

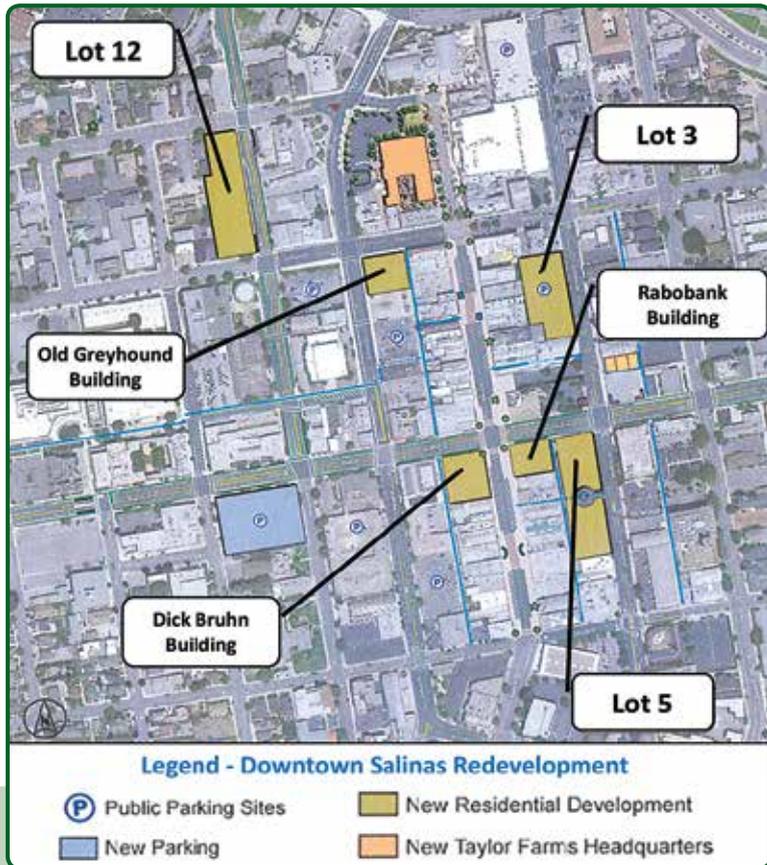
Housing in Salinas City Center

For more than a year, Chamber members who have attended our Business Development meetings with City Community Development Director Megan Hunter have heard about progress on the Vibrancy Plans for Downtown, Chinatown, and Alisal neighborhoods. These Vibrancy Plans provide recommendations for these specific areas on commercial and government buildings, housing, traffic patterns, parking, and walking paths.

Recently several reports related to the Downtown Vibrancy Plan have become available that address housing and parking options. The reports completed in June are the Downtown Housing Target Market Analysis (HTMA) by Economic & Planning Systems, Inc. (EPS), and a Supplemental Parking Analysis Memorandum by Kimley-Horn. The City has begun outreach to stakeholders, such as Salinas City Center Improvement Association, to review recommendations and seek input.

Highlights of the noted reports are included in the Staff Report to City Council on July 11, 2017, by Senior Planner Lisa Brinton and Director Megan Hunter.

HOUSING - CONTINUED ON PAGE 5



Lot 3: Redevelop 79-space parking lot
• 28 for sale condominiums • 28 parking spaces

Lot 5: Redevelop 144-space parking lot
• 49 apartment units • no parking spaces

Lot 12: Redevelop 112-space parking lot
• 39 apartment units • no parking spaces

Old Greyhound Building:
Improvements to existing structure
• 8 residential units • Street facing retail

Rabobank Building:
Improvements to existing structure
• Existing bank on 1st floor
• 52 residential units on upper floors

Dick Bruhn Building:
Improvements to existing structure
• Retail along Main Street
• 14 residential units on 2nd floor

The graphic here displays sites under consideration for re-use housing and parking in Downtown. To obtain full documents, access them from the City of Salinas website: <https://goo.gl/hPoHDT>

Salinas Valley CHAMBER OF COMMERCE BUSINESS JOURNAL



September 2017
Issue 368

CREATING A STRONG LOCAL ECONOMY - PROMOTING THE COMMUNITY
PROVIDING NETWORKING OPPORTUNITIES - POLITICAL ACTION
REPRESENTING THE INTERESTS OF BUSINESS WITH GOVERNMENT

Inside

- Marketing Tips Page 6
- Goodwill Relocates to Salinas Page 6
- Hwy 68 Improvements Page 7
- Mann Packing's New Plant Page 9
- Main Street Beautification Page 11
- Look What We Found Page 14

Chamber Advocacy Update

by Kevin Dayton, Chamber Board

Our recent efforts on behalf of local businesses

Is it a sign of success when you DON'T see the Salinas Valley Chamber of Commerce speaking up at every local government meeting on behalf of businesses like yours? Absolutely!

One goal of the Chamber is to ensure our local elected and appointed officials understand the importance of a business climate supportive of economic growth and job creation. If a government abruptly schedules a vote for higher taxes, new fees, or more regulations on businesses, the train has already left the station. Your business is an involuntary passenger on it.

In the past few months the Chamber has worked behind the scenes to derail a few zoning and land use proposals that would have hindered the commercial

operations of some of our local businesses. Our key to stopping these proposals was finding out about them early and expressing our concerns, behind the scenes, on principled grounds.

If you hear a rumor about one of your local governments planning something that would hurt your business, please contact CEO Paul Farmer immediately at (831) 751-7725 or at

President@SalinasChamber.com and let him know. The Chamber will investigate and take action if necessary. That's a benefit of your Chamber membership.

Local Preferences for Local Bidders on Local Contracts

As the Chamber serves to protect your business from unreasonable taxes, fees, and regulations, it works to bring



ADVOCACY - CONTINUED ON PAGE 5

walk™ with a DOC

educate. exercise. empower.

Salinas Valley Memorial Healthcare System is launching a new program to connect you to your best life.

Join our physicians on a monthly walk and talk that will inspire and inform.

PHYSICIAN LEADERS



Jaspreet Dhillon, MD



James Gilbert, MD

Take a Step Toward Better Health

WHEN: **Saturday, September 23; 9:00am**

WHERE: **Toro Regional Park**

TOPIC: **The Ideal Meal**

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Mark your calendar for all of our 2017 scheduled **Walk with a Doc** Events:
October 14 / November 4 / December 2

 Salinas Valley Memorial Healthcare System

svmh.com

Doing Business Locally

by Frank Geisler, Chamber Board Chair

In recent weeks, as my business has been relocating an office and warehouse, I have been thinking a lot about the benefits of doing business locally. In fact, every transaction with the move included a choice of a local source. As a rule, the selected source had to be a member of this Chamber, of course!

Why is this important? It seems obvious that we do business where we perceive we receive the best value for our time and money. Perceptions, however, are not always accurate when we see and hear the constant barrage of advertisers, online and otherwise, but are underinformed about the values independent businesses provide, both individually and collectively. With better information, we might more often choose to patronize local businesses because it benefits our communities, and ourselves.

Independent local businesses employ a wide array of supporting services. They hire architects, designers, cabinet shops, sign makers and contractors for construction. Opportunities grow for local accountants, insurance brokers, computer consultants, attorneys, advertising agencies and others to help run it. Local retailers and distributors also carry a higher percentage of locally made goods, creating more jobs for local producers.

It is easy for us to get so consumed

by bargain-hunting that we forget how much of our lives we spend eating out, shopping, and doing other business. We owe it to ourselves to consider the quality of our experience, and ask if we benefit when we choose a community-based business.

Local owners have a natural interest in the long-term health of our community. Community-based businesses are essential to charitable endeavors, frequently serving on local boards, and supporting a variety of causes.

And each time we spend a dollar, we are essentially giving money back to our local community. A thriving local business will generate high levels of revenue, which means that the business will pay higher taxes, including local taxes. This money is then used for local police and fire departments as well as schools.

