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Natividad Names Harris CEO

Dr. Charles "Chad" Harris has been appointed Natividad Medical Center's Chief Executive Officer. The decision was announced by the Monterey County Board of Supervisors and Natividad Medical Center Board of Trustees.

An important facility to the City of Salinas and Monterey County, Natividad is a public health care system serving adults and children. Founded in 1886, the 172-bed medical center has more than 10,000 admissions and 42,000 emergency visits annually. Through its UCSF-affiliated Natividad Family Medicine Residency, Natividad is the only teaching hospital on the Central Coast.

Dr. Harris has been serving as the hospital's interim CEO since June 2021 and will begin his new duties immediately. Dr. Harris began his career at Natividad in 2011, as a Family Medicine Staff Physician and served in roles with increasing leadership and responsibilities including Chief of Staff and most recently, the hospital's Chief Medical Officer – Quality Assurance.

Monterey County Supervisor and Chair of the Board Mary Adams shared, "Dr. Harris' previous tenure as the

Chief Medical Officer-Quality Assurance at Natividad provides him the opportunity to build on the successes of Natividad in which he played an integral part."

Dr. Harris graduated from the University of Richmond with a B.A. in History. He attended medical school at the Medical College of Virginia/Virginia Commonwealth University in Richmond, Virginia, and completed his family medicine internship and residency at Contra Costa Regional Medical Center in Martinez, California. Before joining Natividad, Dr. Harris served as a physician at a Federally Qualified Health Center (FQHC) and emergency departments in Chicago and at Contra Costa Regional Medical Center. He is board certified by the American Board of Family Medicine and the American Board of Preventive Medicine in Clinical Informatics.

"Our mission, our commitment to excellence and the Natividad family make Natividad a very special place," says Dr. Harris about his time at Natividad. "I am humbled and honored to serve our patients, staff and the Monterey County community and look forward to leading Natividad to new heights in health care well into the future." ➡

CEO - Continued on page 13

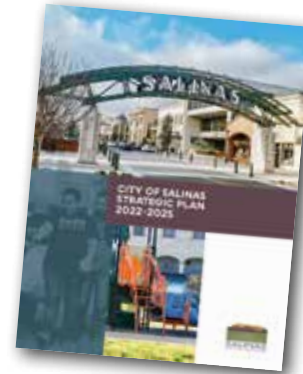
Impact of Local Government Goals

The Salinas Valley Chamber of Commerce has an official vision of, "a thriving, welcoming Salinas Valley where people, families and businesses succeed via economic growth and opportunity." We consider this vision for everything we see and do in the Salinas Valley.

The Chamber encourages ideas, plans, and projects that conform to this vision. And to the best of our ability, we discourage ideas, plans, and projects that undermine this vision.

Local government is one arena where our vision can be advanced or undermined. Your Chamber pays attention to the business of our numerous local and regional governments, such as Monterey County, Monterey One ➡

STRATEGIC PLAN - Continued on page 20



Up to \$2,500 Grant to be Available for Small Businesses

California Microbusiness COVID-19 Relief Grant Program

Qualifying Chamber Businesses, have access to applying for \$2,500 grant. In order to support small businesses facing financial impacts from the COVID-19 pandemic, the Monterey County Workforce Development Board, in partnership with the California Office of the Small Business Advocate (CalOSBA) has established the COVID-19 Microbusiness Grant fund. The fund will provide grants to eligible small businesses experiencing economic stresses caused by the pandemic.

At a minimum \$455,000 is available for at least 180 businesses to receive grants of \$2,500 apiece. The application period is open and will continue until funding ➡



MICROBUSINESS - Continued on page 13

Salinas Valley Chamber of Commerce Membership Update

Since 1918, the Salinas Valley Chamber of Commerce has been proudly working to offer advocacy, networking, community promotion and economic development to our members. A 501(c)(6) not-for-profit, the SVCC is NOT funded through taxes, and our revenue is generated through membership levels, advertising and events. Thank you for your membership.

Effective March of this year, the Chamber instituted changes to some of the membership pricing and benefits. These changes come as a result of the need to address the diverse needs of our membership. Our new membership levels include a new category, pricing changes to two of our existing categories and new membership enhancements. A new "Visionary" level was specifically created to allow industry leaders to support our advocacy efforts around housing, workforce development, education, government regulation, and quality of life issues. As of press deadline, we are grateful to long-time Salinas Chamber member, Chevron, for being the first company to be at the Visionary member level.

All Chamber members are invited to participate in events that are held in-person and over zoom: monthly mixers, lunches, ribbon cuttings, Lunch & Learn events, and our Affinity Group meetings. For an up-to-date list of upcoming Chamber events, please visit our website at www.salinascchamber.com. For more information on your membership email us at membership@salinascchamber.com.



YOUR MEMBER BENEFITS

Salinas Valley Chamber Members receive a myriad of benefits, based on their needs and membership level. We want you to get the most from your membership. Powerful benefits to be sure you are utilizing:

- **Member News** – Be sure to let us know of changes within your business. This can be about personnel, services, locations, etc... and we assist you in getting the word out, often times through the Salinas Valley Business Journal.
- **Events** – We are excited to celebrate your business opening, or to partner with you to host a Lunch & Learn. Additionally, we welcome and celebrate in-person events and would like to see more mixers at member business locations.
- **Concierge** – We have a Membership Director who is available to our members to discuss getting the most from their membership.
- **Press Release** – We support members with distribution of their press releases. You write it and we will be sure that it is disseminated.
- **Job Announcements** – Chamber members are able to post their job announcements on the salinascchamber.com website, leveraging your visibility.
- **Events Postings** – Chamber members are invited to post their events on the salinascchamber.com website. This has been especially valuable if offering classes, events, or special promotions. ■

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~ Shawn & Anjanette Adams, Owners, Monterey Signs



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Nothing is for Free

— Rodney Meeks —

by Rodney Meeks, Board Chair



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(Natividad Medical Foundation)
- Vice Chair, Finance - **Tom Moran**
(Goodwill Central Coast)
- Vice Chair, Events - **Amy Gibson**
(Portola Hotel & Spa)
- Vice Chair, Membership - **Andrea Bailey**
(Chevron)

2022 BOARD OF DIRECTORS

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CHAMBER PRIORITIES

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PROVIDING NETWORKING
OPPORTUNITIES
POLITICAL ACTION
REPRESENTING THE INTERESTS
OF BUSINESS WITH GOVERNMENT

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All eyes are on Ukraine right now. It's a clear reminder of the cost of freedom and how fast you can lose it. There is a real concern that WWII has already started. Eighty years ago we faced a similar situation with Germany and Japan. Now it appears history is repeating itself with Russia's aggression against Ukraine and China's intent on taking control of Taiwan. It's a clear reminder that freedom comes at a cost and is not free. All the luxuries we have today were at the expense of those who fought for our freedom.

My uncle L.E. Johnson aka Eddie was 40 years old and a partner at Thorp, Dayton, and Johnson in Salinas in 1941. He was an insurance broker. He also served in the National Guard when his unit was called to Fort Lewis on February 18, 1941. He was a member of Company C 194th Tank Battalion. That September they were deployed to Clark Air Base in the Philippine islands. Three months later on December 7, 1941 the Japanese attacked Pearl Harbor and the next day attacked Clark Air Base. The Japanese overtook the island and captured the soldiers of Company C. From there they were forced to make the grueling march along the Bataan Peninsula to Camp O'Donnell Prison Camp. The journey is famously known as the Bataan Death March as the prisoners were malnourished and beaten along the sixty-mile journey. Forty-seven of the of the 105 men from Company C 194th Tank Battalion died on the death march. He was a prisoner of war for three years suffering extreme

abuse in the prison camp. He was released in 1945 after the war ended. When he came back home his business partner Gene Dayton had \$24,000 sitting in a bank account for him. Gene saved the money for Eddie while he was fighting the war. That's a great business partner. The company would later be known as Dayton-Johnson Co. located at 311 Salinas St. Eddie was able to return home where he had someone looking out for him and the opportunity to continue owning his own business.



When we put things into perspective, we still have it better than most. We live in the greatest country in the world because we have freedom. Freedom because of guys like Eddie who fought for what we have today. I am thankful that we have the freedom to collaborate to create something good in our community. Our mission at the Salinas Valley Chamber of Commerce is to build a strong local economy

by promoting sound government and an informed membership and community. Our Government Review Committee has done such a great job in this area where we have had a great turnout to discuss such topics as rent registry and the possibility of an Amazon distribution center coming to Salinas. I hope you can join us for our Annual Awards luncheon on April 14th. We are expecting an excellent turnout to celebrate the accomplishments of local businesses and individuals in our community. ■

Why Keep Bonds in my Portfolio?

by Bill Hastie, MBA



Since inflation began ramping up last year, investors have seen the value of the bonds in their portfolio steadily decline. As we know, inflation and interest rates have an inverse relationship with bond prices – as inflation and interest rates rise, bond prices decline, and vice versa. So, this begs the questions – why keep bonds in my portfolio and what can I do to minimize the negative impact of rising inflation and interest rates?

