the excess daytime power so it doesn't go to waste and then releasing it to the



Join us to discuss the challenges of child care in Monterey County.

When: Wednesday, September 8th
from 11:30AM-1:00 PM

Where: Zoom—Registration Required
Email operations@salinaschamber.com



Join us for a

Forest Bath Experience

When: September 30th from 5:30-7:00 PM

Where: Toro Regional Park

Location Details on our Website

Forest bathing is a guided immersion through a natural environment to enhance the well being of the people and the land.



Register at [SalinasChamber.com](https://www.SalinasChamber.com)

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