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Spain + Portugal

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Local  
"Campus Town"  
Project

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## Tech Manufacturing Comes to Region

### Visionary Transportation Company Plans Local Manufacturing Plant

A high-profile technology company specializing in advanced transportation research and development is considering a significant expansion of its operations in Monterey County.

Joby Aero, Inc. (Joby Aviation) is seeking government approval to build a substantial manufacturing plant at the underused Marina Municipal Airport, which was formerly a Fort Ord airfield. At full-build out, Joby Aviation would have 1,600 employees at a 580,000 square foot single-story building for the production of light-weight, all-electric, vertical take-off and landing (VTOL) aircrafts.

The company is based in Santa Cruz County. Its corporate leadership has a strong desire to remain in California despite numerous political obstacles in the state that often discourage manufacturing. Joby Aviation wants to remain in the Monterey Bay area as it grows.

While other states have dangled significant benefits to Joby Aviation to lure the company away from California, the company has taken steps to locate its manufacturing facility in the City of Marina.

Joby Aviation is the kind of economic development and job creation sought by



Joby Aviation plans to offer high tech transportation solutions

the Salinas Valley Chamber of Commerce and many Monterey County government and community leaders. Our region is deficient in the kind of economic activity that attracts and sustains middle class families.

### How Does the Chamber Plan to Build a Partnership?

The Salinas Valley Chamber of Commerce plans to collaborate with Joby Aviation on recruitment, job training, and employment of local residents, especially graduates of our local high schools and colleges. Chamber board member Kevin Dayton reports he has already referred three intelligent young local students with STEM interests (science, technology, engineering, and mathematics) to Joby for potential summer internships. Every Chamber member should do the same.

Be warned that not everyone is enthusiastic about Joby Aviation coming to Marina. Some Monterey County residents worry that the new manufacturing plant could attract workers from out of the area who would further strain the constricted regional housing supply. ➡

**TECH** - Continued on page 6

## Salinas Police Department's 5-Year Focus

*by Adele Fresé, Salinas Police Chief*

Salinas police and the community share the same goals: to create and maintain a safe and prosperous community. There has been no shortage of challenges over the past decade, as police across the country grapple with recruiting and retention of police officers; Salinas is not immune. Salinas had flattened the department as it struggled to maintain minimum staffing numbers per patrol shift while violent crime soared to 40 homicides (the highest in our city's history) during 2015. We had significant challenges after four officer-involved shootings in 2014 that resulted in public demonstrations. The following two years, the city had a total of 76 homicides. The Department of Justice conducted an assessment of the department which produced 61 findings and 110 recommendations.

The community safety plan shared here structures new goals to build trust, increase accountability, and boost the safety and quality of life for all residents of Salinas. By adopting new technology, intensifying awareness, and bolstering partnerships, our organization is on a well-designed path to success.

### Year One (2017)

In 2017, the Salinas Police Department embarked on an organizational transformation with goals to reduce violent crime, build trust, and increase community engagement. First, we absolutely had to hire and retain more officers. With 35 sworn police officer vacancies, hiring top caliber officers from diverse backgrounds was a top priority throughout year one and continues to be an on-going priority. An in-depth review of the Department's recruitment, hiring and training practices was conducted which led to assigning a sworn officer to the full-time duties of Police Recruiter.

We solicited input from the community, developed a marketing strategy, streamlined the application process, created a recruiting telephone hotline and established a recruitment office easily accessible to the public. Our recruiting became innovative, competitive, fluid, and fast. Trained police mentors were assigned to newly hired officers to mitigate the extraordinarily high attrition rate of first-year officers. We have since hired 66 sworn officers and 33 civilian staff: 59 male, 40 female. ➡



Salinas Chief of Police Adele Fresé

**POLICE** - Continued on page 6



# SHERWOOD GARDENS SHOPPING CENTER

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## PROPERTY PROFILE

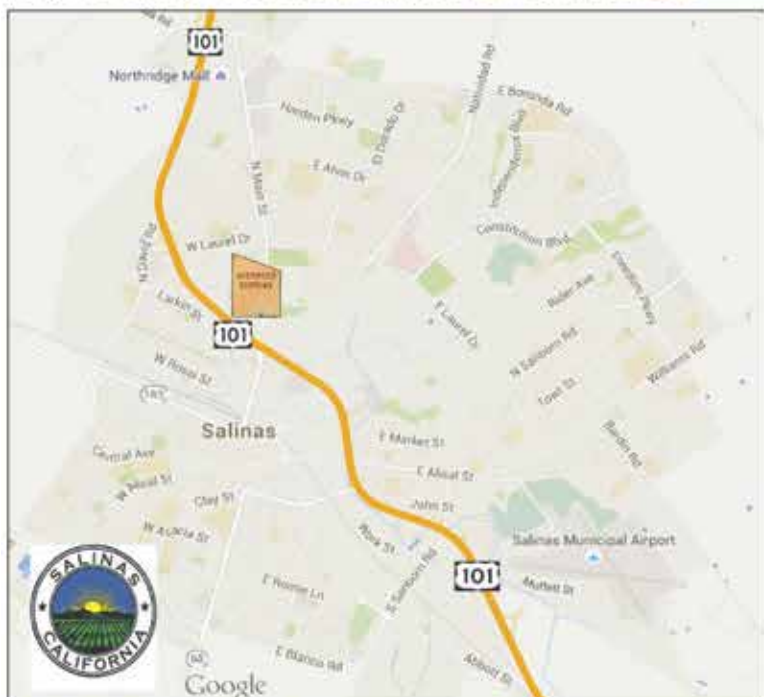
- Location:** NWC of North Main Street & West Bernal Street  
Salinas, Monterey County, California
- Space Available:** Retail: **±13352 (divisible) & 1980 SF**  
**TI Available**  
Office: **±13352 (divisible) & 2160 SF**
- Anchor Tenants:** Dollar General, dd's Discounts, Santa Fe Market  
Harbor Freight Tools, O'Reilly's Auto Parts, Jack in the Box  
Lumber Liquidators, Stanton Optical, T-Mobile  
Starbuck's, Rent-A-Center, Farmers Insurance  
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Advance America, Springleaf Financial
- Project Highlights** Full commission given to brokers.  
185,403 SF Community Center anchored by national  
regional and daily traffic generating tenants.