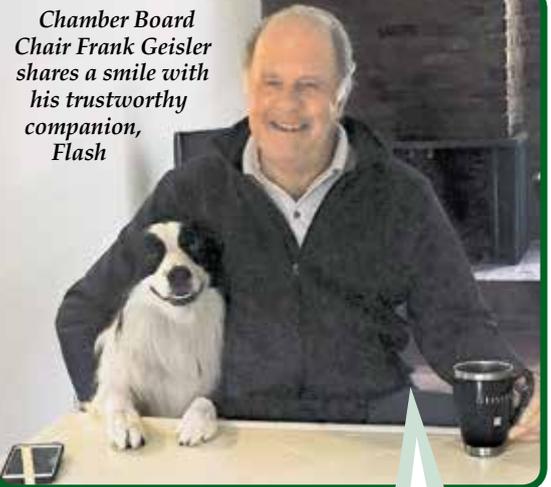
Small businesses do not always stay small. Large corporations, started off as small businesses that grew to become major players in the marketplace. Small businesses that grow into large businesses often remain in the community in which the business was first established.

Many small businesses also possess the ability to **respond and adapt quickly to changing economic climates**. Why?

Because small businesses are often very customer-oriented. Many local customers will remain loyal to their favorite small businesses in an economic crisis. This loyalty means that small businesses are often able to stay afloat during tough times, which can further strengthen local economies.

The bottom line: more of the money spent at a local business stays in the local area. A recent study in Michigan found that out of every \$100 spent at a non-locally owned business, only \$43 stayed in the local economy. With a **locally** owned business, the study found \$73 stayed in the local economy. This additional 70% of dollars staying locally provides a huge boost to other local businesses, workers and families in the local area.

Next time, you make a purchase or hire a service contractor, please remind yourselves of the importance of doing business locally. Your beloved Chamber of Commerce has hundreds of local small business members worthy of your support.



Chamber Board Chair Frank Geisler shares a smile with his trustworthy companion, Flash

I welcome your feedback.

– Frank Geisler
2017 Chamber Board Chair,
Frank@Geisler3.com
831-917-2802

Salinas Valley CHAMBER OF COMMERCE BUSINESS JOURNAL

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As association of businesses, organized to build a strong local economy by promoting sound government, & an informed membership & community.



Your Chamber Team

Meet several volunteers on the
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Abby Taylor-Silva

(Chamber Executive Committee)
Grower Shipper Association



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Photo by Batista Moon Studio

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ADVOCACY - CONTINUED FROM PAGE 1

more economic opportunities to your business. On July 26, Salinas Mayor Joe Gunter, Monterey Peninsula Chamber of Commerce CEO Jody Hansen, and Salinas Valley Chamber of Commerce CEO Paul Farmer made a presentation about local bid preferences at a study session of the Monterey City Council. Interested parties speaking at the meeting also included Ron Cheshire, CEO of the Monterey/Santa Cruz Building and Construction Trades Council.

This formal presentation was on behalf of Local First, a growing coalition of ten associations that encourages local governments to adopt and implement legal, limited, and reasonable preferences for local companies in the selection process for public contracts. The Salinas Valley Chamber of Commerce has played a leadership role in this regional organization. See its website at www.LocalFirst831.com.

Too often we see businesses from other parts of the state make a calculation that they can undercut the bidding market in Monterey County because it is so expensive to run a business here. This undercutting has even included importing food trucks from 100 miles away to provide lunch meals to employees.

The City of Salinas and Monterey County already have local bidding preferences, and soon the county will release its first report showing the impact of its policy on local businesses. We expect there will be a few instances in which a local business submitted a bid with a price very close to a low bid from an out-of-area business and ended up winning the contract because of the policy.

Monterey Bay Community Power Soon May Supply Your Electricity

The Chamber continues to watch meeting agendas of the Policy Committee and the Operations Committee of the new Monterey Bay Community Power community choice aggregation agency. Our Government Relations Committee routinely discusses the developments of this regional agency at our monthly meetings.

In the next several months you will be asked to affirmatively choose to stay with Pacific Gas & Electric (an investor-owned utility). If you do nothing, you will become

a customer of Monterey Bay Community Power (a government agency run by an appointed board of elected local politicians).

The Chamber wants to see this agency provide competitive rates for commercial customers and leave its bidding practices open to all qualified local businesses. If there is a Community Advisory Committee, the Chamber will ask the agency to have a representative on it.

Roundabouts All About

The Chamber's Government Relations Committee is going to be discussing "roundabouts" with representatives of the Transportation Agency of Monterey County (TAMC). There may be as many as eleven roundabouts installed in place of traffic lights on Highway 68 between Salinas and Monterey. The Salinas City Council has also approved a plan to install several roundabouts on Boronda Road. The Chamber is interested in knowing if these roundabouts will help or harm local businesses. What do YOU think?

Transportation Infrastructure

In 2016, the Salinas Valley Chamber of Commerce endorsed Measure X, a fifth effort since 1988 to establish a small sales tax to fund county and city road improvements. Voters did approve Measure X, and now the 20-member Citizens Oversight Committee is having regular meetings to ensure the agency is spending the tax revenue according to the requirements in the ballot measure. Board member John Haupt is the official Chamber representative to that committee and board member John Bailey is the alternate member.

Permitting Process

The City of Salinas continues to ask the Salinas Valley Chamber of Commerce for comprehensive advice and input about its permitting process. What is the city doing right? What is the city doing wrong? If you have a recent experience with seeking a permit in Salinas, please contact CEO Paul Farmer at (831) 751-7725 or at President@SalinasChamber.com and let him know. What is learned from your personal experience may improve business for everyone.

HOUSING - CONTINUED FROM PAGE 1

The Chamber summarizes that data in this article to help our readers understand key points.

City staff noted that "One of the key implementation recommendations of the Downtown Vibrancy Plan (2015) is to stimulate development activity by creating catalyst sites through the re-zoning of public surface parking lots to allow for residential or mixed-use development, and to focus on aligning the land use approval process to facilitate private investments in downtown development. A better understanding of the housing target market, product demand, and absorption rates will allow the City and its partners and stakeholders to prioritize housing development efforts in these target areas. The HTMA outcomes will assist the city, private developers, and the community to focus and diversify their approach to community development, target funding to increase impact, and focus efforts where the data supports housing development."

Key findings of the HTMA are:

- Substantial market demand appears to exist for near-term ownership and rental residential projects in the Downtown. It suggests that Salinas can capture annual market demand of at least 100 units annually in the Downtown over the next 5 years.

- Many adaptive reuse projects are gaining traction in Downtown Salinas, such as projects repurposing underutilized upper floor space as residential units.
- Sources of market risk present significant barriers to new Downtown housing development, and include Crime and Public Safety, homelessness, lack of open space, lower school performance, regional traffic bottlenecks, and untested market.

The Downtown Vibrancy Plan recommendation to re-zone surface parking lots to allow for desired uses such as residential or mixed-use development would result in an increase in parking demand and the loss of parking supply. The City Council has authorized Kimley-Horn to prepare a citywide Parking District Management Plan (PMP) to help determine the optimal parking to support increased residential development while retaining the existing commercial and retail activities. This PMP is expected to make recommendations for: 1) the proposed location and timing of a new parking garage; 2) pricing of parking in order to encourage efficient use of available parking, and 3) financing of City parking projects.

City Rehabilitates Problem Property

In April 2015, the City's Code Enforcement Division responded to reports of people living out of a severely damaged and dilapidated house at 47 Oregon St. They found trespassers living in unsanitary and unsafe conditions and an accumulation of items all around the property. While the trespassers were ordered to leave the property, in the months that followed, the City received numerous reports of trespassing, unlawful occupancy, and increasingly blighted conditions. Police and Fire responded to this nuisance property multiple times. All the while, the City Attorney's office sought out a responsible party and began efforts to file for receivership. After months of monitoring the property, case preparation, and legal proceedings, a court-appointed Receiver was assigned to the property to begin the necessary rehabilitation.