Let's answer the second question first. Although rising inflation and interest rates have an inverse relationship with bond prices, the degree of that inverse relationship is not the same with all bonds. That is to say that not all bonds react the same. The bond market uses "duration" to measure how much a particular bond reacts to rising interest rates. Note that duration and maturity are not necessarily the same. In general, the price of a long duration bond will decline more when interest rates rise than will the price of a short duration bond. As such, one technique an investor can do is to trade any longer duration bonds for shorter duration bonds to reduce the impact of rising interest rates.

Another option for investors is to consider are floating rate notes which are bonds that have a variable coupon rate that increases when interest rates increase, and vice versa. It is the "floating rate" on the bond that can

help maintain its price at a time when interest rates rise. The coupon rate is typically tied to a short-term benchmark rate, such as LIBOR (London Inter-Bank Offered Rate) or the Federal Funds rate, and adjusts accordingly.

The answer to why keep bonds in your portfolio is a little more straightforward. First, bonds allow for the investor to control the overall risk of their portfolio. Although currently bond prices are softening, stocks historically have far greater price volatility. A common analogy is to compare a portfolio to making salsa. The peppers give you most of the flavor, but they occasionally will burn you. Tomatoes give little flavor but will usually not burn. An all-pepper salsa may be very flavorful but would also have the highest likelihood of burning – so tomatoes are added to reduce the likelihood of burning. The same applies to a portfolio where the majority of the returns come from the stocks, as well as the majority of the volatility. Bonds can help reduce that volatility.

Second, bond and stock prices often, but not always, move in opposite directions – known as "negative correlation." Industry studies show that bond and stock prices move in opposite directions about 57% of the time, or for those more technically inclined, a "correlation coefficient" of -0.57. So, in a period of rapidly declining stock prices, there is often a "flight to quality" where investors sell their stocks and purchase bonds seeking their inherent safety. But at the end of the day, there is no easy answer to portfolio management when both stock and bond prices are declining. ■

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



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Small Business? Try Small Claims

by Jacob Weeks, Attorney
Noland, Hamerly, Etienne & Hoss



Ah, court. It's somewhere you hope your business will never end up—but sometimes it's exactly where you need to be. I'm talking about Small Claims Court. In Small Claims, parties resolve disputes head-to-head, explaining themselves directly to a judge. Both individuals and businesses can utilize this method.

Say your business is facing a common contract dispute: amounts unpaid for services rendered. The cost is substantial, but less than \$5000—or \$10,000 if you're a sole proprietor. That amount could be miniscule in full-scale litigation, where legal fees rise quickly. But there is no doubt your business earned this amount and will depend on collecting it. So, having wisely read this article, you take it to Small Claims.

Small Claims Court has its own rules and structure, which can help reduce costs for the party bringing the action. The recovery limit helps, but it's also due to the quicker timeline. Cases can proceed from filing to hearing much sooner. While cases in Superior Court may take a year or more to go to trial, you can expect a Small Claims hearing within a few months. At the hearing, each party has only about five minutes to make their point. That's a gamble in one sense – the pressure is on you to make your story convincing and clear. But if the facts and the law are on your side, and you have the supporting evidence, you could have an order for payment before lunchtime. It's another reminder to save those

receipts, invoices, and business communications.

Arguably, Small Claims Court is a very democratic corner of the legal system. No attorney may speak for a party at a Small Claims hearing, so the rhetorical playing field is leveled. You'll have to brave the hearing on your own, but there is no rule against obtaining an attorney's assistance *preparing* your Small Claims case. For many disputes, this is the prudent course of action. This assistance should not take more than a few hours, and will help make sure your case is presented in the most efficient and effective manner.

It's also important to understand the limitations. For example, under the state's Code of Civil Procedure, the party who initiates a Small Claims proceeding cannot appeal the judge's decision, while the defendant may appeal to the Superior Court. Various time limits apply to bringing small claims, just as they do to higher-dollar cases. For example, you'd have four years to bring a small claim for breach of written contract, or two years for an oral contract. These limitations are in place partly to prevent abuse of the system by trigger-happy and lazy litigants alike. Finally, a party cannot file more than two small claims exceeding \$2,500 within one year. In Monterey County, filing twelve small claims in a year, regardless of the dollar amounts, significantly raises filing fees.

Limitations aside, small claims can result in big savings, and quick results. You might not even need a lawyer. How many lawyers will tell you that? ■

Mr. Weeks is an attorney with Noland, Hamerly Etienne & Hoss in Salinas, with a practice focused on general civil litigation. He is originally from Los Altos and relocated to Salinas.

This article is intended to address topics of general interest and should not be construed as legal advice.
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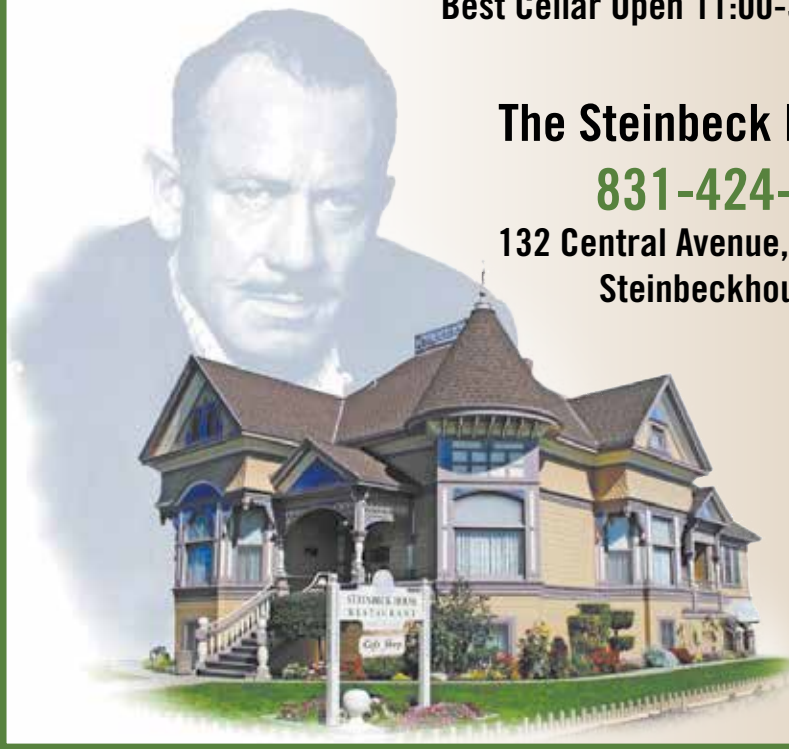
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ARCpoint Telemedicine

by Spenser Smith, Lab Manager, ARCpoint Labs of Monterey Bay & Salinas



Spenser Smith,
Lab Manager,
ARCpoint Labs of
Monterey Bay & Salinas

They say that necessity is the mother of invention. The COVID-19 pandemic certainly offered its share of challenges, and the current climate of post-shutdown logistics issues, inflationary concerns, and a challenging hiring environment doesn't show any signs of getting easier for employers soon.

But with all that necessity, there has been plenty of invention as well. From Zoom meetings to contactless restaurant ordering to Uber delivered cocktails, the pandemic has changed how we do many things, and some of those innovations are probably here to stay.

In healthcare, some of these innovations are offering ways for employers to drive down healthcare-related costs while actually expanding access to healthcare benefits for their employees. Telemedicine, combined with newly popular offerings like home medical tests, commercial services offering home visits for simple medical services, and remote healthcare monitoring are changing the way millions of Americans access healthcare services.

Telemedicine is defined as video or phone consultation between a patient and their health care practitioner. For example, a patient who is feeling ill might use a video call with a telemedicine practice to receive an initial diagnosis, be cleared for attending work, have testing ordered, or even receive a prescription.

In fact, there is a pretty good chance that you yourself have used telemedicine; according to a survey conducted by Beckers Hospital Review in April 2021, 64% of people with broadband access had used telehealth services at some point during the pandemic.