## DEMOGRAPHICS

Drive Time	<u>5 Minutes</u>	<u>10 Minutes</u>	<u>15 Minutes</u>
Population (2017)	42,101	155,687	175,241
Population (2022)	43,822	163,847	185,653
Households (2017)	12,015	42,709	49,513
Median HH Income (2017)	\$48,122	\$55,188	\$79,907
Average HH Income (2017)	\$62,510	\$72,526	\$102,003

## TRAFFIC COUNT (2017)

CA State Hwy 101 at North Main	62,900 (AADT) CALTRANS
North Main Street at West Bernal	39,966 (ADT)



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The above information has been obtained from sources we deem reliable, but make no representations or warranties, expressed or implied, as to the accuracy of the information. References to square footage or age are approximate. We make no representations or warranties that the premises are free of environmental hazards or suitable in all respects to your contemplated use.

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# Women Help Pave the Way

by Andrea Bailey, Board Chair



March is National Women's History Month. During this month, we are all encouraged to honor the women who came before us and fought for equality among all races and genders. As a woman of color, and the chair of the Salinas Valley Chamber of Commerce, this annual designation is significant and meaningful to me.

There are so many stories about women in our extraordinary history that haven't been told as well or as often as they should be – or haven't been told at all. And there are so many extraordinary women that are starting businesses, leading them, funding them and having a major impact on the economy.

Madam C. J. Walker, born Sarah Breedlove in 1867, was an entrepreneur, philanthropist and a political and social activist. Madam C. J. Walker made her fortune by developing a line of cosmetics and hair care products for black women through the business she founded, Madam C. J. Walker Manufacturing Company. She was considered the wealthiest African American businesswoman and the wealthiest self-made woman in America when she died in 1919.

Fast forward to 1963. Remember Katharine Graham who became publisher of the Washington Post that same year? She was well-educated and had no business training and very little journalism experience. Within three decades, Katharine grew

the Post Co. into a billion-dollar business, facing adversity and some very tough times as head of the family-owned paper. In 1973, Katharine Graham was the only female CEO of a Fortune 500 company. Think about that. The only one.

As women business owners, we are starting and growing companies at a faster pace than ever. According to the latest U.S. Census Bureau data,

## WOMEN'S HISTORY MONTH



women now own approximately 20 percent (1,118,863) of all employer businesses (5,601,758) nationwide. Additionally, about one-quarter (289,326) of all women-owned employer firms are minority-owned. These businesses owned by women generate \$3.1 trillion—yes, trillion—in revenue says another report from Guidant Financial.

This historical evolution has not been without challenges.

It has taken some serious courage for women to advocate for their rights and to start their own businesses. And they've had to remain courageous at every turn through adversity and limited resources—as they've hired employees, expanded and diversified their products and services and grown by entering new states, even international markets.

And today, more than ever before, women in business are taking their rightful places as global leaders. According to 2019 Grant Thornton research, a record high of 29% of senior management roles are held by women today. Additionally, 87% of businesses around the world now have at least one woman in a senior management position. Women also have seats at more tables than ever, surrounded by more smart, passionate, caring women—whether it's in a boardroom of executives or around a conference table with local, state or national public policy influencers or makers.

So, I encourage all of you to take some time this month to honor and applaud the courageous women you know that are doing extraordinary things. ■

Sincerely,

Andrea Bailey

### 2020 EXECUTIVE COMMITTEE

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# Coronavirus Disrupts Business

by James F. Peltz, David Pierson – Los Angeles Times

## From toys to Teslas, China's coronavirus disrupts flow of global business

Like many other American staples and luxuries, L.O.L. Surprise! dolls are made in China. Chatsworth-based MGA Entertainment has them manufactured in Guangdong province, trucked to the port in Yantian Harbor, loaded on ships and brought to the United States, where the popular toys are distributed to retailers and scooped up by eager children. The process went smoothly for years.

Then the coronavirus outbreak hit, and the supply chain stuttered.

The situation is "a disaster, frankly," MGA Chief Executive Isaac Larian said. Production of his company's toys has dropped 60% compared with this period last year. To get by, he said, he is filling only partial toy orders — "if a retailer wants 100,000 pieces, we're giving them 15,000 or 20,000."

Businesses of all stripes in California and nationwide are feeling pain from the coronavirus outbreak.

Activity at Chinese factories has slowed or stopped. Fewer cargo ships from China are docking at Southern California ports. Chinese visitors' spending in Los Angeles could plunge nearly \$1 billion this year.

U.S. shoppers might start seeing items missing from store shelves as early as mid-April, analyst Edward J. Kelly of Wells Fargo Securities said in a note to clients last week. Big-box retailers such as Walmart and Target "could be the first to experience out-of-stock issues" because they restock more quickly, he wrote.

Should the epidemic be quickly contained, the overall effect on California's economy will be short-term with minimal job losses, said Lynn Reaser, chief economist of the Fermanian Business & Economic Institute at Point Loma



*Workers make protective clothing to guard against the coronavirus at a factory in Wuxi, in China's eastern Jiangsu province, on Feb. 8.*

(STR/AFP/GETTY IMAGES)

Nazarene University.

"Most of the damage will be toward the bottom lines of these companies," Reaser said. "There's therefore no need to implement long-term layoffs of the types of employees involved in California."

Still, she said California's technology firms may probably see a drop in sales and profits, especially those dependent on parts coming from China and those reliant on the sale of goods and services to China.

Larian, however, fears the virus could "cause a major downturn on the whole consumer-goods business — electronics, shoes, apparel."

The timing of the outbreak was key because workers at Chinese plants had returned to their hometowns for two weeks to celebrate the Lunar New Year on Jan. 25, and "now they're stuck, they cannot come back to the factories" because of quarantines, Larian said.

"Some of the factories that did open can't get raw materials, like fabric and plastics, to make the products. And if they can make products, they can't get them on the road to the ships because the quarantines mean you can't travel from one area to another," he said. ■



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# CHAMBER TRIP

## Spain + Portugal

by (and with) Chamber CEO Paul Farmer

*Join us for this bucket-list trip!*

The international trips coordinated by the Chamber have become so popular that now we're offering two trips per year. (Note: you don't have to be a member of the Chamber to join in on the fun).

Our first trip this year is to Australia + Fiji. Our second trip is to Spain with the option to visit Portugal. There is a lot of interest in this trip, so we may have another sell-out.