After two years and many hours of work by Code Enforcement Staff and the City Attorney's office, the property is fully restored and ready for sale. The sale of the property will serve to cover the costs of time spent by City staff working on this case and for the costs of the repairs. 47 Oregon St is the first of many receiverships that the City will pursue. While it was a slow-going process, as staff gains more experience with receiverships, things should move more quickly and allow the City to more effectively address nuisance properties. The efforts made by various departments led to a remarkable transformation of this property and are another step towards improving the quality of life in Salinas and creating safer and more beautiful neighborhoods.



(Photos: The City of Salinas)

Did You Know...

In 1696 England had a **window tax**? It was intended to be a progressive tax where houses with a smaller number of windows, initially ten, were subject to a 2 shilling house tax but exempt from the window tax. Houses with more than ten windows were liable for additional taxes. As a result of the tax, new buildings were being constructed without sufficient windows and existing windows in tenement buildings were often boarded up. As the years passed, the negative effects of the lack of adequate light and ventilation enabled a campaign against the tax to build momentum. It was repealed in 1851.



Marketing 101

tips & advice on digital marketing

by Phil Fisk, President
Coastline Marketing Group



How Consistent Is Your Marketing?

Marketing is an ongoing process and many businesses lose sight of this. If all is going well and business is good, why would you market? The real question you have to ask yourself is why would you stop? The moment you stop marketing is the moment you have to worry about not having enough business next week, next month, or next quarter.

Consistency is of the utmost importance.

Your Marketing Approach

If you're like a lot of small to medium-sized businesses, you take the DIY approach to marketing. This means you're doing all of the work on your own. There's nothing wrong with

this, but you have to be consistent with your marketing. Otherwise, you might not have the business when you need it the most. You might also lose customers to the competition because they're not hearing from you as often as they used to, which could cause serious problems.

There are all sorts of different marketing tactics you might use, including:

Email newsletters • Social media posts • Direct response ads • Flyers • Print ads

Can you say that you're consistently using all of them? You should have some kind of marketing schedule that allows you to know what you're doing each week. If you don't have a schedule, you're probably not as consistent as you think you are with your marketing.

Keeping Your Brand Out There

Branding is what allows people to know who you are, what you have, and why you're the best person to buy from. If you're not consistent with your marketing, your brand never truly penetrates the community. People might see your marketing message in January, and then again in February but then not see you again in April or May.

Why is this a problem? People might see you in January and think about how they will want to contact you in a few months. They didn't write down the name of your company or your website address because they weren't ready to take action. Now that they are ready to take action, they can't find you anywhere. They would know your logo if they see it, but you've taken a break from your marketing campaigns because you're busy.

This means you're saying "no" to new business without even realizing it. Is this really the kind of message you want to send? Of course not.

Building Loyalty

When you stay consistent with your marketing messages, you build loyalty. This is because you're always communicating – with your current customers as well as new ones. This ensures they remember who you are so they don't migrate to the competition.

If you fail to send out a newsletter every month, for example, people might assume that you have closed your doors. When this happens, they go and find another company to do business with.

You want to keep your customers with you and ensure they stay engaged. The only way to do this is to be consistent with your marketing. Keep a schedule so that your efforts don't fall off the grid.



Goodwill Relocates to Salinas

Goodwill Central Coast has completed a more than a year long process of planning, renovating, and moving their headquarters from Santa Cruz to Salinas. The move will increase its operating space, improve efficiency and better fulfill its mission to help people find employment.



Since Goodwill Central Coast covers Monterey, Santa Cruz and San Luis Obispo counties, moving to Salinas centralizes its headquarters and with a bigger, more modern facility, will boost its efforts to train people in new careers and find them employment.

"It was a big decision on our part," said Ed Durkee, Goodwill Central

Coast President and CEO. "But this new facility was needed to meet the demands of our environmentally conscious community. The building is more modern, safer, more efficient, more centralized, bigger and can take more donations."

The new facility, located at 1566 Moffett St. in Salinas, is more than double the size of the Santa Cruz location, and will house administrative offices, e-commerce, a salvage center, a donation center, a processing area and an outlet store.

The new headquarters will encompass 140 jobs. All employees who worked at the Santa Cruz headquarters have been offered jobs in Salinas or at other sites in Santa Cruz County.

The relocation will also provide a chance to increase Goodwill's employee base in a more centralized location and to better help the local community.

A grand opening ribbon-cutting ceremony with Monterey Peninsula Chamber of Commerce and Salinas Valley Chamber of Commerce will be held at the new headquarters from 5:00 p.m. – 7:00 p.m. on September 20th. The Mayor of Salinas will be on hand to cut the ribbon.

Goodwill Central Coast, which covers Monterey, Santa Cruz and San Luis Obispo counties, is one of the region's largest social enterprise and operates three career centers, five donation processing centers, 25 attended donation stations, 16 stores, and a vocational school. It also employs about 600 in three counties.

For many people, the barriers to employment are too high to overcome alone. Barriers like homelessness, military service, single parenting, incarceration, addiction, and job displacement can define a person's identity, even when they have so much more to offer.

"Goodwill's goal is to ensure all of their community members know their worth and gain the skills and confidence to land a job that could turn their life around." Anne Guthrie, VP of Workforce Services.

Each year Goodwill assists more than 13,000 job seekers to get back to work and reclaim financial and personal independence. Goodwill provides a positive learning environment that creates brighter futures through connecting people to meaningful work.

Some of the ways Goodwill helps people find employment include programs on culinary arts, catering services, free tax preparation and subsidized job placement.

Success stories

Jeremy is one of those employment success stories. Jeremy had problems getting a job because of mental health issues and a criminal background. After attending



GOODWILL - CONTINUED ON PAGE 13

Draft Plan for Highway 68 Improvements

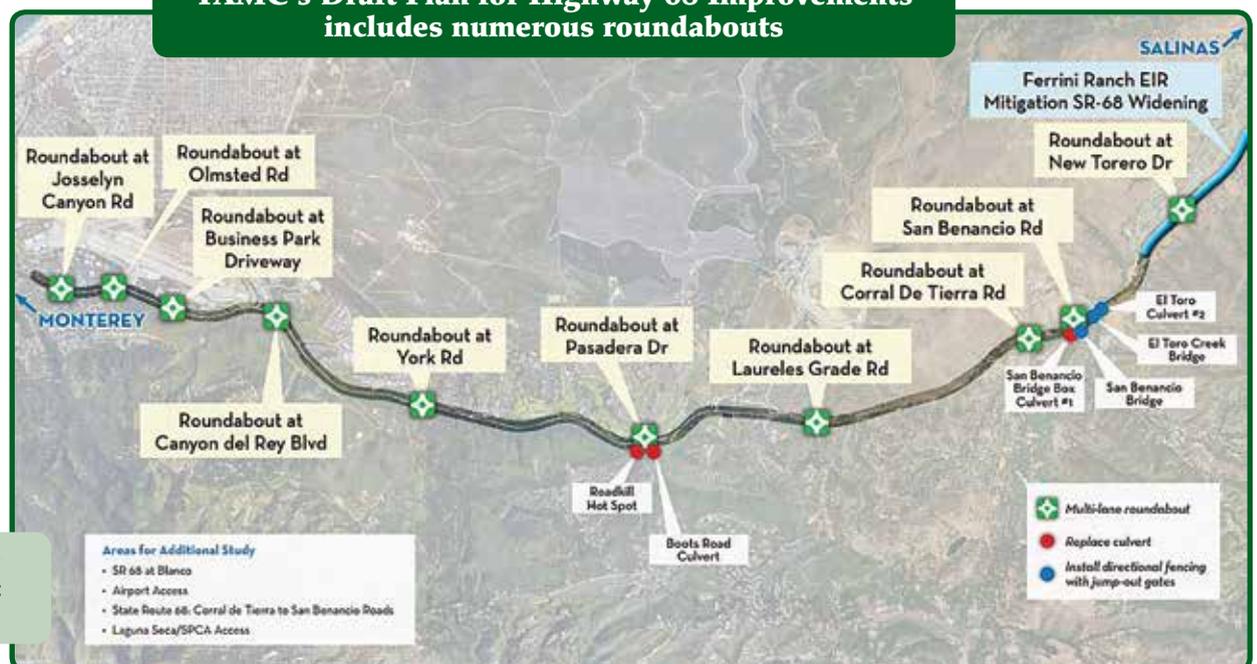
Highway 68 is congested and improvements are needed to make it safer and more reliable. Now, after more than a year-long study evaluating current and future travel patterns and a comprehensive public outreach effort, the Transportation Agency for Monterey County (TAMC) has released a draft final conceptual plan to address congestion and safety concerns about the highway.