Access to telehealth has also risen in the meantime, with 82% of employer healthcare plans covering access to some sort of telehealth, though this number falls to only 65% of firms with 199 or fewer employees. Even for employers who already have telehealth services for employees, improving communication and introducing employees to the benefits of these services can improve the benefits that these services provide to employee and employer alike.

Data from private insurers shows that telehealth represented 13% of all health claims in the U.S. in April 2020, an 83-fold increase from the prior year. But COVID-19 isn't the only thing contributing to telehealth's moment in the sun, and many of telemedicine's strengths are of particular interest to employers looking to expand benefits, cut healthcare expenditures, and reduce lost sick time productivity.

"Health organizations are providing virtual appointments and are expanding their telehealth options, particularly in light of the COVID-19 pandemic," says Brian Hasselfeld, M.D., assistant medical director for digital health innovations at Johns Hopkins Medicine.

With telemedicine, employees don't have to drive to the doctor's office or clinic, park, walk or sit in a waiting room with other sick patients. Virtual visits can be easier to fit into an employee's busy schedule. An employee may not even have to take leave time from work or arrange for childcare. Telemedicine can also be particularly beneficial to parents, where getting a traditional doctor appointment for common childhood maladies can be especially time-consuming and difficult.

Patient issues are able to be resolved during the initial telehealth visit an average of 83 percent of the time, and Nearly 82 percent of patients say their virtual visit was as good as an in-person visit.

Costs related to acute care (short-term treatment related to an injury or illness) can also be decreased when telemedicine is available as an option to employees. A study by the Alliance for Connected Care found that the average cost of a commercial telehealth visit is \$40 to \$50, compared to the average estimated cost of \$136 to \$176 for in-person acute care.

The availability of telehealth benefits has also provided new opportunities for mental health counseling. In fact, while utilization of telehealth services as a whole is leveling off from its COVID-19-powered peak, use of telehealth for virtual therapy is still on the rise, accounting for nearly two-thirds of private insurance telehealth claims last October. This comes at an important moment for America, as the COVID-19 pandemic has taken a real toll on mental health throughout the country.

This expansion of telehealth may be combined with other emerging innovations to improve access to healthcare while lowering costs. Some companies have moved towards a hybrid model of care, combining the convenience of telehealth consultations with home visits, at-home testing, or local lab services to create a continuum of care.

Amazon Care is one such service, combining 24/7 telehealth services with an option to schedule at-home appointments with a mobile nurse, for an extra fee. Other services combine telehealth with at-home testing, for example COVID-19 testing, to mail testing supplies, obtain medical samples, and report results to the patient all without the patient needing to walk out their front door. Services such as Everlywell or ARCpoint labs have been earlier adopters of this at-home testing technology, and the rapid proliferation of at-home COVID tests may drive adoption of these tests as well.

Amazon Care's virtual health services are now available nationwide, with nurse visits offered in select U.S. cities. 18 words: In February, the company announced plans to expand in-person services to more than 20 additional cities this year. The Hilton hotel chain and fitness equipment company Precor were among the first companies to offer this benefit to their employees, joined recently by companies such as Silicon Labs, TrueBlue and Whole Foods Market.

ARCpoint Labs already conducts home visits for medical tests in Monterey County, in addition to offering an array of at-home medical tests available directly in the mail. ■

The article is intended to offer information by Chamber member, ARCpoint Labs. Maintaining a safe and productive work environment during the Omicron spike is more challenging than ever, and ARCpoint Labs of Monterey and Salinas are available to serve. The Chamber shall have no liability for the accuracy of the information and cannot be held liable for any third-party claims or losses of any damages.



Salinas Valley Chamber Board Member Additions

The Salinas Valley Chamber of Commerce has hard-working individuals that serve you the member, as well as our community.

The Chamber would like to thank the following outgoing Board of Directors for their contributions: Esteban Calderon of Comerica Bank, John Bailey of Alternative Dispute Resolution, John Haupt of Haupt & Associates, and Kathy Miller, who retired from Aera Energy. Their selfless commitment to the business community has made the Salinas Valley Chamber of Commerce a better organization.

We welcome Leonard Batti (Taylor Farms), Mark Kennedy (Green Rubber-Kennedy Ag), and Brenda Granillo (California Water Service), as they fill the seats of our outgoing Board Members.

The new Board Members were asked to comment about their recent appointment.



Leonard Batti revealed, "Taylor Farms has been a strong supporter of the Salinas Valley Chamber of Commerce since our founding. As a new board member, I look forward to bringing a voice for value added agriculture and innovation to the organization."

LEONARD BATTI Taylor Farms



Mark Kennedy added, "I see no stronger voice for business than the Salinas Valley Chamber of Commerce. Our company has been a member for years and I look forward to serving as a new board member."

MARK KENNEDY Green Rubber-Kennedy Ag



Brenda Granillo shared, "I've been with California Water Service for 20 years and the Chamber has always been a part of our community collaboration. I'm excited to serve on the board, as the chamber has been a champion for businesses throughout the Salinas Valley."

BRENDA GRANILLO California Water Service



You are invited...

Join the SVCC as we honor our outgoing Board Members, and introduce our entire Board at the upcoming 101st Annual Awards Luncheon. The public and community are invited to be a part of the celebration and attend. For more information contact the Salinas Valley Chamber of Commerce offices at 831.751.7725, or visit our website www.salinaschamber.com. ■



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Measure X Sales Tax Revenue to Improve Highway Safety and Performance

by Chamber Staff

In November 2016, 67.7 percent of Monterey County voters approved Measure X, a three-eighths (3/8) of one-percent (0.375%) sales tax to fund local and regional transportation projects over 30 years. The County of Monterey and its twelve cities receive 60 percent of Measure X revenue, and the Transportation Agency for Monterey County (TAMC) receives 40 percent for regional projects.

Measure X was the fifth attempt since 1988 to establish a local tax revenue source for Monterey County transportation projects. Your Salinas Valley Chamber of Commerce considered the advanced state of road deterioration throughout Monterey County and supported it. The Chamber has a representative on the 20-member Measure X Citizens Oversight Committee.

The Transportation Agency for Monterey County (TAMC) has been able to match county Measure X tax revenue with state and federal grants to advance long-delayed projects throughout Monterey County. Here are four of the largest regional highway safety projects planned with Measure X funds.

Highway 68 Scenic Corridor Safety and Operations Improvements

Website: <https://www.tamcmonterey.org/scenic-highway-68-background-information>

Measure X will ultimately provide \$50 million for this Caltrans-led project, which includes roundabouts that will replace traffic lights at nine major intersections between Salinas and Monterey. It will also include passageways to allow animals to cross the highway without the risk of vehicle collisions.

Funding sources for the environmental review and design phase:

State Transportation Improvement Program \$29,003,000

Highway Infrastructure Program \$3,393,000

Measure X \$640,000

SB1 Local Partnership Program \$ 1,917,000

Environmental Review and Design - Total \$34,953,000

Highway 156 (Castroville Boulevard) Interchange

Website: <https://www.tamcmonterey.org/highway-156-castroville-boulevard-interchange>

Measure X will ultimately provide \$30 million for this Caltrans-led project to overhaul the dangerous Highway 156 corridor between Highway 101 in Prunedale and Highway 1 in Castroville. Environmental review is complete for the planned construction of the first stage, a new interchange where Highway 156 and Castroville Boulevard meet. Design and obtaining right-of-way is almost complete and a notice for bids on construction may be released this summer. This project will include a roundabout.



Funding sources for the environmental review and design phase:

State Transportation Improvement Program \$29,811,000

Federal DEMO \$312,000

Measure X \$389,000

Developer Fees \$5,000,000

Senate Bill 1 (SB1) Trade Corridors \$20,000,000

Environmental Review and Design - Total \$55,512,000

US 101 South of Salinas Improvements

Website: <https://www.tamcmonterey.org/us-101-south-of-salinas-improvements>

Measure X will ultimately provide \$30 million for this Caltrans project to upgrade the dangerous Highway 101 stretch south of the City of Salinas, between Abbott Street in Salinas and Main Street in Chualar. This busy section of highway now includes cross-traffic from agricultural equipment and left lane exits and entrances. Improvements will include new interchanges at Abbott Street and at Main Street in Chualar, as well as a frontage road to direct traffic to safe locations for entering and exiting Highway 101. TAMC has conducted extensive public outreach to minimize any potential objections to the upgrades. A community group called the South of Salinas US 101 Traffic Safety Alliance



(<https://www.facebook.com/soshwy101trafficsafetyalliance/>) has been a major grassroots force for moving this project forward.