### **Spain – One of the World's Top Destinations**

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

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

### **About this Trip**

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

After Barcelona, we'll take a high-speed train to Madrid, stopping off to spend the day in a town called Zaragosa. In Madrid, we'll enjoy a tour of the City that includes the Plaza Mayor and the world-famous Prado Museum. We'll also have a day trip to visit Toledo,



known as the "City of Three Cultures" because Christians, Muslims and Jews have lived together there for centuries.

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

### **Why Travel with the Chamber**

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

Come learn more about this fantastic trip at our no-pressure Travelers Information session on March 12 (details in the ad beside this article). Or shoot me a note: [President@SalinasChamber.com](mailto:President@SalinasChamber.com) Our travelers rave about our trips because the tours are top-notch, the pricing is very competitive and... we build friendships! ■



## 2020 Chamber Trip

*(open to anyone)*

# Spain + Portugal

*Departing October 3, 2020*

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The Chamber was watching to see if critics would try to block construction and operation of the plant by exploiting the environmental review process under the California Environmental Quality Act (CEQA). In the end, the only public comments about the environmental review that were submitted to the City of Marina by the February 10, 2020 deadline were routine letters from government agencies.



*Joby Aviation looks to build manufacturing facilities in Monterey County*

The Chamber seeks to ease

community concerns and help make Joby Aviation a valued part of our community. In partnerships with Joby Aviation and other organizations, we plan to promote job training programs, local outreach for employment opportunities, an adequate supply of water, quality educational systems, and an increased supply of housing that is affordable for local residents.



For more information or to join a Chamber team collaborating with Joby Aviation, contact Chamber President and CEO Paul Farmer at 831-751-7725 or [President@SalinasChamber.com](mailto:President@SalinasChamber.com). ■

## Year Two (2018)

**Reorganization:** With the back-to-back retirement of deputy chiefs, the time was right to restructure the department and allow recruitment of highly experienced and skilled police managers. The opportunity was seized to build a team of diverse thinkers that would comprise the police executive management team. Further, the Department realized a distinct need to invest in the development of management and make key promotions to start succession planning for the department and future key police leadership.

**Targeting Violence:** The Violence Suppression Unit was fortified with the addition of officers and a second supervisor. Partnerships with state and federal law enforcement agencies were forged to multiply gang suppression efforts and take guns away from violent offenders. 210 guns have been taken off the streets since the unit expanded and became the Violence Suppression Task Force (VSTF).

**Community Policing:** Patrol officers were encouraged to be creative problem solvers with increased autonomy to engage residents, schools, and take initiative to attend neighborhood meetings, co-host meetings, and customized "Coffee with a Cop" events.

**Building Trust through Transparency:** We formed an authentic social media team of police personnel and a civilian volunteer. The "LIVE PD" television program aided in showing Salinas and the rest of the country the realities of the beat as openly and transparently as possible, viewed in the comfort of home.

## Year Three (2019)

**Crime Strategy and Accountability:** The Strategic Information Exchange and Response (STIER) concept was implemented to set a formal standard by which all commanders come face-to-face with the chiefs to share crime information, identify problems, and with the inclusion of the crime analyst, discern any trends, patterns, or "hot spots" in as close to real-time as possible. Emphasis is on accountability and information sharing to put everything on the table and come up with a solution-oriented response. Resources will be allocated based on immediate needs to address crime trends. Executive staff and management staff cooperate to design implementable crime-fighting strategies to enhance the quality of life in Salinas and address crime concerns.

**Investigations Bureau:** Detectives now investigate cases based on their area of expertise. This allows them to become fully devoted to learning the discipline of a set of offenses to better serve victims while building stronger cases for prosecution. Cold cases are selected for reexamination and the Bureau can create a video to make a special appeal to the public on an unsolved homicide. Detectives and Command Staff meet regularly with victims' families to hear their concerns and, whenever possible, share updates on their respective cases.

Violence Suppression Task Force joins the HIDTA Initiative. It is a well-known fact that one of the main funding sources for gangs is drug distribution. To address the prevalence of drugs circulating through the city, the Violence Suppression Task Force became a component of the High Intensity Drug Trafficking Area program (HIDTA) which is a drug-prohibition enforcement program run by the United States Office of National Drug Control Policy. This recognition enabled Salinas PD to receive additional funding for equipment to continue the war on drugs.

Traffic collisions remain one of the challenges affecting Salinas. Drivers involved in non-injury collisions often wait a long time for police response due to other priority calls taking precedence. To eliminate the wait and improve customer service the Department created the Salinas Collision Reporting Center which is a self-reporting office where non-injury collisions

can be reported and assistance is provided to expedite insurance claims and resolutions.

## Year Four (2020)

### **Complete Staffing and Beat Optimization Model Study:**

A schedule optimization study has not been undertaken in over 30 years.

**Continue to Build Community Trust and Collaboration:** Prioritize Community-Focused Crime Prevention Programs through community-police programs such as Salinas Police Accountability, Responsibility, Knowledge and Skills (SPARKS) for teens, Why You Stopped Me, the off-road Enduro Team, and the Homeless Liaison Officer.

**Focus on Youth for Crime Prevention Strategies:** Create partnership opportunities with the parents of youth program participants to be more involved and be Salinas Police Ambassadors to the programs. Demonstrate SPD's commitment to investing in our community's youth.

Develop a town hall style quarterly community meeting in the new police station where residents and police administrators can interact with the community and address their concerns.

**Expand Data-Driven Crime Prevention Programs** through the utilization of a Dashboard for data-driven focus in Crime Prevention and STIER meetings.

**Extend Public Awareness and Education around Traffic Safety:** Raise traffic safety awareness and education through participation with community-based organizations.

**Implement a camera-based detection** for red light violations focused on reducing car and pedestrian collisions.

## Year Five (2021)

Implement new schedule optimization model to maximize patrol efficiency and effectiveness.

**Technology focus:** deploy a new Records Management System (RMS) to augment patrol services.

**Reduce gun violence:** Expand the Department's National Integrated Ballistic Information Network (NIBIN) resources for the identification of firearms connected to crimes.

**Continue to build Community Collaboration** with the introduction of the fully grant funded Victim's Advocate.

**Expand digital and social media capabilities** with real-time information using various platforms (Nextdoor, Twitter, Instagram, Facebook).

Assess results of 5-year plan and create a new one!