The final draft of the "SR68 Scenic Highway Plan" is out for public comments and was presented to the TAMC Board of Directors in late August.

This final draft addresses congestion, safety and reliability concerns about the highway; and offers mid-term and long term improvements to address the concerns illuminated in the study and voiced by community members who live and travel along the highway between Salinas and Monterey.

Community members are encouraged to review the draft final plan on the SR68 Scenic Highway Plan at: www.sr68ScenicCorridorStudy.com

TAMC's Draft Plan for Highway 68 Improvements includes numerous roundabouts



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- Phil Fisk



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LAST CALL! Oktoberfest

When: Saturday, 9/9, 6-9pm

Why? Beer and stuff

Where? Alvarado St Brewery (in Salinas, 1315 Dayton St)

How much? \$99 sounds good

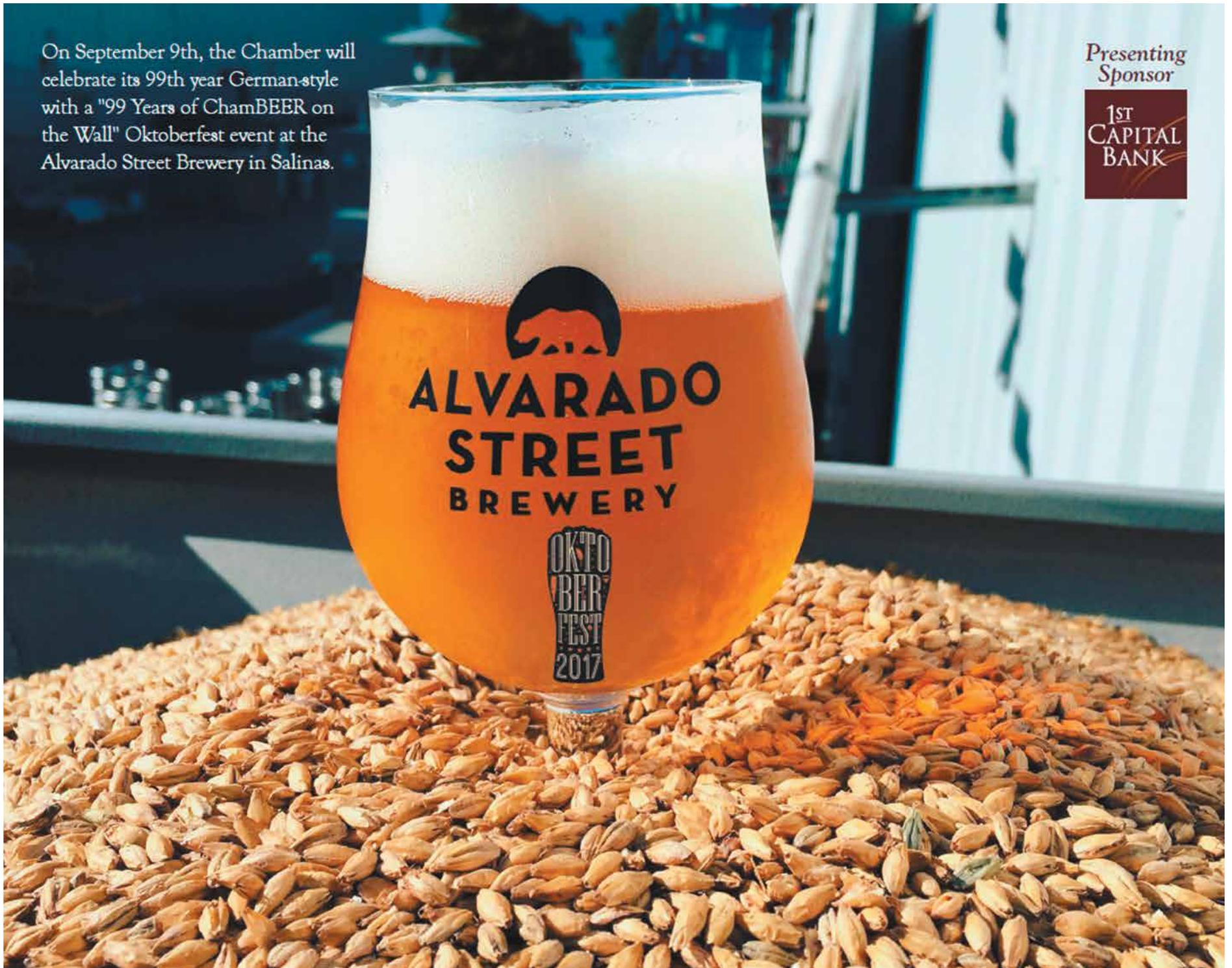
www.SalinasChamber.com



On September 9th, the Chamber will celebrate its 99th year German-style with a "99 Years of ChamBEER on the Wall" Oktoberfest event at the Alvarado Street Brewery in Salinas.

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Car Week Brings Cash

Buyers spent \$327 million on vintage cars throughout the recent Car Week in Pebble Beach, according to preliminary numbers. Among the most notable sales:

- A \$6.7 million 1959 Aston Martin DB4GT Prototype Coupe;
- Aston Martin's 1956 DBR1, a green roadster that sold for \$22.5 million, is widely considered the most important Aston Martin ever made — it was the first of a series of five racing cars, one of which won the 1959 24 Hours of Le Mans sports car race — and it set a record for the most expensive British car ever at auction.
- A 1995 McLaren F1 Coupe sold for \$15.6 million, while two Ferraris also were in the top five—a 1966 Ferrari 275 GTB/C sold for \$14.5

million, and a 1961 Ferrari 250 GT SWB sold for \$8.3 million.

- Porsche's 1970 917K, featured in Steve McQueen's famous film "Le Mans," sold for \$14 million.

On a broader scale, Monterey's big car week is a big deal for the region at large. In addition to the huge influx of tourism dollars and international attention it attracts, the 2017 Pebble Beach Concours d'Elegance, held on the 18th fairway of Pebble Beach Golf Links, drew 204 cars from 15 countries and 31 states, and this year's event also raised more than \$1.6 million to help people in need. Through the Pebble Beach Company Foundation, the primary charitable partner of the Concours, these charitable funds will benefit over 80 local charities.



Source: Fortune, Sports Car Digest and Monterey County Business Council

First Solar Sells California Flats

First Solar, the renewable energy company based out of Tempe, Arizona, has sold its California Flats Project in southern Monterey County to Capital Dynamics, an asset management company based in Zug, Switzerland. Terms of the deal were not disclosed.

The 280 megawatt photovoltaic power station is currently under construction in the Cholame Hills area of the county near the San Luis Obispo, Kings and Fresno county borders.

Apple Inc. has a 25-year deal to buy 130mw of energy from the solar project to power its headquarters in Cupertino and stores throughout California. In February of 2015, Apple CEO Tim Cook announced his company would invest \$850 million to purchase electricity from the California Flats venture.

Pacific Gas and Electric Company will purchase 150mw of power under its agreement with the solar power provider.