Funding sources for a study, environmental review, and preliminary engineering:

State Transportation Improvement Program \$9,989,000

Measure X \$440,000

Study, Environmental Review, Engineering - Total \$10,429,000

SURF! Highway 1 Busway and Rapid Transit Project

Website: <https://mst.org/about-mst/planning-development/surf/>

Measure X will ultimately provide \$15 million for this Monterey-Salinas Transit (MST) project, a dedicated section of road that will allow buses to bypass backed-up commuter traffic on Highway 1 between Marina and Sand City/Seaside. The project will also include bicycle facility improvements. The project is in the final design phase; however, a group apparently intent on stopping the project has filed a lawsuit objecting to environmental review of the project under the California Environmental Quality Act (CEQA).

Funding sources for preliminary engineering and environmental review:

Measure X Sales Tax revenue \$1,450,000

Senate Bill 1 Local Partnership Program (MST's share) \$100,000

Phase Total \$1,550,000

Contact your Salinas Valley Chamber of Commerce for more information about any of these projects funded with your sales tax money through Measure X. ■



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Mee Memorial Healthcare System Built With Community Spirit Honored During National Volunteer Week

How do you kickstart a quality healthcare system in a small agricultural town during one of the worst economic slumps in American history?

Philanthropy and volunteerism, that's how.

King City opened the area's first full-fledged hospital in 1941, with 22 beds in a single-story building on Broadway Street.

The community came together to create Southern Monterey County Memorial Hospital, laying the groundwork for what is now Mee Memorial Healthcare System. While MMHS is now modern and technologically advanced, we cherish our small-town roots and our ability to deliver healthcare with heart.

If you follow local history, you're aware that our modern foundation was built in 1962 when rancher Tom Mee donated all the proceeds from a cattle sale (more than \$150,000) to put a community fundraising campaign over the top.

Mee requested that the hospital (built on Canal Street on land donated by Dr. L.M. Andrus), be named after his late father George L. Mee.

Mee Memorial Hospital was born.

The present hospital was built next to that facility. Completed in 2001, it is the core of Mee Memorial Healthcare System in Southern Monterey County, along with four state-of-the-art medical clinics in King City and one in Greenfield. A hospital expansion in 2007 increased the number of beds to 119.

This never would have happened without the dedication and selflessness from a small cadre of physicians and nurses, a team of hospital volunteers and the grassroots generosity of a close-knit, rural region.

Strong community support continues today, led by our amazing volunteers in the Service League, along with the Mee Memorial Hospital Foundation, a nonprofit that through the years has raised several million dollars for the hospital.

As we approach National Volunteer Week (April 17-23), one thing remains clear in a complicated world: The solution to any problem begins with someone raising their hand to say "I can help."

Established in 1974, National Volunteer Week recognizes the impact of volunteer service and the power of volunteers to tackle society's greatest challenges. Only together can we hope to build stronger communities that help stitch together the fabric that binds the world.

Today I'd like to shine a light on those who lend their time, talent and voice to make a difference in the health and well-being of Southern Monterey County.

It starts with our amazing Service League. As its name implies, it's the driving force behind the wonderful team of volunteers that serve others. The League's mission is to "aid in community healthcare and support all MMHS medical facilities," and this group of dedicated volunteers take that mission seriously.

Independent non-profit, the group provides vital services for the hospital, from staffing the information desk to stocking and operating the gift shop in the hospital lobby. They help strengthen employee morale by hosting breakfasts, handing out awards, holding scrubs sales and providing funds for needed equipment. Through the years fundraisers have provided revenue for facility improvements such as a mammography machine, dialysis equipment, fetal monitors, and furnishings for the new hospital chapel.

They even step in to help bring comfort to patients and their families. When hospital visitors have questions, it's often a Service League volunteer who provides



the answers. You'd be amazed how much a warm hello and a smile can mean to patients and visitors. Our volunteers go a step further for our long-term patients, engaging them by playing board games or bingo, reading to them or even attending to their important errands.

Service League President Donna Oliveira views volunteering as a win-win proposition. "We get something out of it, so much personal fulfillment, the friendships. It provides a creative outlet, too," she said.

A retired high school English teacher, Donna walked into the hospital in 1998 to offer her services. Twenty-four years later, the 80-year-old widow still donates her time and boundless energy to the cause, saying it keeps her young.

Donna and her Service League partners exemplify the varied benefits of volunteerism.

Studies show that giving to others can help protect the volunteer's mental and physical health. It can reduce stress, combat depression, keep them mentally stimulated, and provide a sense of purpose.

Beyond that, volunteering has such a profound impact on others. It allows us to connect with the community and make it a better place. Even helping out with the smallest tasks can make a real difference to the lives of people, animals, and organizations in need.

Dedicating your time as a volunteer helps you make new friends, expand your comfort zone, and boost your social skills. It's a great way to meet new people, especially if you are new to an area. It strengthens your ties to the community and exposes you to people with common interests, neighborhood resources, and fun and fulfilling activities.

The group has great camaraderie, nurturing one another as well as the community. "It's an extended family feeling," said Donna. "It's a fun, rewarding and enjoyable group."

The Service League is actively looking for some "young blood" and new, like-minded members. If you have time to devote to this vibrant, fun-loving group of volunteers and community-focused cause, call 831-386-7396.

The Service League would love to have you in its fold, but if another nonprofit piques your interest, don't wait! There are so many quality volunteer projects that need help. Today, as people strive to lead lives that reflect their values, the expression of civic life has evolved. Whether at our hospital, at your office, at the local food bank or a pet rescue organization; whether through a vote, a voice, a chunk of time or a donation — doing good pays huge dividends.

*Why not raise
your hand
today?*



**Help accelerate change within your community
and maybe even around the world.**

**To find out more about Mee Memorial Skilled Nursing Facility,
or to seek a consultation, call (831) 385-7276. ■**

A Senior Helping Seniors

Shelly Labinger gives older workers a boost at Goodwill's job placement program

Whether it's out of a sense of enjoyment or necessity, more and more older Americans continue to work long past what others consider retirement age.

In fact, the U.S. Bureau of Labor Statistics estimates that by 2028, about 23 percent of those age 65 or older will be in the workforce.

At age 70, Shelly Labinger continues to work — by choice. She obtained her first job at age 16 and hasn't stopped, working at many different jobs — from telephone operator to private chef.

When she reached her 50s and beyond, however, she found it more difficult to get hired.

"I like to work, but it got to the point where it was harder for people 55 and older to find jobs," she said. "I look good on a resume, but when someone sees me they think it's a big liability, so I had to sell myself."

Those are the realities of the senior set who still want to work. To compound the problem, surveys show that when older unemployed workers lose jobs, it generally takes them twice as long as their younger counterparts to become reemployed. And those who find work typically earn only half as much they did at their previous job.

Wanting to work and fight the stigma of hiring older workers, Labinger landed at Goodwill Central Coast, where she runs a senior job placement program operated by nonprofit National Association for Hispanic Elderly, based in Pasadena. ANPPM (it's a Spanish-language acronym for Asociación Nacional Pro Personas Mayores) works with 500 partner organizations across the country to deliver services, focused on economic sustainability for older people.

"People want to work," she said. "It gives a lot of confidence to an individual, that they are not just sitting around watching soap operas."

Through the program at GCC's Career Center office in Salinas, Labinger helps seniors find work, develop new skills and talents, build their financial

security, and combat feelings of loneliness and unworthiness.

Initially hired at a Goodwill store organizing clothing, Labinger saw herself as a fit in the Career Center. She depends on referrals from government programs, but mostly works by word of mouth. She spends much time speaking to senior centers and veterans groups to spread the word about ANPPM's services through Goodwill.

"There are a lot of jobs out there,"

she said. "A lot of people in the senior age bracket need to work because Social Security does not cover all their expenses, especially in Monterey County."

Roughly 35 percent of the workforce in the U.S. is made up of people age 55 and older. More than 60 percent of those folks continue to work for financial reasons while 38 percent work for personal reasons.

"Many seniors still feel they have something to offer," Labinger said. "And we're here to help bring out their confidence and show them the way."

The program requires participants to live at or near poverty level, and out of the job market for at least a year. Labinger has helped seniors from many backgrounds, including those with disabilities.

"The Department of Rehabilitation sent an 86-year-old person who is legally blind and wanted to work," she said. "We do all we can, and try our best to show them they are still viable. A strong desire to work, to me, outweighs any disability."

Labinger can share many success stories. Recently she sat down with an older homeless man who roamed the streets of Chinatown in Salinas.

"He was homeless and disheveled, and I told him he would have to clean himself up and give himself a chance,"

she said. "It wasn't cruel to say that, just reality. Well, he came back to me with new second-hand clothes, his beard trimmed, and now he does fantastic work on the loading dock at Goodwill."