In summary, the Salinas Police Department Strategic Plan was designed to achieve the following goals:

- Engage Salinas
- Reduce Crime
- Improve Organizational Accountability
- Augment Technology
- Expand Training and Personnel Development
- Achieve Full Workforce Potential
- Enhance the Quality of Life of Salinas Residents

To date, 100% of Salinas police and community service officers have received in-person training in Community Policing. Over the past 5 years, fatal shootings have decreased 82%, shootings have decreased by 62%, and total homicides have decreased 75%.

# Governor Reveals Plan for Schools

by John Fensterwald, EdSource

## Plan addresses teacher shortage, fix high-poverty schools by focusing on competitive grants and new teacher incentives

Governor Gavin Newsom wants to entice thousands of new teachers into the classroom, concentrate school improvement in the most impoverished neighborhoods and use competitive grants to challenge districts to form partnerships and develop best practices to raise achievement. He outlined his ideas for addressing the teacher shortage and stepping up school improvement in an 85-page document his administration released recently. The “omnibus education trailer bill” offers the first look at how he plans to spend more than \$1.5 billion in his 2020-21 K-12 budget.

Newsom is proposing the biggest investment in staff development since the \$1.25 billion that former Gov. Jerry Brown provided districts for training and materials in 2013-14 to implement the Common Core standards. It is the most proposed for new programs since the \$500 million Brown put toward the short-lived Career Pathways Trust, a program in which community colleges, districts, county offices of education and universities worked with businesses to establish consortiums whose mission was to plan for future needs of a regional workforce.

Budget hearings in the Legislature may elicit more details. Administering agencies will write the rules and criteria for distributing the funding after the programs are approved. Newsom will get pushback from some legislators and education groups who will argue the state should be putting less money into new programs, like the \$300 million proposed for community schools — which address the physical and mental health of students through partnerships with community services — and more into the main source of districts’ general spending, the Local Control Funding Formula. It’s getting the minimum 2.3 percent cost-of-living increase — not enough, by the Legislative Analyst’s Office’s calculations, to cover rising pension, employee health care and special education expenses.



PHOTO by Allison Shelley/The Verbatim Agency for American Education: Images of Teachers and Students in Action

### *Here are some themes that emerge from the trailer bill:*

- Although the bulk of the programs would be implemented through one-time funding, many of the grants in the program would be for four years, long enough to begin to judge their success and weather a potential recession.
- Some of the programs for recruiting and training new teachers and addressing teacher shortages date back to the administration of Gov. Gray Davis and were picked up by Brown and now by Newsom on a much larger scale. State Board of Education President Linda Darling-Hammond has championed the programs, particularly teacher residencies.
- But Newsom is charting a new approach to fixing low-performing schools. Instead of doling out dollars uniformly per student through county offices of education, as some had speculated would be his approach, competitive grants would determine in most cases which districts and charter schools get teacher training grants and money to fix low-performing schools. In some cases, grants proposing consortiums and partnerships with counties, universities and nonprofits may get priority.
- This process would not answer the question of how the state will provide assistance for struggling, poorly managed districts that don’t apply or win funding and how this new system would mesh with the limited system we have now. Currently, county offices receive short-term funding to work with hundreds of districts with low-performing student groups. But those districts could underperform for years before state law requires further help, and no additional funding would be earmarked for this work.
- Newsom is focusing on the most impoverished, struggling schools and districts — those where more than 90 percent of students qualify for the free lunch program. Several programs, such as \$300 million for community schools, would target them exclusively.
- Newsom would grant more authority to the California Collaborative for Educational Excellence, the state agency led by Tom Armelino, the former longtime Shasta County superintendent, with a current staff of only 15. It would administer the \$300 million Opportunity Grants, the main funding for fixing low-performing schools and districts — creating uncertainty about the role of county offices of education. Brown and the Legislature established the collaborative in 2013 in part because the governor wasn’t confident that the California Department of Education’s bureaucracy could pivot to guide school improvement under the state’s new guiding principle of local control. Newsom is proposing to boost the collaborative’s small budget by \$18 million, with millions more to administer proposed programs and directly provide services. He’s counting on the collaborative to have the chops to handle a heap of new responsibilities. ■



# Voluntary Water Agreements

by Valerie Nera - Cal Chamber

## Voluntary Water Agreements Get Nudge Forward from Administration

Ongoing discussions on improving conditions in the Sacramento-San Joaquin Delta, central to water access and supply considerations in California, inched ahead recently.

The focus was on the voluntary water agreements process as Governor Gavin Newsom penned a commentary highlighting the agreements the same day as two state agencies released a framework for voluntary agreements to improve habitat and flow in the Delta and key watersheds.

The Governor wrote that the framework "will provide the foundation for binding voluntary agreements between government agencies and water users with partnership and oversight from environmental groups."

In the news release announcing the framework, California Natural Resources Secretary Wade Crowfoot said the framework is "an important milestone, but there is much work ahead to shape it into a legally enforceable program."

### Framework

The State Water Resources Control Board is obligated by federal and state water law to protect beneficial uses, including fish and wildlife, in the Bay-Delta watershed.

The voluntary agreements framework is outlined in a fact sheet and PowerPoint on the California Natural Resources Agency:

- The 15-year program aims to "improve environmental conditions, in an adaptive way."
- The framework generates more than \$5 billion in new funding for environmental improvements and science, with \$2.34 billion (44%) coming from water users, \$2.22 billion (42%) from state government, and \$740 million (14%) from the federal government.
- More than 60,000 acres of new and restored habitat will be created, ranging from targeted improvements in tributaries to "large landscape-level restoration" in the Sacramento Valley.
- Up to 900,000 acre-feet of new water flows is to be provided for

the environment above existing conditions in dry, below normal and above-normal water years, and several hundred acre-feet in critical and wet years to help recover fish populations.

- A key goal is to double the California salmon populations by 2050.
- Projected allocations of the new funding include \$285 million (5%) for a "collaborative science" program to augment existing monitoring; \$456 million (9%) for voluntary paid fallowing of land; \$1.204 billion (23%) for water purchases; \$1.632 billion (31%) for new water projects and programs; and \$1.684 billion (32%) to expand and improve habitat.

### What's Next

The Resources Agency and the California Environmental Protection Agency (Cal/EPA) will be working with water users and other participants "in coming weeks and months" to refine the framework into a legally enforceable program, according to the news release.

The refined framework will serve as the basis for developing legally enforceable voluntary agreements that will go through a third-party scientific review, environmental review and public approval process at the State Water Board.