Source: Monterey County Herald and Monterey County Business Council

Mann Packing in Gonzales



Mann Packing Co. (BCM) broke ground in August on its new 130,000-square-foot processing facility in Gonzales. The new site will employ 250 people, generating new jobs for the region. It will use wind turbine energy for heating and cooling, with a goal of electric sustainability. Mann's existing facility

in Salinas will continue to process some fresh-cut but mainly serve as a central warehouse, cooling and shipping facility for the company, according to the company. Mann Packing expects to complete the Gonzales facility in early 2018, with production starting in the spring.



Source: The Packer and the Monterey County Business Council; photo rendering courtesy of Mann Packing

New Laws in the Summer?

by Sharilyn Payne,
Fenton & Keller



Employers are accustomed to learning about changes in employment law at the beginning of the new year. But just to keep employers alert, there are a few changes that have taken effect mid-year.

One area in which there have been changes involves forms and information that must be provided to new hires.

The California Fair Employment and Housing Act (FEHA) requires all employers to provide specific information to their employees at the time of hire concerning sexual harassment prevention, in addition to the employer's written policy on harassment, discrimination, and retaliation. In May, the Department of Fair Employment and Housing (DFEH) issued an updated brochure that provides employees with notice of California's legal protections against sexual harassment. Employers can comply with their legal obligations by distributing the revised DFEH-185 brochure or the newly released and more printer-friendly DFEH-185P information sheet, which contains the same information, both available at www.dfeh.ca.gov/wp-content/uploads/sites/32/2017/06.

Employers must also provide new hires with the Form I-9 Employment Eligibility Verification form. U.S. Citizenship and Immigration Services issued a new Form I-9 on July 17, 2017. The new form has modified instructions and a modified list of acceptable documents that an employee may present to show that he or she is authorized to work in the United States.

As of July 1, 2017, employers with 25 or more employees have a new form that they must provide to new hires. The form is a notice on the rights of victims of domestic violence, sexual assault or stalking, including the right to take protected time off from work for medical treatment, legal proceedings, and safety planning. Employers may use the pamphlet provided by the Labor Commissioner entitled "Rights of Victims of Domestic Violence, Sexual Assault and Stalking," or they may prepare their own notice that has substantially the same content. Employers can go to www.dir.ca.gov/dlse/Victims_of_Domestic_Violence_Leave_Notice.pdf to download the pamphlet.

The other mid-year change concerns transgender employees. Effective July 1, 2017, the FEHA expanded its existing protections against discrimination on the basis of gender identity and gender expression, providing new protections for individuals who identify as transgender, including those who are transitioning, have transitioned, or are perceived to be transitioning. California employers must permit employees to use the restroom facilities that correspond to the employee's gender identity or gender expression, regardless of the employee's assigned sex at birth. Employers must use gender-neutral signage for single-occupancy facilities under their control, such as "restroom" or "unisex," although there are some exceptions for non-flush toilets used by employees in construction, agricultural, and other limited industries. Employers must also abide by an employee's request to be identified with a preferred gender, name, and/or pronoun. Employers cannot impose physical appearance, grooming, or dress standards that are not consistent with an employee's gender identity or expression unless it can meet the high "business necessity" threshold. An employer also cannot ask about or require documentation or proof of an employee's sex, gender, gender identity, or gender expression as a condition of employment.

Employers should make sure that they provide new hires with all of the appropriate forms, and should review their existing policies and procedures to ensure that they comply with the FEHA concerning transgender employees.

Sharilyn Payne 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.



IMPOWER

A project of the Salinas Valley Chamber of Commerce

Bringing Women Together to Inspire, Motivate, Prepare and Organize
Women to Engage and Reinvest.

Make Your Reservation Today!

Thursday, October 5, 2017

Corral de Tierra Country Club*

Complimentary Valet Parking for IMPOWER attendees.

11:00 am-12:00 pm Registration & Wine Reception

12:00 pm-1:30 pm Lunch & Program

Don't Fear The Future...

The Next Generation is Killing It!



Featuring an amazing, local millennial guest panel:

- Drea Blackwell, Sports Anchor - KSBW Action News 8
- Anita Garcia, Computer Science Coordinator - California State University, Monterey Bay
- Molly Heacox, Director of Clinic Operations - Salinas Valley Memorial Healthcare System
- Gabriela Marble, Export Sales Manager - Scheid Vineyards

Featured Vendor: Beefy Boys

Featured Non-Profit: Digital NEST

Call to Action: Cash donations for Digital NEST Female Engagement Campaign

*Out of respect for the Country Club's dress code, no jeans please.

Enjoy lunch
with wine service

Salinas Valley Chamber Members \$50

Prospective Members \$60

Seating is limited and advance ticket purchase is required.
Purchase your tickets online at www.salinaschamber.com or by phoning the Salinas Valley Chamber of Commerce, 751-7725.

Special Thank You

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Supporting Sponsors:

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Print Sponsors:

Monterey Herald/Salinas Valley Weekly, n2Publishing/In The Loop, Salinas Californian/Off 68

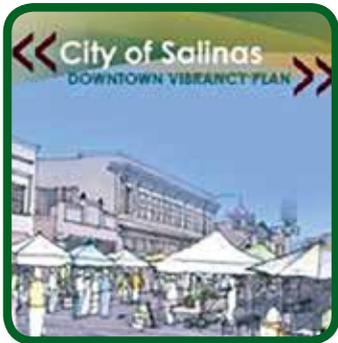
Become a Table Sponsor and receive a reserved table for 11 and sponsor recognition at the luncheon. \$750 for Chamber Members and \$875 for non-members, other Sponsorships available. Phone the Salinas Valley Chamber for details at 751-7725.

Main Street Streetscape Project

The Main Street Streetscape Project is a project that implements a part of the Salinas Downtown Vibrancy Plan.

The Vibrancy Plan included a vision and goals to improve the Main Street corridor within the downtown area to make circulation improvements that support the vibrancy plan goals. Among suggested improvements are converting Main

Street from a one-way street to two-way and enhancing the pedestrian environment to include amenities such as lighting, security, outdoor seating opportunities,



and place making.

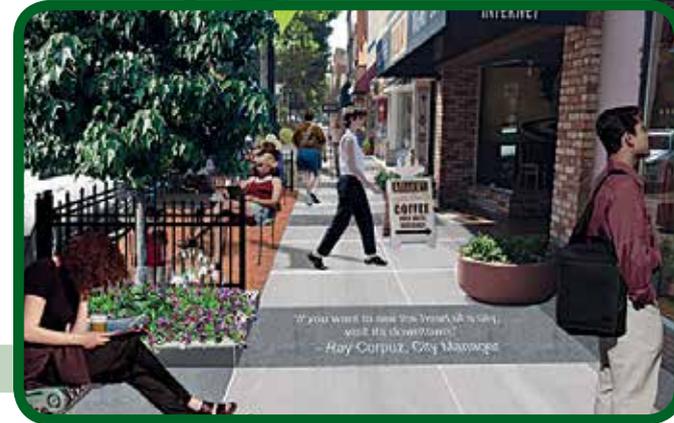
Input received from several meetings conducted by the City in 2016 for the Main Street Master Plan will provide guidance for the design of the project. The exhibit below is a conceptual rendition of the desired improvements, part of the Main Street Master Plan, and will guide the re-design of Main Street. The Main Street Master Plan will be presented to Council in the summer of 2017.

Temporary Parking Restrictions for the Downtown Main Street Blocks will occur during the month of August. This survey work marks the beginning of the project design process.