Labinger helped another homeless man, from Colombia, secure a job at Natividad as a translator. Both men have now secured low-income housing and are off the streets.

"I love my job," Labinger said. "I think it's necessary. I know how they are feeling and the frustrations they go through. And I see the side of businesses, too. I've been a manager before, and you can't afford to hire problems, of any age. But if you give some with desire a chance to succeed, they will almost always surprise you." ■





Urban Lot Splits

by Patrick Casey, JRG Attorneys



The Housing Opportunity and More Efficiency Home Act (the "Act") went into effect on January 1, 2022. One of the main aspects of the Act is to allow homeowners in urban areas to split their single-family residential lot into two separate legal lots if certain conditions are met.

agency may not impose any such standards if the effect would be to preclude the construction of two units on either resulting parcel that would result in any residential unit being less than 800 square feet.

The Act states that a local agency cannot require any set back from the property line for any existing structure or a structure created in the same location and in the same dimensions as an existing structure. However, a local agency can require a four foot setback from the side and rear property lines for any newly built residential structure.

The Act does allow a local agency to impose various conditions on an urban lot split, such as: dedicating easements for public services and utilities; each of the two parcels has access to a public right-of-way (such as a road or street); in certain limited circumstances, off-street parking of up to one space per residential unit; only allowing residential use on the newly created parcels; the owner must sign an affidavit that they intend to occupy one of the residential units as their principal residence for at least three years from the approval date of the urban lot split; and any rental of a residential unit created pursuant to an urban lot split must be for a term longer than 30 days.


This is only a sample of the various requirements imposed by the Act on a local agency to approve an urban lot split. A homeowner should consult with legal counsel to understand their rights and options under the Act. ■

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

This is referred to as an urban lot split. If these conditions are met, then the Act imposes requirements on any city or county to approve an application for an urban lot split.

The Act requires a local agency to approve an application for an urban lot split as a ministerial act and without discretionary review. A local agency shall approve an urban lot split only if it conforms to all applicable objective requirements of the Subdivision Map Act, except as expressly modified by the Housing Opportunity Act. A local agency shall not require dedicating any rights of way or constructing off-site improvements for the parcels being created as a condition of approving an urban lot split.

The Act allows a local agency to impose objective zoning standards, objective subdivision standards and objective design review standards applicable to a parcel created by an urban lot split that do not conflict with the Act. However, a local



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Monterey County Supervisor, District 3, Chris Lopez

Supervisor Chris Lopez lives in Greenfield with his wife, Jazmin Lopez. He was elected to represent Monterey County's Third District in June 2018. He has served on the board of Youth Orchestra Salinas, Hartnell College Foundation, the Arts Council for Monterey County, the Redevelopment Oversight Boards of the cities of King City, Greenfield, Soledad and Gonzales and many others. Supervisor Lopez is passionate about early childhood education, safe roads, fair, equitable and accessible housing, and economic development, as well as equitable models of government. He currently serves on the following county commissions amongst others, Natividad Medical Center Board of Trustees, LAFCo, Monterey County Cannabis Committee, the Alternative Energy and the Environment Committee, Equal Opportunity Committee, Water Resources Agency Joint Boards Leadership Committee, and Urban County Standing Committee.
<https://www.co.monterey.ca.us/government/board-of-supervisors/district-3-chris-lopez>
831-755-5033 Salinas • 831-385-8333 King City
district3@co.monterey.ca.us



Mangia - Eat on Main

Husband Chef Nuccio & wife Anna always had a dream to own their own little local restaurant, and it finally came true November of 2021, when they opened their doors in downtown Salinas. Mangia serves traditional Italian dishes using amazing fresh local ingredients. Along with their friendly and efficient staff they love to bring people together in a warm and inviting atmosphere, hoping to bring the amazing people of Salinas together with an amazing local wine and beer selection and Italian food made from childhood memories. "Food is Memories, we love making new memories at Mangia."
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➡ **CEO** – Continued from page 1

Natividad Medical Center is home to the area's only Level II Trauma Center and operates an accredited Level III Neonatal Intensive Care Unit.

"Dr. Harris brings to us his valued decade of experience as a Natividad hospital administrator, together with his medical background," says Fernando Elizondo, EdD, Natividad Board of Trustees Chair. "His forward-thinking and leadership were and continue to be extraordinary in every manner in dealing with addressing and limiting the pandemic. We look forward to his visionary leadership in the years ahead." ■

➡ **MICROBUSINESS** – Continued from page 1

is exhausted. Businesses with less than 5 full-time equivalent employees are eligible for grants of up to \$2,500.

"We're delighted to partner with the California Office of the Small Business Advocate to make these small business grants available to our business community," said MCWDB Executive Director, Christopher Donnelly. "The Monterey County business community has been exceptionally hard hit by the pandemic and anything we can do to help them get back to business is something we want to be a part of."

The intent of the Microbusiness COVID-19 Relief Grant program is to provide financial assistance to the hardest-to-reach microbusinesses and entrepreneurs who face systemic barriers to access capital, including but not limited to: businesses owned by women, minorities, veterans, individuals without documentation, individuals with limited English proficiency, and business owners located in low-wealth and rural communities. Business owners may learn more by logging onto: <https://www.montereycountywdb.org/montereycounty-works/small-business-grants/> and downloading the grant application and requirements. ■

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Ribbon Cuttings • Chamber Events



Wonder Wood Ranch Owner, Marlo, shares information on the ranch mission of bringing hope through horses to a hurting community. Also in attendance: Cynthia Martinez, Pinnacle Healthcare; Jenessa, Disaster Kleenup Specialists; Chamber Ambassadors; Brad Martin, In the Loop; and Maria Best, Looking for space



Our Staff, Ambassadors, & Members joined the team at Treasure Hunt Furniture Gallery to celebrate their opening with an official Chamber Ribbon-Cutting.



M² is a woman-veteran-owned real estate brokerage. Their Ribbon Cutting was celebrated with their team members participating in the ceremony.



Salinas Chamber Members enjoyed the in-person gathering and indoor dining opportunity. Look for Connect at Lunch events in the future and have a good reason to try to restaurants and gather with others. If you would like to host a Connect at Lunch, email Gino at projects@salinaschamber.com.

101st Annual Awards Luncheon

Join us for our biggest annual event where nearly 500 local businesspeople gather to honor our own!

Everybody comes because everybody goes!

Thursday

April 14th, 2022

11am-1pm

Sherwood Hall, Salinas

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- ♦ **Small Business of the Year**
Ocon Family Chiropractic
- ♦ **Large Business of the Year**
JM Electric
- ♦ **Businesswoman of the Year**
Andrea Bailey (Chevron)
- ♦ **Citizen of the Year**
Victor Rey (SVMHS)
- ♦ **Agricultural Leadership**
Kim Stemler (MCVGA)
- ♦ **Spirit of the Community**
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Face the Future Together - 101st Annual Awards Luncheon

Come celebrate as we "Face the Future Together" at the 101st Annual Awards Luncheon, presented by Chevron!

This dynamic event is designed to be a community celebration as we recognize Chamber members and community leaders. The luncheon will be held Thursday, April 14th, from 11:00 am – 1:00 pm, at Sherwood Hall, in Salinas. We have all had a rough couple of years, but together we can make the future great! To register for what is sure to be a sold-out event, visit www.salinascchamber.com. It's not too late to get your ticket now and attend this extraordinary ceremony!



Award Winners:

Outstanding Small Business: Ocon Family Chiropractic
Outstanding Large Business: JM Electric
Spirit of the Community: Meals on Wheels of the Salinas Valley
Businesswoman of the Year: Andrea Bailey (Chevron)
Citizen of the Year: Victor Rey (Salinas Valley Memorial Healthcare System)
Ag Leadership Award: Kim Stemler (Monterey County Vintners & Growers)

To be honored for their continued support:

Immediate Past Board Chair - Kristy Santiago

Outgoing Board Members – John Haupt, Kathy Miller, John Bailey, and Esteban Calderon

10 Year Members - Terry Feinberg, York School, Tarp's Roadhouse, First 5 Monterey County, Tunstall Engineering Consultants, Monterey County Sheriff's Advisory Council, Salinas Police Activities League, Band of America – S. Main Branch, A & O Specialty Pharmacy, Law Offices of Thomas S. Worthington, Bookkeeping Central, California Welcome Center – Salinas, Best Western Salinas, JNM Company

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The cost is \$55/members and \$95/non-members. Reservations can be made directly at www.salinascchamber.com.



Thank you to our event sponsors.