Agreements approved by the State Water Board could be implemented right away, according to the fact sheet.

### CalChamber Position

The California Chamber of Commerce supports the voluntary agreements process as a viable means of meeting environmental objectives of the Bay-Delta Water Quality Control Plan.

Stakeholders are working with regulators and environmentalists to improve conditions for fish and wildlife on the San Joaquin River and its tributaries. They are voluntarily reducing their water draw at certain times of the year, modifying some business practices to use less water, and contributing to conservation habitats in the Delta.

A voluntary process to achieve environmental goals is preferable to mandatory restrictions. ■



## "Good things are brewing at Pinnacle Bank."

John Tilley and Tom Pesce at Pinnacle Bank provided the commercial loans we needed to expand our brewery operations to locations in Monterey and Salinas. We'll drink to that!

- John Hill and J.C. Hill,  
Alvarado Street Brewery

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# Warning Signals in the Silicon Valley economy

by Marlice van Romburgh and  
J. Jennings Moss, *Silicon Valley Business Journal*

After a decade of unprecedented growth, Silicon Valley is starting to show signs of strain.

The latest edition of the Silicon Valley Index, the annual overview of the region's economic and social wellbeing, reveals both an economy that's starting to slow down as well as a society that's being stretched and stressed.

Some examples from the report released recently:

The region showed the largest number of people leaving Silicon Valley since 2005 with nearly 8,000 more people leaving than moving here.

Housing prices have doubled in that timeframe, but took a marked dip last year.

While we continue to add to our payrolls, job growth around the region slowed to 1.7 percent last year.

Homelessness in the region has doubled since 2011, with 5,500 more people living on the streets or in shelters in 2019 compared to

eight years earlier.

Those were some of the figures that stood out to us this year in the index, a product of Joint Venture Silicon Valley and its Institute for Regional Studies. The local think tank has been producing this report every year since 1995.

To be clear, Silicon Valley's booming economy — one that has created almost 400,000 new jobs in the past decade, pushing unemployment to record lows — continues to lead the nation. The companies headquartered here have created enormous wealth, not just in the Bay Area, but for American investors generally, and the profits they generate have fueled a record U.S. stock market run.

Still, although nobody believes a correction on the scale of the dot-com bust two decades ago is imminent for Silicon Valley, there are numerous warning signs that business and government leaders should be paying attention to as our region enters its next decade. ■



If Silicon Valley's economy used a color-coded warning system like you'd see in a state park, the region would be in the "caution"/"so-so" category.

PHOTO ILLUSTRATION by Esmeralda Ramirez / SVBJ; PHOTO by zhijian Huang via Getty Images



Photo by Batista Moon Studio

Stephanie Chrietzberg, SVP Business Development; Sarah Gaebelein, VP Commercial Loan Officer; Clarissa Rowe, VP Community Relations Officer; Charles T. Chrietzberg Jr., President, CEO

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# New Law Banning "No Rehire" Provisions

by Sharilyn Payne, Fenton & Keller



When a former employee brings a claim against an employer, the employer will sometimes resolve the matter by providing monetary compensation in exchange for the former employee signing a settlement agreement releasing all claims. In the past, employers have often included a "no rehire" provision in these types of agreements to make it clear that the settling former employee could not apply for a job and then sue for retaliation if the employer did not hire him or her. However, as of this year, including such a term in a settlement agreement will almost always violate California law.

Under new Code of Civil Procedure section 1002.5 (AB 749), effective January 1, 2020, a settlement agreement in an employment dispute, cannot contain a provision prohibiting, preventing, or restricting an "aggrieved person" from obtaining future employment not just with the employer, but also with the parent company, subsidiary, division, affiliate, or contractor of the employer. The new law explicitly states that a "no rehire" provision is void as a matter of law and against public policy. Among the arguments in support of this law is that it protects victims of harassment, discrimination, and other labor or employment law violations.

As noted above, the law protects "aggrieved persons," which are individuals who have filed a claim against their employer in court, before an administrative agency like the Labor Commissioner or the Department of Fair Employment and Housing, in an alternative dispute resolution forum such

as mediation or arbitration, or through the employer's internal complaint process, a term which to date is not defined. This means that employers cannot use "no rehire" provisions in settlement agreements that resolve employment disputes filed in any of these venues.

An employer can include a "no rehire" provision in a severance or separation agreement if the employee has not filed a claim against the employer because such an employee would not meet the definition of an "aggrieved person." Additionally, an employer can include a "no rehire" provision in a settlement agreement if the employer has made a good faith determination that the settling employee engaged in sexual harassment or sexual assault.

Although this new law eliminates the use of "no rehire" provisions in most situations, if an employer has a legitimate, non-discriminatory, non-retaliatory reason for not rehiring the employee, it can choose not to rehire the individual. However, the employer must ensure that it has documentation that supports its decision not to rehire the individual such as detailed performance evaluations that show poor work performance. For this reason it is very important for employers to consistently apply their performance evaluation procedures and regularly document employee performance issues so that if they choose to terminate an employee and subsequently not rehire him or her, they have sufficient documentation to show that the decision is not discriminatory or retaliatory. You can read AB 749 by going to the following link: <https://bit.ly/2ViQLUu> ■

*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](http://www.fentonkeller.com)*



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# Campus Town Project Approaches Reality in Seaside

More than 25 years after Fort Ord closed, the City of Seaside is getting close to approving the proposed Campus Town Project near California State University, Monterey Bay (CSUMB). Over the past year, the soon-to-be-dissolved Fort Ord Reuse Authority (FORA) has overseen demolition of numerous abandoned U.S. Army buildings on the land in anticipation of a new future that will benefit the region.

Campus Town will include 1,485 housing units, 250 hotel rooms, 75 hostel beds, 150,000 square feet of retail, dining, and entertainment uses, and 50,000 square feet of office, flex, collaborative workspace, and light industrial floor space. It will also include park and recreational areas (including approximately nine acres of public open space and

3.3 acres of private open space), roadways, parking and supporting infrastructure, on 122 acres.