Before

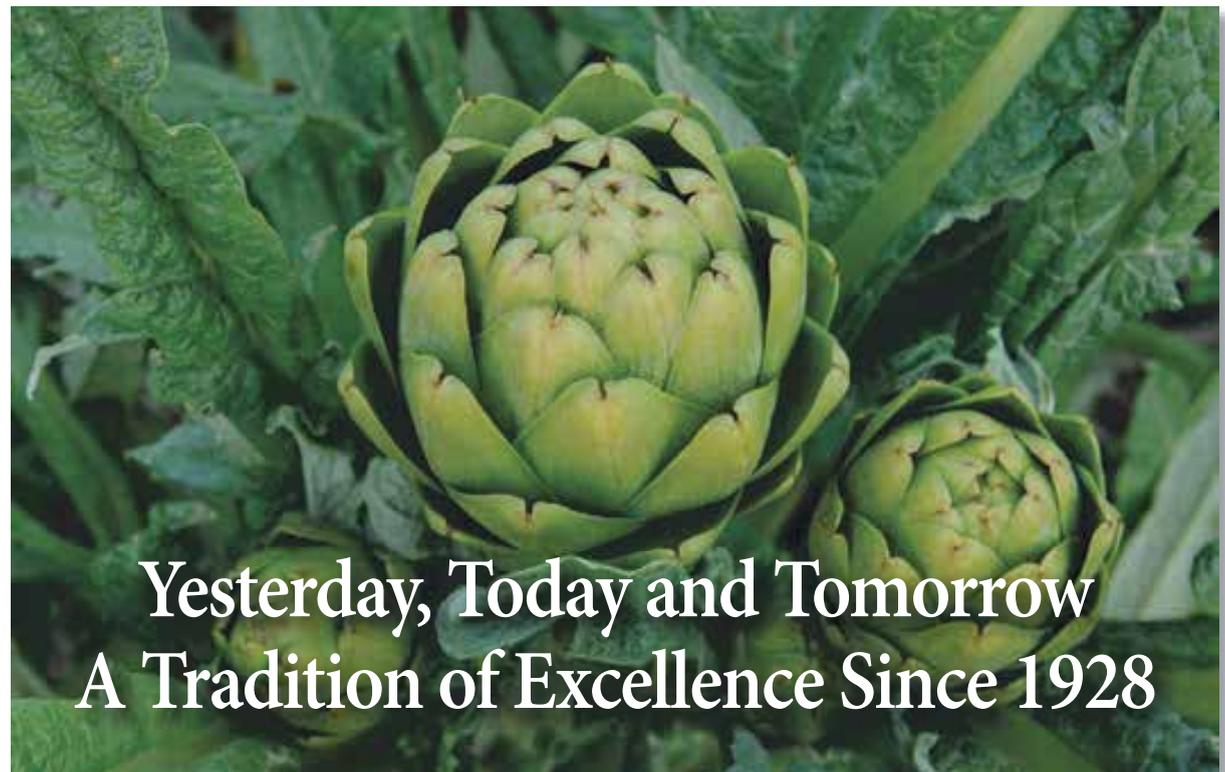


After



- Agriculture Law
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- Construction
- Creditor's Rights
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New and Renewing Members

The Chamber thanks our New and Renewing Members.

Please support them and tell them you appreciate that they're Chamber members!

NEW MEMBERS

Allied Universal Security Services
Castle Rock Coffee and Mercantile
Coldwell Banker Del Monte Realty -
Tammy LaSala
Earth Systems Pacific
The Leukemia & Lymphoma Society

RENEWING MEMBERS

American Cancer Society
Associated Builders and Contractors
NorCal Chapter
Bayonet and Black Horse Golf Course
Blach Construction
Boys & Girls Clubs
of Monterey County
California Coastal
CASA of Monterey County
Christopher M Mule, DDS
City of Salinas

Cloverfield Management, LLC
Coast-Tel Federal Credit Union
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El Sistema USA/Salinas - YoSal
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Food 4 Less
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Monterey County Office of Education
Monterey County Workforce
Development Board
Natividad Medical Center
Old Fisherman's Grotto
Palace Business Solutions
Pinnacle Bank
Quail Lodge & Golf Club
RHC Management Company
Salinas City Elementary
School District
Sammut Brothers
Shaw Development
The Grower's Pub
Turf Club Catering and Deli
Turning Point of California
Wild Thyme Deli & Cafe

SPECIAL ANNIVERSARIES

Celebrating 5 Years

Cloverfield
Management, LLC
Hartnell College

Celebrating 10 Years

Pinnacle Bank

Celebrating 15 Years

CASA of Monterey County

Celebrating 20 Years

Monterey County
Business Council

Celebrating 30 Years

Natividad Medical Center

Celebrating 45 Years

Monterey County
Agricultural Commissioner

New Member Profiles

ALLIED UNIVERSAL SECURITY SERVICES

Allied Universal Security Services is the largest provider of security services in North America with a local footprint. For more than 50 years, we have been providing customized physical security solutions to meet the specific needs of various organizations. Our Salinas branch provides ongoing support and training to our security officers and clients. The result is a customized, proactive security solution that you can trust.



Contact Erik Homan at 831-682-3335 for more information.

LEUKEMIA & LYMPHOMA SOCIETY (LLS)

The Leukemia & Lymphoma Society (LLS) is the largest voluntary health organization dedicated to funding research, finding cures and ensuring access to treatments for blood cancer patients. Our Silicon Valley & Monterey Bay Area Chapter provides support throughout Monterey County and the Central Coast.



Maria Best | Sr. Manager, Man & Woman of the Year | 831.905.2100 | www.lls.org | maria.best@lls.org

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Good for Families, Good for Business

by Megan Kennedy-Chouane



Kennedy-Chouane

The image of “The Stressed Parent” has become an icon of our day. A dad arriving late to a work meeting because he has to pick up his child from childcare due to an illness. During her lunch break, a working mom sitting huddled in her hot car with a breast pump and cooler full of bottles. A parent missing the school play because of a Board meeting.

It’s an image many of us can relate to, either as a working parent ourselves or as the frustrated (or understanding!) co-worker or boss of a working parent. Two working parents is now the norm in our country. According to the Department of Labor, 89.7 percent of families with children had a least one employed parent and 61.1 percent of married-couple families had both parents employed in 2016. More than ever before, mothers of young babies are working outside the home, and the lack of



Megan and her son in one of the “child welcoming” offices at First 5 Monterey County.

affordable, quality child care is a major concern for Monterey County families.

Both economic and scientific research confirm what many of us already know — a parent’s work has a huge impact on their children. From the hours they work, and dollars they bring home, to the stress they experience on the job — all aspects of a parent’s job can affect children’s developing minds and bodies.

Caregiving responsibilities also affect the bottom line. Studies have shown that versatile, “family friendly” policies can improve productivity, reduce absenteeism and turnover, increase job satisfaction, lower healthcare costs, and improve organizational effectiveness.

This is why Bright Beginnings is partnering with the Salinas Valley Chambers of Commerce and others to recognize Family Friendly Employers and Child Welcoming Businesses in Monterey County. A Family Friendly Employer is eligible for recognition at three different levels, depending on the number of best practices they have in place for employees. Child Welcoming Businesses provide services and activities that encourage parents and caregivers to talk, read, sing, or play with children. Once approved, a business will receive a Family Friendly Business Welcome Pack that includes a window decal and a certificate of recognition that can be displayed – look for them in businesses you frequent!

All organizations, regardless of size and industry, can share in



First 5 Monterey County (Salinas) is a Chamber member and Certified “Child Welcoming” and “Family Friendly Employer.” Francine Rodd and Nina Alcaraz are two working moms who enjoy First 5’s family friendly policies.

the benefits of flexible, family friendly employment policies and practices. Stronger, healthier families contribute to stronger, healthier businesses and empower our community to grow and prosper. They can also help make The Stressed Parent a thing of the past!

Megan Kennedy-Chouane works in Salinas as Bright Beginnings’ Senior Manager. She is from Santa Cruz and holds a master’s degree in Public Administration from the Middlebury Institute of International Studies.

Visit Bright Beginnings’ website today to apply for your business to be recognized!
<https://brightbeginningsmc.org/family-friendly-business>

GOODWILL - CONTINUED FROM PAGE 6

and graduating from the Culinary Training Academy, with assistance from Goodwill, he is now a prep cook at Jeninni’s Kitchen + Bar in Pacific Grove and is working his way up to sauté cook.

Naomi lost her job due to pregnancy, which led to homelessness and an unstable housing situation for herself and her daughter. After going through Goodwill’s STEP program, Naomi got a full-time job at Goodwill and has been promoted to HR Associate.