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CSUMB makes the campus rental and for-purchase housing available to employees at lower-than-market rates and includes internet, cable, and some utilities.

In the housing, each street has a pocket park or recreation site.

Amongst the housing, there are two central parks, including a dog park, and ready access to walking and biking trails.

CSUMB provides access to its biggest asset, education, by allowing eligible employees to transfer to any eligible dependent or partner, attending any of the 23 CSUs, benefits of waiving tuition on the greater of two courses or 6 units per semester/quarter. This benefit helps to substantially reduce the cost of attending college, even for advanced degrees, on families. And shorter commute times means more time with family!

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- **1,299,440** diapers and wipes
- **1,108,004** cleaning solutions and disinfectants
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- **145,000** disposable gloves
- **12,320** units of hand sanitizers and soaps
- **160** infrared thermometers

Learn more: first5monterey.org



Together We Raise Monterey County!

Salinas Valley Chamber of Commerce Membership Survey Results

Thank you to all who took the time to respond to our annual Membership Survey. The purpose of the survey was to rank issues and evaluate needs, to better deliver on our services to our membership. Being in touch with your needs, is important as we create and enhance programs and services. The Chamber Membership Committee will be looking into the results in detail, and there are some outcomes that can be shared at this time.



Congratulations to Nesi Mesman from Moncrief & Hart on being the recipient of the \$100 gas card provided by Chevron. Thank you for taking our survey!

Chamber members joined primarily for advocacy and staying informed on business and community issues and for the networking, referral and promotional opportunities. Community Involvement was also a consideration and there are members that joined for marketing and advertising of their businesses.

When asked what service benefits organizations, being kept informed was the highest rated factor. This publication, the Salinas Valley Business Journal, certainly serves as the hub of the communications, and the high open rate of the enewsletter reflects mirrors

the benefit utilization. Members also value networking events and referrals and business to business connections. While members cited joining the Chamber for advocacy, this category of benefit was not ranked as highly as the information resources and networking/referral benefits. Advocacy is also not as tangible, as it is something that the leadership of the Chamber and staff members participate in on behalf of the membership.

The Membership Survey also highlighted that our members are concerned about government regulation and infringement. There is uneasiness that government will overstep and over-regulate business. Employee recruitment and retention is another main concern. We have had members share hiring and retention challenges. While declining revenue and lack of investment capital was a concern for some, it was not weighted as high a priority as business regulations and employee challenges.

We learned that 20% of our membership are interested in a greater leadership or volunteer role with the Chamber. THANK YOU! We have opportunities on our Board of Directors, Ambassador Committee and Foundation Board. If you would like to consider a more active role, please drop a note to Steve McShane at president@salinaschamber.com, or give us a call at the Chamber offices.

Why did you join?

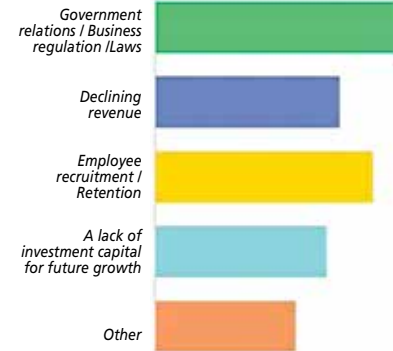


Which service benefits your organization from the most?

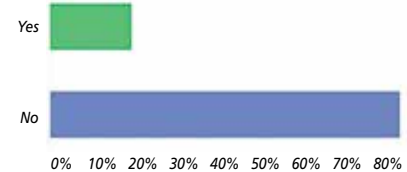


This year we asked open ended questions on how the Chamber could serve organizations better. We have feedback that touches upon improving existing services and looking into expanded collaborations and partnerships. This area will take some time to consider and ultimately prioritize, as we continue to enhance and consider offering additional benefits. We cannot stress how important it is to get the most out of your Salinas Valley Chamber of Commerce partnership. Look inside the pages of this Journal and you will find a reminder of common member benefits that you are encouraged to utilize and that are often overlooked. We are so grateful for the partnerships afforded by our diverse membership and look forward to evaluating the Membership Survey more to serve as your organization's partner for a successful 2022. ■

Issues of highest priority.



Interested in greater leadership role?



be present
be thoughtful
be selfless
be incredible
be well

Salinas Valley Memorial Healthcare System

Thank you to our tireless nurses, pioneering surgeons, caring coordinators, meticulous environmental services staff—everyone who's helped Salinas Valley Memorial Healthcare System achieve the award-winning care we're known for. During a pandemic that continues to ask more and more of us, you've proven our resolve and compassion lead to extraordinary care.

Learn more at SVMH.com



Support our Chamber Members

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

Stakeholder Members

Growers Ice Company

Virus Geeks

Leader Members

First 5 Monterey County

Monterey County Housing Authority

Development Corporation

Pacific Gas & Electric Company

Vistra

Partner Members

ARCpoint Labs of Monterey Bay

California Water Service

Central Coast Community Energy

Comcast Corporation

Intercontinental—The Clement
Monterey

Embassy Suites Monterey Bay—Seaside

Kleinfeldt Family BBQ/T & A Café

Maya Cinemas

Mission Linen Supply

Monterey Bay FC

MY Cars—MY Chevrolet

RDO Equipment Co.

Red Lobster

Rucka, O'Boyle, Lombardo & McKenna

Sam Linder Auto Group

Waste Management

Windsor Gardens Rehabilitation
Center

Marketing Members

Condor Security of America

East Bay Tire Co. (Salinas Service Center)

I.A.T.S.E. Local 611

ITN Monterey County

Mapleton/Radio Monterey Bay

Measure to Improve, LLC

Office Max/Office Depot

Peter Antonian, Realtor, Homes for Heroes

Rossi Brothers Tire & Auto Service

Smile Business Products

State Farm Insurance, Tracy Bellem

Tarpy's Roadhouse

Union Bank

Business

Acme Awning Company

Agricultural Services Certified Organic

Alta Vista Mortuary

Arts Council for Monterey County

Bankers Casino

Baratto, Sullivan & Co. Insurance

Big Sur Land Trust

C & N Tractors

California Women for Agriculture

Carlson's Fire Extinguisher Sales

Central Coast Human Resource Assoc.

Chamber Discoveries

Chick-fil-A, North Salinas

Christensen & Giannini, LLC

Cushman & Wakefield

Digital NEST

Express Employment of Monterey County

Frontier Self Storage

Business Cont.

Harris & Associates

Illusions of Grandeur

IPG—International Produce Group LLC

Jacob's Heart Children's Cancer Support
Services

Kasavan Construction

Kinship Center

Law Offices of Thomas S. Worthington

Monterey Bay Economic Partnership

Monterey Bay GI Consultants Medical

Monterey County Bank

Monterey Credit Union—Salinas

Monterey One Water

Monterey Zoo & Vision Quest

Nepenthe/Phoenix Corporation

Peacock Acres

Pierson & Associates

Property Restoration Services

Rossi Self Storage

SAGE, Sustainable Ag & Energy

Salinas Public Library, Steinbeck

Salinas Senior Center

Salinas Valley Fair

Special Events

Steinbeck Lodge

Steinbruner Hills CPAs

Sun Street Centers

The Gennis Agency

The Yanks Air Museum Foundation

Treehouse Mortgage Group—Salinas

Valley Trophies and Detectors

Wheeler's Flooring America

Gratitude for ongoing support from our Stakeholder and Visionary Members



Member News

2022 Leadership Monterey County

Monterey County Business Council is kicking off the 2022 Leadership Monterey County. A diverse cohort of 30 participants will learn about the critical businesses and organizations that create a thriving economy in the county. The 10-month program is designed to educate local leaders from different

industries and to bring awareness and advocacy to all the significant economic impacts within the county.



Aera Energy Named to 2022 Forbes America's Best Midsize Employers List

Aera Energy is a three-time recipient of the Forbes America's Midsize Employers List, placing ninth in the 2022 ranking, thereby securing its spot in the top 10 midsize companies to work for in the United States.

Aera supports employees' success by providing a variety of professional development and learning opportunities, flexible schedules, generous leave, wellbeing programs, and more



Join our Board of Directors!

The Monterey County Film Commission is a 501(c) nonprofit organization. Our mission is to inspire and facilitate film and media productions throughout Monterey County, creating positive economic impact. We are celebrating our 35th anniversary and count \$123 million in direct impact to our local communities. MCFC is looking for a few good Board members with experience in Agriculture, Law Enforcement, and Environmental preferably from the South County region. Our next Board meeting will be held at the Digital NEST, 210 Salinas Street, Salinas, CA 93901 on Th. April 14th from 6:30-8:30 p.m.