While the Salinas Chamber has not taken a position on this project, our friends at the Monterey Peninsula Chamber of Commerce coordinated and announced their official support for the development through its Government Affairs Committee and its Economic Vitality Committee. The status as the Business Journal went to press: the Planning Commission voted 6-0 in favor of the staff recommendation (which was to recommend all the enabling actions go to City Council). Next step is City Council on March 5. ■



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# New Member Profiles

## Hidden Hills Ranch

Hidden Hills Ranch is a non-profit organization that has served our community for many years. We provide innovative outdoor educational opportunities for children and families using various rescue animals at a peaceful, country setting just outside Salinas. Barnyard Love, Just Say WHOA to Bullying, summer camps, field trips, classes, team building, Little Farmers, riding lessons, Leaders in Training and community events are some of the most utilized services we offer.

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## Salinas Valley Kitchen & Bath

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# Surviving a Market Decline

by Bill Hastie, MBA



Bill Hastie

sense, but it feels good just to make a change. Here, too, emotions have driven a bad investment decision.

## Remember your time horizon

Most often, investors are in it for the long run. When asked one's time horizon, it is common to think that it is the time between now and retirement. But not necessarily.

Very often the real investment time horizon is the time between now and life expectancy. This concept can help investors have a different perspective on what happens in the market on a day-to-day basis. Keeping your eyes focused on your long-term goals will help avoid nervousness when the markets get volatile.

## Declines are part of the normal market cycle

Market declines are to be expected – it's part of the process. Investing involves risk, and the degree of risk depends on the individual investor. All markets decline at one point of another, so having the mindset of accepting declines when they come will help get through them. And this leads us back to where we started – maintaining a portfolio allocation that reflects your accepted risk level. This will help you enjoy the good years, like 2019, and survive the rough spots as the U.S. stock market has had since the last week of January. Managing expectations is key for survival in these volatile markets. ■

**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](mailto:william.hastie@hastiefg.com)**



# Gig Economy Effects on Low-Income Workers

by John Dujay, HRReporter

New California law 'led to mass layoffs of freelance workers'

Forcing companies to consider freelance workers as employees could reduce these workers' incomes and deprive many from reaching the first rung on the jobs ladder, according to a Montreal Economic Institute (MEI) report.

"The goal of a California law that took effect last September was to improve conditions for gig workers. In practice, it has led to mass layoffs of freelance workers in the media and the film industry," says Peter St. Onge, senior economist at the MEI and author of the publication. "Despite good intentions, forcing employers to provide benefits to contract workers risks making matters a lot worse."

California Bill 5 took effect on Jan. 1

and it effectively turned freelancers into employees, says St. Onge.

The sharing economy has created more than 60,000 Canadian jobs per year on average between 2005 and 2016. Consumers can now easily hire someone to deliver groceries, shovel the driveway, walk the dog, mow the lawn or call a cab — but some regulators are increasingly hostile to this new type of job creation, says the author.

"Studies have also shown that even when the company is paying for the benefits, the costs get directly passed along to the employees," says St. Onge. "So even workers who don't lose their jobs end up paying for the mandated benefits through reduced wages."

A separate Canadian study found many gig workers suffer from feeling lonely and powerless. ■



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# Leadership Monterey County Welcomes New Class

## LEADERSHIP MONTEREY COUNTY

The Monterey County Business Council is excited to partner with the Salinas Valley Chamber of Commerce in kicking off the 2020 Leadership Monterey County program on February 28th this year.

The 10-month program is designed to educate local leaders from different industries and bring awareness that will help shape the future of our county. Participants learn about critical businesses and organizations that create a thriving economy here in Monterey County.



### *Please join us in welcoming our program participants for the Class of 2020:*

- **James Arensdorf**, Commander, Salinas Police Department
- **Jeana Arnold**, Government Relations Representative, PG&E
- **Britt Avrit**, City Clerk, City of Carmel
- **Marco Camarena**, Social Work Supervisor, County of Monterey
- **Maria Cambron**, Project Manager, Downtown Streets Team
- **Stefania Castillo**, Transportation Planner, Transportation Agency for Monterey County
- **Arthur Curtright**, Management Analyst II, Monterey County Sheriff's Office
- **Marieke Desmond**, Director of Content Strategy, Mighty Slingshot
- **Manny Escarcega**, AVP, Branch Manager, Bay Federal Credit Union
- **Jennifer Ferguson**, Volunteer Coordinator, Natividad Medical Center
- **John Gil**, Supervising DISC, Monterey County DSS Information Technology
- **Chris Grado**, Financial Advisor, Edward Jones
- **Patricia Hernandez**, Management Analyst II, Monterey County Department of Social Services
- **Katie Hogan**, Assistant City Attorney, City of Salinas
- **Evelina LaMonda**, PTAC Procurement Counselor, Monterey Bay PTAC
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- **David Wood**, Assistant Director, Quality Management, CHOMP
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# CA Air Pollution Measures

by Cresencio Rodriguez-Delgado, Sacramento Bee

## California Adopts First Air Pollution Measures Targeting Local Emissions in Central Valley

Anabel Marquez was on her way to church one day when she saw a group of people heading to a meeting. She asked what the meeting was about, and they said pesticides. She was intrigued. "Everything they said, I lived it," Marquez said in Spanish.

Marquez, who lives in Shafter, 20 miles northwest of Bakersfield, said she knows and has heard about many people who have been sickened from pollution. Looking around the community she has lived in for nine years – surrounded by oil fields, dairies and agriculture – Marquez said there are many things that may have caused the illnesses.

"We don't have to fight over who contaminates more or who contaminates less. We have to be conscious that everything contaminates," Marquez said. "It's not about who does it more and who does it less."

Recently, Marquez joined other San Joaquin Valley residents celebrating a historic step taken inside the Shafter veterans hall.

The California Air Resources Board met there following a tour in Shafter and another earlier in the day in south Fresno. After several hours, and at times battling over details and ideas, the board approved plans for both communities that outline ways to reduce emissions, including working with local industries.

Local committees of environmental advocates and residents spent months drafting the plans, which are the first to be approved in the San Joaquin Valley. Similar plans have been approved in other parts of the state. The plans are seen as major steps for heavily polluted communities as California seeks to curb pollution effects at the local level.

"It's sadly historic, to have finally a process that puts the community front and center ... It should have happened long ago. But it's happening now," said Diane Takvorian, Environmental Health Coalition director and a CARB member.

Putting the plans to work will cost millions of dollars. Under AB617, the state set aside \$32 million for implementation of the south Fresno projects and \$29 million for Shafter. Eight other communities chosen for the programs also received funding, and each year new communities are added.