Another success story is Eduardo, a painter who lost his job during the rainy season due to lack of work. Eduardo went through Goodwill’s OWP program in Monterey, trained in the store and worked with a trainer and employment specialist to find the right job for him. With the help of Goodwill staff, he was able to get a job with CSU Monterey Bay’s maintenance department as a full-time painter. He now has a stable job with benefits, which allows his wife to stay at home and take care of their two young children.

A new way to shop

The Bargain Barn outlet center, one of two (the other is in San Luis Obispo), will also move to the Salinas location after more than four decades in Santa Cruz. Unlike Goodwill stores, outlet centers exist to move merchandise quickly, selling everything (except furniture) by the pound. The Salinas outlet center will sell its merchandise for \$1.79 a pound.

“It has been very popular in Santa Cruz,” said Jim Burke VP of Retail and Operations. “You can potentially get a new outfit for \$1.79, including shoes and accessories. The upcycling people like it too because they can get a dresser for \$3 to \$5. And it’s good for the environment, otherwise it ends up in a landfill.”

Merchandise stays in stores for three weeks, then goes to the outlet centers. It’s put out on the floor each morning, then merchandise is rotated throughout the day, a couple times each hour. And since items rotate constantly, each

rotation brings a new treasure trove for bargain shoppers. “Shoppers are always introduced to new merchandise this way,” says Burke.

If still there by the end of the day, merchandise goes to a salvage operator, who will repurpose it for other uses. For example, clothing and other fabrics can be repurposed for insulation.

Furniture and other bulky items will still have price tags, but will also be clearance-priced in order for it to sell quickly.

About Goodwill Central Coast

The Goodwill Central Coast chapter, a private 501(c)3 non-profit organization, began in 1928 in the city of Santa Cruz and today has expanded into three counties: Santa Cruz, Monterey, and San Luis Obispo.

Goodwill Central Coast employs over 600 people in Santa Cruz, Monterey, and San Luis Obispo County, including employment training professionals, sales personnel, donation center attendants, warehouse and distribution workers, and administrators.



Salinas Valley
CHAMBER OF COMMERCE

Look What We Found!

We've started preparing for the Chamber's 100 year anniversary next year. Check out what we've found in our vault!



Salinas Parade Float Salinas Chamber of Commerce 1929

This vintage photo features the Chamber's float that was entered into the Colmado Del Rodeo parade. The Salinas Chamber of Commerce was one of the original sponsors and sold Rodeo tickets in our Main Street office.

The California Rodeo "Big Week" was born in 1911 as a typical "Wild West" show that ran in between the horse races. The California Rodeo was incorporated in 1913 by businessman Frank Griffin, who served as a director.

Along with the incorporation came the addition of the "Colmado del Rodeo" parade. The name of the parade was later shortened to "Colmo Del Rodeo."

From the local newspaper: July 20, 1929

Tonight, Salinas will celebrate with the "Colmado Del Rodeo" spectacle holding the center of attraction. More than 2500 marchers will move through the streets.

Following the parade 10 bands will scatter through the downtown section and the local residents and visitors will make merry throughout the night.

Again, the motto, "No one ever sleeps in Salinas on Colmado night" -will prevail, and undoubtedly it will be a sleepy-eyed throng who witness Sunday afternoon the final events of the greatest California Rodeo yet staged.

Talbott Sells Apparel Business

Robb Talbott has announced that the Talbott family has sold its entire stake in Robert Talbott Inc., the luxury apparel company founded in 1950 by his parents Robert & Aubrey Talbott. The company has been a longtime presence on the Monterey Peninsula, and was acknowledged for its hand sewn ties and high-end apparel lines for men and women.

The family's interest in the company was purchased by the Robert Corliss and his family in September 2016. Mr. Corliss has served as the President and CEO of Robert Talbott, Inc. since 2011.

//

I am most grateful to everyone who has been a part of our family business, from the beginning and throughout the past 67 years," said Robb Talbott.

"We could not have built our company without your skills and efforts, and you have our sincerest thanks. We now wish the Corliss family the very best in continuing to represent the Robert Talbot clothing brand.

//

In 2015, as part of Robb Talbott's plans to simplify, the family sold its interest in the Talbott Winery and vineyard, a company started in 1982. Its wines, vinted from its own Estate vineyards in the Santa Lucia Highlands, developed an international reputation for the highest quality.

Never one to retire, Robb has chosen to give back to his local community by designing and building the Moto Talbott Collection, a nonprofit 501C3 museum located in Carmel Valley.

The museum showcases a diverse and eclectic collection of motorcycles from all over the world, many of which reflect Robb's interest in European art motorcycles. Robb, a passionate rider and collector of motorcycles, has been riding since 1964. He has no plans to stop riding any time soon.



Fuel Fact

July 31, 2017 – The average price in California for regular gasoline increased 4 cents from the previous week. The average statewide price for regular was \$2.981. Mid-grade and premium prices increased as well. The national average for self-serve regular is at \$2.352, up 4 cents from the previous week. This is 62.9 cents lower than the price of regular in California. For more information on gas prices, visit www.energy.ca.gov/almanac/petroleum_data/#fuel_price_data.



Chamber Ambassador

Tania Arvizu

Tania Arvizu has been working with Central Coast businesses since her graduation from Heald College of Business in 2005. She earned an Associate's Degree in Business Administration with an emphasis on Accounting. Tania is proud to be the principal at A&T Tax, Payroll, and Bookkeeping. While she has worked with many

agricultural companies and growers in the Monterey and San Benito County area, she and her team are available to work with all types of businesses.

Additionally, she is an Enrolled Agent, meaning that she is admitted to practice before the Internal Revenue Service. She can also represent taxpayers during tax audits.

Ms. Arvizu has been a Notary

Public since 2005 and a QuickBooks ProAdvisor. She is a member of the Latino Tax Pro Association, the American Institute of Professional Bookkeepers, and a member of the Salinas Valley Chamber of Commerce.

Bilingual in English and Spanish, Ms. Arvizu is married and the mother of three children.

Tania Arvizu



Chamber Events



Se Habla Español - CEO Paul teaches members free tech tools to learn Spanish at our Lunch and Learn seminar.



GRID Alternatives and Republic Services enjoy a glass at Farmer's Union Pour House during our networking mixer.

Ribbon Cutting



UnitedAG Ribbon Cutting, opening the door to health coverage for the ag workforce.

Jacob's Heart

September is Childhood Cancer Awareness Month

In 1999, Jacob's Heart led the grassroots effort to establish the month of September as Childhood Cancer Awareness Month in the State of California. Today, it's celebrated across the country.

It's a time to remember children who've left us far too soon, bring awareness to the needs of families of children with childhood cancer, and highlight research to fight this disease.

It's also a time of reflection. It's been a record-breaking year at Jacob's Heart, but for all of the wrong reasons: the highest rate of childhood cancer diagnoses and more deaths than any other year in Jacob's Heart's history.

For 20 years, Jacob's Heart has worked to improve the quality of life for children with cancer by supporting families in challenges they face, providing emotional, financial and peer support to hundreds of children with cancer and thousands of their family members. Jacob's Heart is united to be the place of hope for the future... and the place where children are never forgotten.



Jacob's Heart's goal is to break new records—for how much compassion pours out from the local community to children with cancer and their families.