For more information visit:
<https://FilmMonterey.org> or call 831-646-0910.



Noland Hamerly Welcomes New Attorneys

In January, **Jacob (Jake) Weeks** joined the firm's litigation practice group. He is a graduate of the University of Virginia's School of Law. Originally from Los Altos, Mr. Weeks has relocated to Salinas. Long-time area resident **Sharilyn Payne** joined NHEH's employment law team in March. With more than 20 years of experience in labor and employment law, Ms. Payne advises employers on a wide range of matters. Her J.D. is from UC Hastings College of the Law and she has a master's degree in Latin American Studies. She speaks, reads, and writes fluently in Spanish.



Jacob (Jake) Weeks



Sharilyn Payne

Workforce Development Board Opens Facility to SVCC Business Community

The Monterey County Workforce Development Board is making the use of its conference and training rooms available, free of charge, to Monterey County businesses during business hours, 10am-4pm Monday through Friday, in Salinas. The MCWDB office is located at 344 Salinas Street in downtown Salinas and is conveniently close to many local business offices. Local businesses wanting to know more are invited to call the Business Services Team at (831) 755-5393 or email Jerry Hernandez at hernandezj1@co.monterey.ca.us to learn more about booking a room.



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Water, Monterey County Water Resources Agency, Salinas Valley Solid Waste Authority (Salinas Valley Recycles), Monterey-Salinas Transit (MST), and Central Coast Community Energy (3CE). A top priority to monitor is the government of the City of Salinas, as the decisions and implications of policy and regulations, often has a direct and significant impact on our member organizations. This includes the direct impact on business, as well as the indirect bearing on the lives of employees and customers. local and regional governments, such as Monterey County, Monterey One Water, Monterey County Water Resources Agency, Salinas Valley Solid Waste Authority (Salinas Valley Recycles), Monterey-Salinas Transit (MST), and Central Coast Community Energy (3CE). A top priority to monitor is the government of the City of Salinas, as the decisions and implications of policy and regulations, often has a direct and significant impact on our member organizations. This includes the direct impact on business, as well as the indirect bearing on the lives of employees and customers.



City of Salinas Strategic Plan

Under the direction of the city manager, the Salinas Mayor and City Council have developed a strategic plan to guide their priorities for the next three fiscal years (2022-2023, 2023-2024, and 2024-2025). A framework for this plan was developed at a day-long strategic planning session and public workshop on December 4, 2021, at the El Gabilan Library. The City Council has now identified the following strategic goals and key strategies:

1. Economic Development

- a. Implement the Alisal Vibrancy Plan
- b. Support and engage small, large, and entrepreneurial business
- c. Promote Salinas as a desired destination for business

2. Affordable Housing

- a. Pursue housing development opportunities that align to Specific Plans
- b. Identified opportunities for workforce and farmworker housing
- c. Evaluate updates to the inclusionary housing ordinance

3. Infrastructure and Environmental Sustainability

- a. Improve the condition of local streets
- b. Improve the urban canopy
- c. Adopt a Climate Action Plan

4. Public Safety

- a. Emphasize community policing strategies and crime prevention through regular interactions with residents and business owners
- b. Consider environmental design factors for improved public safety
- c. Hire locally for public safety positions

5. Youth and Seniors

- a. Ensure diverse opportunities for youth and senior recreational supportive programs
- b. Establish a youth commission
- c. Evaluate possibility of building a community/multiuse facility

6. Effective and Culturally Responsive Government

- a. Establish an Equity Plan
- b. Address staffing capacity and succession planning concerns
- c. Invest in Training and development opportunities to build skills and capacity

How Does the City of Salinas Strategic Plan Relate to You?

All of these goals and strategies can align with the Chamber's vision of "a thriving, welcoming Salinas Valley where people, families and businesses succeed via economic growth and opportunity." In fact, in the past several years the Chamber has played an active role in trying to advance all of these goals. We can be a partner with the City of Salinas in pursuing these goals.

But all of these goals and strategies can also be manipulated through taxes, fees, regulations, and administrative decisions that make operations more difficult for profit-oriented businesses and non-profit organizations. It can be politically advantageous for elected officials, candidates, and special interest groups to blame business owners for the problems in a community.

Based on past experience, business owners should expect such views to be expressed during the campaign season for the June and November local elections.

So how can YOU help as a Chamber member (or potential member) to advance these goals in a constructive, positive manner? ■

Are you impacted by any of the strategies identified?

If your business or organization is related to any of the City of Salinas goals and strategies listed above, please let Chamber leaders or staff know. We want to hear how you're involved and what you might be interested in doing to help advance and achieve the identified goals. Contact Steve McShane, Chamber CEO & Chief Member Advocate, at 831.751.7725 or email at President@SalinasChamber.com.

Contact the Salinas City Council

Consider contacting the mayor or the city councilmembers where your business is located. Also consider asking your employees and even customers to contact the mayor and their representative city councilmembers. The mayor and city council serve the people whom they represent, and your concerns are important to them. They are looking for your feedback to represent the community they serve.

- **Mayor Kimbley Craig**
salinsamayor@ci.salinas.ca.us
Office: (831) 758-7201 • Cell: (831) 682-5304
- **District 1 - Councilmember Carla Viviana González**
district1@ci.salinas.ca.us
Office: (831) 758-7201 • Cell: (831) 682-4622
- **District 2 - Councilmember Tony Barrera**
district2@ci.salinas.ca.us
Office: (831) 758-7201 • Cell: (831) 206-7563
- **District 3 - Councilmember Steve McShane**
district3@ci.salinas.ca.us
Office: (831) 758-7201 • Cell: (831) 970-4141
- **District 4 - Councilmember Orlando Osornio**
district4@ci.salinas.ca.us
Office: (831) 758-7201 • Cell: (831) 682-2229
- **District 5 - Councilmember Christie Cromeenes**
district5@ci.salinas.ca.us
Office: (831) 758-7201 • Cell: (831) 258-8562
- **District 6 - Councilmember Anthony Rocha**
district6@ci.salinas.ca.us
Office: (831) 758-7201 • Cell: (831) 682-3475



Upcoming NON-PROFIT EVENTS



- **Big Sur Land Trust's 2022 Race for Open Space**

April 1-30,

Big Sur Land Trust's 2022 Race for Open Space is a hybrid event taking place over the month of April. Dedicated to fostering an appreciation of natural spaces in Monterey County, the Race for Open Space celebrates the health benefits of time spent in nature while providing an outlet for runners and walkers of all ages to find wonder among Monterey County's iconic landscapes. \$35 initial registration, \$15 for each additional event-Youth Discount for ages 12 and under-Adventure Courses priced separately at \$75 each-Guided Hikes priced separately at \$65 and \$100, respectively. Link to register: http://qrco.de/BSLT_ROS

- **Greenfield Electric Vehicle Display Show**

Saturday, April 2, 10:00 AM – 1:00 PM, 1239 Oak Avenue, Greenfield

Family Fun Festival hosted by the Oak Avenue Elementary School in Greenfield. Curious about electric cars (EV)? Learn about EV basics, find out about financial incentives, and test your knowledge on our EV Spin the Wheel. Sponsored by Central Coast Community Energy's Electrify Your Ride Program and Ecology Action.

- **Poetry Reading and Launch National Poetry Month**

April 3, 4:00 – 6:00 PM, SandBox, 440 Ortiz Ave. #A, Sand City

April is National Poetry Month and Daniel B. Summerhill is the inaugural Poet Laureate of Monterey County! Join us for the first poetry reading at the SandBox event space in Sand City as we launch National Poetry Month with readings from his new Book and performances by youth poets! This performance is presented by the Arts Council for Monterey County.

- **Blue Zone Project – Events Throughout Monterey County –**

<https://info.bluezonesproject.com/montereycounty> for updated events and information.

April 5, 4:00 – 5:30 PM, Natividad Creek Park Clean Up, 1395 Nogal Park, Salinas

<https://www.eventbrite.com/e/natividad-creek-park-clean-up-limpieza-tickets-252907211277>

April 9, 9:00 AM – 1:00 PM, Gardening Volunteer Day

You're invited to a day full of planting and fun! Please join Blue Zones Project Monterey County and Sustainable Marina in growing a community garden. Where: Oak Woodland Community Garden- 190 Seaside Cir, Marina (look for the Blue Zones Project table!) What to Bring: We recommend comfortable clothes and shoes, a hat or sunscreen, gardening gloves and water.