## Targeting Pesticides In Shafter

The air board approved plans for Shafter that include reducing pesticide exposure and use. That issue has been a concern to Shafter residents for years.

Val Dolcini, director of the state's Department of Pesticide Regulation, expressed interest in his agency helping Shafter reduce pollution as well as helping the agriculture industry operate better.

He said he has been attacked for appearing pro- and anti-pesticide. He also said the department would make an effort to be transparent, citing community distrust.

The measures for Shafter include expanding pesticide air monitoring and developing a pesticide application notification system. Some farmers who spoke during the meeting expressed dissatisfaction with a notification system and rules around pesticides all together.

Bianca Santoyo, organizer for the Center on Race, Poverty and the Environment, said she was glad to see the air board and the pesticide agency

taking interest in addressing concerns.

"We see there is hope," Santoyo said. "They gave us hope that they were listening to us."

While pesticides were included as a priority in the plan, Paulina Torres, an attorney for the Center on Race, Poverty and the Environment, said the Shafter community is still left with other pressing concerns, which she hopes can be addressed as the emissions plans are put in motion.

"The resounding sentiment is there are not enough reductions," Torres said. "That was a win, but it wasn't a win on the oil and gas stuff."

## Fresno Plan Focuses on Land Use

Both the Shafter and south Fresno plans also included measures to add green barriers, like vegetation, to mitigate effects to residents from areas of high emissions sources.

The Fresno committee delivered a resolution to the board with a large focus on land use. But some in the committee said it wasn't complete.

Ivanka Saunders, policy coordinator with Leadership Counsel for Justice and Accountability, said the committee did not have enough time to commit to stronger measures. She pushed to include a study of heavy truck re-routing in south Fresno and language

to commit the San Joaquin Valley Air Resources Board to collaborate with the city of Fresno and county when industrial plans are being developed so air rules are followed.

After lengthy discussion, the board OK'd the amended resolution. "Since we know that we are up against land use jurisdiction issues, the air district can use the power that it has in being able to create new rules," Saunders said. "So it may not be the fix, but use what you have to make it as strong as possible."

Nayamin Martinez, director of the Central California Environmental Justice Network, said the board's approval of south Fresno's amended emission reduction plan was a positive step forward – especially considering the city of Fresno has in recent months had discussion on industrial development in south Fresno.

"It makes no sense that we are here trying to improve air quality ... while the city is going on the other hand approving all this industry," Martinez said. "You clean up one part and you get dirtier on the other side, it makes no sense."

The Fresno plan also includes electric school buses and school air filters.

## Next CARB Meeting In Fresno

Each committee now has six months to begin implementing the measures laid out in the emission reduction resolutions. The board plans to meet in Fresno in six months for the first review.

Local air data has already been gathered through air monitors placed in each of the communities. Mobile units have been deployed to help capture data that is sent to the air board.

The data is gathered from all sources of pollution, including truck traffic, trains, stationary sources, agriculture and distribution centers, according to Stanley Young, spokesman for the air board. The data is then sent to an online system that allows for public viewing.

Some air board members shared during the meeting that there has been a shift in dynamics in how the state is addressing pollution. AB617, in particular, has opened a new chapter in the state's efforts. ■





# Federal Spending Up in California, Despite Threats

by David Lightman, Sacramento Bee

## Donald Trump threatened to cut federal spending in California. So why has it gone up?

Since President Donald Trump took office, California — the state he has threatened to “defund” — has ceased to become a “donor state” that pays more in taxes than it gets back in federal dollars.

The big reason: A boom in federal spending in California.

In the Trump years, California has gone from being the nation’s third biggest “donor state” in the 2015 fiscal year to a state where federal taxes and spending were about even three years later, according to an analysis by the nonpartisan Rockefeller Institute of Government in Albany, New York.

Yet two and a half weeks after Trump took office in 2017, angry that California could provide protection for certain undocumented immigrants, he threatened to pull federal money from the state.

“If they’re going to have sanctuary cities we may have to do that (cut federal funding). Certainly that would be a weapon,” he told Fox News.

State-based payments to the government, notably income and Social Security taxes, have not changed much, particularly as broad tax cuts

were enacted in December 2017. The government spending is the reason for the change in the state’s status.

In the 2015 fiscal year, California sent \$28.8 billion more to Washington than it got back, trailing only New York and New Jersey as donor states, according to the Rockefeller Center study.

The following fiscal year, California sent \$312 million more than it got, dropping to ninth biggest donor state.

Trump, who lost the state by 30 percentage points to Democrat Hillary Clinton, was quick to blast California shortly after taking office. In a Fox News interview two weeks after taking office, he branded the state “out of control.” He was critical of the possibility that California could become a “sanctuary state” for undocumented immigrants.

“If we have to, we’ll defund,” he told Fox. “We give tremendous amounts of money to California.”

“I don’t want to defund the state or city, I don’t want to defund anybody, I want to give them the money they need to properly operate a city or a state,” Trump said.

But, Trump added, “if they’re going to have sanctuary cities we may have to do that — certainly that would be a weapon.”

Instead, California has seen a surge in federal spending and climbed out of donor state status. It got \$1.5 billion more than it paid in fiscal 2017, President Barack Obama’s last budget. The next year, the positive balance was \$1.9 billion.

There’s no one single reason for the change.

“California is doing extremely well, but it also has massive pockets of poverty,” said Wesley Hussey, professor of political science at California State University, Sacramento, explaining why social service and health care payments may have gone up.

Another reason for the spending increase: “Some states have benefited from an increase in contract spending, and California is one of them,” said Michelle Cummings, fiscal policy analyst at the Rockefeller Institute.

Spending has been booming, according to USAspending.gov, the federal government spending database.

Per capita federal awards in California have jumped from \$6,492 in fiscal 2015 and \$7,124 in 2016 to \$7,771 in fiscal 2017, part of Trump’s first year. In 2018 the number climbed to \$7,881 and was \$7,898 last year.

McKesson Corp., which provides health care services, got a \$2.85 billion

contract in 2014, the third highest in the state. Last year, it topped the state list of federal awards with a \$5.71 billion contract. McKesson could not be reached for comment.

Next on the 2019 list was California Institute of Technology with a \$3.84 billion contract, followed by Health Net Federal Services, which provides managed health care programs and behavioral health services to public sector employees and beneficiaries.