Attending these events supports families and raises cancer awareness:

- Jordan and Kyra Memorial Golf Tournament on Sept. 15
- Kidrageous Carnival in Watsonville on Sept. 24
- Kidrageous Super Fun Run in San Jose on Oct. 1
- Grazing on the Green at Aptos Village Park on Oct. 7
- Kidrageous Golden Gallup in Monterey on Oct. 8

Learn more at jacobsheart.org



Jacob's Heart Children's Cancer Support Services has supported children with cancer and their families for 20 years

Non-Profit Calendar

DATE	TIME	LOCATION	NON-PROFIT	EVENT	CONTACT	WEBSITE
9/8 - 12/29	3pm	886 Cannery Row, Monterey	Monterey Bay Aquarium	Fall Fridays-locals get \$10 admission discount	831 648 4800	montereybayaquarium.org/locals
9/9	2-4pm	100 Harvest St, Salinas	Active Seniors Inc.	Mural Unveiling and Dedication	831-424-5066	www.activeseniorsinc.org
9/21-9/24	8am-5pm	Mazda Raceway Laguna Seca	SCRAMP	Continental Tire Monterey Grand Prix	831-242-8200	www.MazdaRaceway.com
9/14	8:45-10:15am	2354 Garden Road, Monterey	Community Foundation for MC	Nonprofit Board Officers' Roundtable Begins	831-375-9712	www.cfmco.eventbrite.com
9/14	5:30-7:30pm	Portobello's City Center, 150 Main	Meals on Wheels	45th Anniversary Celebration & Fundraiser	831-758-6325	www.EventBrite.com
9/27	7:30am-9:00am	CSUMB University Ballroom 4314 Sixth Ave Seaside	United Way Monterey County	2017 Community Breakfast	831 372-8026	www.UnitedWayMCCA.org
9/29	11:30am-1:30pm	Intercontinental: The Clement Monterey	CASA of Monterey County	Annual Friends of CASA luncheon	831-455-6800	http://bit.ly/2017casalunch
9/30	9:00am-5:00 pm	Salinas Municipal Airport	California International Airshow	California International Airshow	831-754-1983	www.SalinasAirshow.com
9/30	5pm	Tanimura & Antle Barn (Spreckels Sugar Factory)	Monterey County Farm Bureau	100 Years of Fresh Ideas Centennial Celebration	831-751-3100	www.montereycfb.com
10/5	7:30-10:30am	350 Calle Principal, Monterey	MC Business Council	Annual Higher Education & Research Summit	831-216-3000	www.mcbc.eventbrite.com
10/5	5:00-7:00 pm	Taylor Farms, 150 Main St.	Read to Me Project	Salinas Valley Grows Readers Fundraiser	275-1300 x 702	readtomeprojectd.org
11/11	7am-7:30pm	San Francisco	California Women For Ag	2017 San Francisco Shopping Spree	bustrip@salinascwa.org	www.salinascwa.org

Chamber Events



Frank Savino demonstrates the finer points of business at our monthly mixer



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Real Estate Leases

by Patrick Casey

People enter into real estate leases when they want to use real property without having to actually purchase the property. Real estate leases can be for a home, an office, a commercial building, an industrial property, agricultural land or any real estate. Different issues arise when negotiating a real estate lease depending upon the type of property being leased. However, there are some common issues to most real estate leases.

Real estate leases are typically for a specific term or duration. A tenant may want an option to renew the lease at the end of the initial lease term. A renewal option grants the tenant a certain number of options to renew for a specified period of time (e.g. three options to renew for five years each). A landlord may or may not be willing to grant a renewal option depending upon the landlord's future plans for the property, the proposed renewal term, the proposed rent and the landlord's relationship with the tenant. The proposed rent for the option term does not need to be agreed upon when the lease is initially signed, but there does need to be a formula or mechanism in order to determine the new rent. The most common mechanism is to have an appraiser determine the fair rental value.

Most leases prohibit assigning the lease or subletting the premises without first obtaining the landlord's prior consent.

However, a tenant may want the ability to assign or sublet all or some of the premises without the landlord's consent. For example, a tenant may want the ability to sell its business and assign the lease to the buyer without the landlord's consent. Otherwise, if the lease requires the landlord's prior

consent and the landlord does not give consent, then the deal may not happen. Also, a tenant may have extra space in the premises that they want to sublet without the landlord's consent. A landlord may agree to subletting some percentage (e.g. 25%) of the premises without its prior consent.

A landlord and tenant may disagree as to the maintenance and repair obligations. A tenant may want to only maintain the interior of the premises but nothing else, such as the HVAC system, the plumbing, the exterior of the premises, the landscaping or the parking lot. The landlord may want the tenant to do much more than that.

The parties may negotiate what tenant improvements a tenant may make and whether the landlord will pay for any such improvements. The parties may also negotiate the condition in which the tenant must return the premises to the landlord at the end of the lease term, which is especially important if there are significant tenant improvements.

These are just a few examples of the many issues that may arise in negotiating a real estate lease.

This article is written by Patrick Casey, who is a business attorney with the L&G, LLP law firm in Monterey. You may reach the author at (831) 269-7114 or at patrick@lg-attorneys.com.



Casey



Member News

READ TO ME

The "Read to Me Project" has announced that demand from schools for its prevention-based literacy program have hit a record level. With year over year demand outpacing the programs capacity, the Read to Me Project has sett October 5th as the date for its first major fundraiser. Chamber CEO Paul Farmer will serve as the auctioneer for the program that evening.

"Salinas Valley Grows Readers" is an experiential evening and auction of classroom sponsorships, Thursday, October 5, 2017, 5-7 pm at the Taylor Farms Headquarters building at 150 Main St. in Salinas City Center. Tickets are \$25 per person in advance. Go to www.readtomeproject.org or email mary@readtomeproject.org to RSVP or for details.



MONTEREY BAY HOUSING TRUST

The Monterey Bay Housing Trust, a collaborative effort of the Monterey Bay Economic Partnership (MBEP) and Housing Trust Silicon Valley, announced it has exceeded its initial goal of raising \$10 million. The fund was established for the development of affordable housing projects in the counties of Monterey, San Benito and Santa Cruz.

At the inception of the fund in July 2016, MBEP committed to raising \$2 million in donations, which would be leveraged with funds from Housing Trust Silicon Valley lending capital in a four-to-one ratio. To date, public and private community partners have donated \$2.25 million. Housing Trust Silicon Valley's committed leverage brings total resources available for land acquisition and predevelopment loans to \$11.25 million.



Monterey Bay
ECONOMIC PARTNERSHIP

MCSHANE'S NEW NAME

On October 1, McShane's Nursery is changing its name to McShane's Landscape Supply and will focus business operations on hardscape and bulk landscape supplies, along with pond supplies. They will also carry statuary, fountains, pottery and garden art.

The nursery will close as of September 30. You may want to stop by and grab those plants and decor you need and which are on sale. The Chamber wants to thank Steve McShane and his team for their support of the community and so many non-profits over the years. We hope and expect that community engagement will continue with the refocused operations.



Upcoming Events

DATE	TIME	EVENT	LOCATION
6-Sep	12-1pm	Connect at Lunch - Quail Lodge & Golf Club	8205 Valley Greens Dr, Carmel
7-Sep	11:30am-1pm	Business Development Committee (BDC)	Chamber office
9-Sep	6-9pm	Oktoberfest	Alvarado Street Brewing 1315 Dayton St Ste E
20-Sep	5-7pm	Ribbon Cutting - Goodwill	1566 Moffett St
21-Sep	5:30-7pm	Monthly Networking Mixer- All Chambers Mixer at Mazda Raceway	1021 Monterey-Salinas Hwy (Hospitality Pavilion)
25-Sep	2-3pm	Ambassador Committee Meeting	Chamber office
4-Oct	11:30am-12:30pm	Connect at Lunch - Flying Artichoke Restaurant	40 Mortensen Ave
5-Oct	11:30am-1pm	IMPOWER Luncheon - Oct 5, 2017	81 Corral de Tierra Road

Connect at Lunch Wednesday October 4
11:30am-12:30pm



40 Mortensen Ave, Salinas

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have lunch,
and make new connections.**

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SalinasChamber.com

For more info.



All Chambers Mixer

Thursday, September 21

5:30 - 7:30 P.M.

Members \$10

1021 Monterey-Salinas Hwy
(Hospitality Pavilion)



Enjoy hors d'oeuvres and wine, meet drivers, and have a chance to win raffle prizes!

For more information contact Jeanie Sumners | 831.242.8204 | Jeanie@MazdaRaceway.com.





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