It has many contracts with federal and state agencies. It serves beneficiaries as the TRICARE West Region managed care support contractor in support of the Department of Defense’s TRICARE health care program. And it’s one of three contractors it supports the General Services Administration’s Military & Family Life Counseling program.

Meanwhile, the war between Trump and California continues to rage. Last fall, the president said Gov. Gavin Newsom “had done a terrible job of forest management” in trying to control the big Kincade Fire that erupted in October. Newsom has been firing back. This much is clear, said Hussey: “There’s no easy way a president can start removing massive funding from a state.” ■

## Chamber Events



Our Member Orientation welcomed folks from XL Public House, ARCpoint Labs of Monterey Bay, Cornerstone Landscaping & Maintenance, In The Loop Marketing, and Keller Williams Salinas Valley.



At the ribbon cutting for the Keller William Salinas Team, much fun was had by Mike Butson, Jim Myrick, Jeff Davi, and Scott Craig.

# New Rent Control Law

by Patrick Casey

The California legislature passed a variety of new laws that went into effect on January 1, 2020, one of which is AB1482, also known as the Tenant Protection Act of 2019 ("Act"). The Act applies only to residential properties but imposes of restrictions on rent increases, the ability to terminate a lease and other such matters. This article provides a general overview of the new rent increase limits.



Pursuant to the Act, a property owner can now only do one rent increase in any 12 month period, which increase is limited to the lower of (i) 5% plus the regional percentage change in the cost of living, or, (ii) 10%. If a tenant is in the property for more than 12 months, then the owner can do two rent increases in any 12 month period, but again subject to the same overall rent limitation. However, this rent restriction does not apply to any new tenant moving into a unit. If a tenant moves out (so that the unit is now totally vacant), the landlord can then set the rent at any amount for a new tenant.

Another new rent restriction is that a tenant cannot enter into a sublease that results in the total rent for the premises exceeding the allowable rental rate detailed above. It is unclear if or to what extent a landlord may be liable for a tenant's violation of this rent restriction if the landlord

does not know that the tenant is subleasing the premises. The effect is that it imposes an additional obligation on the landlord to make sure that there are no illegal or unpermitted subleases of the premises.

The Act requires that the landlord provide written notice to all tenants of the new limits on rent increases. The Act provides specific language that must be in the written notice to the tenant. The landlord must provide this notice for all new and renewed tenants (in the lease or separately) starting July 1, 2020. For all existing tenants, the landlord must provide this notice by no later than August 1, 2020.

The new rent increase limits do not apply to: housing restricted by deed; regulatory restrictions contained in an agreement with a governmental agency; affordable housing for very low, low or moderate income individuals or families; an owner-occupied duplex; any housing that is subject to existing local rent control ordinances (so long as those ordinances are more restrictive than those imposed by the Act); or any housing that has been built within the last 15 years. In addition, the rent increase limits do not apply to single-family residences or condominiums so long as certain requirements are met.

The Act is very complicated and it needs to be carefully analyzed and understood by all residential landlords. Anyone that may be subject to the Act should talk with a real estate attorney or professional to understand their obligations under the Act. ■

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



## Member News

### Kasavan Architects Honored

Kasavan Architects was recently recognized by the American Institute of Architects, Monterey Bay Chapter with an Honor Award for Design Excellence for the Rancho San Juan High School in Salinas. The Honor Award is the highest of three levels of recognition for design presented biannually by the chapter.

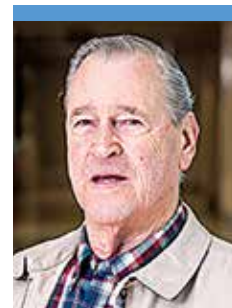
Rancho San Juan HS located on Rogge Road is the Salinas Union High School District's fifth high school.

The buildings feature exposed structural steel, metal siding, and clerestory daylighting which embodies the working heritage that helped build the Salinas Valley. The jury commented the design is, "Inspiring for the genre. The detailing is phenomenal for this type of structure."



### Michael Payne Passes

The Chamber regrettably shares the passing of Michael T. Payne. Mr. Payne was a respected community member, with more than 30 years of professional experience in the Monterey County agricultural business community. After retiring in 1996, Michael served in leadership positions on numerous boards and committees including the Salinas Union High School District, the United Way, and the Salinas Senior Center. Mike was very active with the Salinas Valley Chamber of Commerce and served many years on our Executive Committee and Board of Directors. He will be missed and we send our condolences to his many friends and family.



Michael Payne

### Valley Farm Management Launches

The Smith family has launched its new Valley Farm Management website to simplify information access for its winery partners. In business since 1973 and well-known in the wine industry, Valley Farm Management manages over 3,000 acres of winegrapes, cultivating a wide range of varietals. With the launch, the company has realized the opportunity to modernize their branding and online presence as a leading provider of premium winegrapes and vineyard management services. See the new website and refreshed logo design at [www.ValleyFarmManagement.com](http://www.ValleyFarmManagement.com)





# Upcoming Events

## March and April 2020

- Mar 4** | **Connect at Lunch - Oldtown Fish and Chips**  
12-1 PM  
Oldtown Fish and Chips  
18 E Gabilan
- Mar 17** | **Lunch and Learn - Your Google My Business Page**  
11:30-1 PM  
Salinas Chamber of Commerce  
119 E. Alisal St
- Mar 23** | **Ambassador Committee Meeting**  
12-1 PM  
Chamber Office  
119 E. Alisal St
- Mar 25** | **Ribbon Cutting - Valley Health Associates**  
11:30-1:30 PM  
Valley Health Associates  
427 Pajaro St
- Apr 1** | **Connect at Lunch - Aromas Grill**  
12-1 PM  
Aromas Grill  
304 Carpenteria Rd, Aromas
- Apr 16** | **Earth Day Mixer**  
5:30-7 PM  
McShane's Landscape Supply  
115 Monterey Salinas Hwy

### Lunch and Learn: Your Google My Business Page

#### Where:

Salinas Chamber of Commerce  
119 E. Alisal St.  
Salinas, CA 93901

#### When:

Tuesday, March 17, 2020  
11:30 AM to 1:00 PM PDT

Fee: \$20

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**Connect at Lunch**  
Wednesday, April 1st, 2020  
12-1pm

**Join us for lunch at Aromas Grill.**

**Connect with colleagues,  
exchange ideas &  
pass around business cards.**



**\*Pre-RSVP\***

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

304 Carpenteria Rd, Aromas

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