- **Arts4MC Artist Spotlight – Edi Matsumoto**

Wednesday, April 13, 12:00 PM – 12:30 PM, live on Facebook & YouTube @arts4mc

Tune in to learn about local artist Edi Matsumoto's first Wearable Art Fashion Show! Arts4MC.org

- **ACS Celebration of Life Fashion Show**

Friday, April 22, 10:30 AM - 2:00 PM, Marriott in Monterey

It's with great excitement that the American Cancer Society Celebration of Life Fashion Show will be back live and ready to rock the runway. Doors open at 10:30 AM, Lunch at 12:00 PM and Fashion Show at 1:00 PM. For more information, visit acscelebration.org.

- **Rancho Cielo 12th Annual Culinary Round Up Event**

Sunday, April 24, 5:00 – 8:00 PM, Portola Hotel & Spa

This long awaited event will be worth the wait! Join us for an evening of culinary delights, fabulous wine, amazing raffle and auction items, and a special invitation to speak to our students. To purchase tickets, visit www.ranchocieloyc.org/events. Look for these auction and raffle items at the event: Luxury Staycation at Post Ranch and Cavallo Point, Tequila Tasting Extravaganza at Casa Cabrera, Custom made patio furniture by the Rancho Cielo Youth Corps, Private Charter cruise with Chardonnay Sailing Charters on Monterey Bay Drummond Culinary Academy dinner for 20 guests, provided by local celebrated chefs and our culinary academy students, Local Art, Gift Certificates, and More! For more information, please call 831-444-3533 or visit www.ranchocieloyc.org.

- **Asian Festival in Chinatown - Salinas**

Saturday, April 30, 11:00 AM – 3:00 PM, Chinatown, Salinas

The Asian Festival celebrates the cultural and historical presence of the Chinese, Filipino, and Japanese communities in Salinas. The Buddhist Temple, the Confucius Church, the Filipino Cultural Center, and Republic Café (future home of Asian Cultural Museum), will open their doors to the community. There will be a guided tour highlighting the history of the neighborhood including Chinatown, the Buddhist Temple, and the Republic Café. Join us for delicious food and demonstrations of tai chi, Filipino folk dancing, kendo, bonsai demonstration and display, a classic car show and more. Visit www.salinasasianfestival.com for more information and detailed map of this wonderful community event.

- **Earth Day Electric Vehicle Ride and Drive Fair – Seaside**

Saturday, April 30, 1:00 – 4:00 PM,

City of Seaside City Hall, 400 Harcourt Avenue, Seaside

Celebrate Earth Day with activities and events planned all afternoon, everything from a community clean up event to an Electric Vehicle Test Drive Fair. Activities include live music, speakers, educational exhibits, booths, and displays, hands-on fun activities for families and kids, and a free raffle for eco-friendly items. The Electric Vehicle Test Drive Fair will be a combination of EV Owners on hand to share their experiences and answer all your questions. Plus, local dealers will have new EVs on hand to test drive. Our Resource Booth will be staffed with experts to help with questions on charging basics and financial incentives that make buying an EV affordable. <http://www.sustainablemontereycounty.org/seaside-home/>

- **17th Annual The Western Food Safety Conference**

May 4-5, Hybrid Event, Hartnell College,

411 Central Avenue, Salinas or online.

The Western Food Safety Conference brings together all levels of the agricultural workforce and support services to California's Central Coast for two days of intensive training on the most current Food Safety issues and concerns for fresh fruits and vegetables. For more information, www.thewesternfoodsafetyconference.com/2022-schedule.

Upcoming CHAMBER EVENTS

We look forward to seeing you!

- **Lunch and Learn at Primerica Salinas**

April 5, 12:00 - 1:00 PM, 1582 Moffett Street, Salinas

Join the Salinas Valley Chamber, Doug Gutshall and Daniel Philpott as they speak on navigating the ever changing business world. From planning retirement to managing your business, this Lunch and Learn will cover it all. We look forward to seeing you there!

- **AgTechX Ed Summit**

April 13, 1:00 - 5:00 PM, Hartnell College, 411 Central Avenue, Salinas

The Salinas Valley Chamber of Commerce, Western Growers Center for Innovation & Technology, California Department of Food and Agriculture and Hartnell College have partnered to host AgTechX Ed. This half day event is dedicated to developing the next generation of tech-savvy agricultural workers. It will be comprised of three panels, with several keynote addresses, covering topics including: industry issues and skill identification; education and workforce development strategies; and current and future workforce needs on the farm Register at <https://pages.agtechxfs.com/hartnell-2022-04-13/> or email ddonohue@wga.com.

- **MIXER at AgTechX Ed Summit**

April 13, 5:00- 6:00 PM, Hartnell College, 411 Central Avenue, Salinas

All are welcome to attend the Salinas Valley Chamber of Commerce Mixer with California Department of Food and Agriculture Secretary Karen Ross. The reception will include: A showcase with Western Growers Center for Innovation & Technology residents; Appetizers and snacks; and A "Meet and Greet" with AgTechX Ed attendees, members of the Salinas Valley Chamber of Commerce and CDFA Secretary Karen Ross.

- **101st Salinas Valley Chamber of Commerce Annual Awards Luncheon**

April 14, 11:00 AM - 1:00 PM, Sherwood Hall, 940 N. Main Street, Salinas

Join us for our biggest annual event where hundreds of local businesspeople get together for lunch and honor extraordinary contributors to our community. We are excited for our 2022 event to take place in person! Register at www.salinascchamber.com.

- **Big Valley Mortgage Grand Opening Ribbon Cutting**

April 21, 5:00 - 6:00 PM, 119 E. Alisal Street, Salinas

Join the Salinas Valley Chamber in a Grand Opening Ribbon Cutting for Big Valley Mortgage. Big Valley Mortgage was established with one goal in mind - to provide local families with the opportunity to purchase a home by helping them secure the loans that fit their needs at competitive rates and terms

- **Central Coast College Ribbon Cutting**

April 26, 5:00 - 6:00 PM, 111 E Navajo Drive, Suite 100, Salinas

Central Coast College is a nationally accredited college and a Legacy Education Institution. Staff is highly educated, experienced and offers a winning approach to providing career training for students to prepare them for the best and hottest career fields. Join us to celebrate their new campus!

- **Brew- N- Krew Grand Opening Ribbon Cutting**

April 28, 5:00 - 6:00 PM, 155 Main St, Salinas

Brew -N- Krew Ale House is a place where we welcome anyone and everyone to come and enjoy some drinks with friends and family. A safe environment too for guests with their young children, and the kids will love sipping on our homemade soda pop. Join us in welcoming this new business to our Chamber family!

Save the Date!

Thursday, May 19 - Salinas Valley Chamber of Commerce Spring Open House
Thursday, June 23 - California Rodeo Mixer

Five Critical Questions To Ask About Your Business



As the owner of a small-to-medium size business, chances are good that you already spend your time answering countless questions every single day from employees, suppliers, customers, and prospects.

The issue here is this - how much time do you spend asking yourself questions about your business?

According to the Harvard Business Review, "companies often fail to address the tough questions about strategy and execution.....are we really clear...about how we choose to create value in the marketplace?" For example, "Can we

articulate the few things the organization needs to do better than anyone else in order to deliver on that value proposition?"

Barry Moltz of the Shafran Moltz Group explains that both entrepreneurs and business veterans alike should be asking themselves specific, tough questions in order to both analyze and improve their work, including these five essentials:

1 What Problem Does Your Business Solve?

While this seems like a easy question at first glance, many business owners struggle to define exactly what the answer is simply because it's not uncommon for businesses to be launched based on what the founder wants, not the consumer. Think about the 'why' involved - why do your clients and customers choose to purchase goods and services from you?

2 Are There Aspects Of Your Business That Are Losing Money?

While you likely know exactly what your bottom line is each month, quarter, or year, do you really know the ins and outs of where that revenue is coming from?

3 What's Your Customer Retention Rate?

Knowing where your customers come from is a critical part of your overall success, since it's far more costly to recruit new clients than it is to keep existing ones.

4 What Differentiates My Business From The Competition?

Establishing, and maintaining a competitive advantage is crucial to the success of small businesses - what's yours?

5 Can My Business Survive Without Me?

While nobody likes to think about the possibility that they may not be able to manage their business due to injury, illness, or worse, the reality is that there may come a time when your role within your business needs to shift unexpectedly. If that happens, can your business survive? ■

SAVE THE DATE!

April 13, 2022

Join us for a special industry event
with California Department of Food and
Agriculture Secretary Karen Ross!



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"When I was younger, I struggled with depression and anxiety, like many of us, but I kept it a secret and in the darkness it got worse. I suffered longer, needlessly, because I was afraid that if others knew my struggles they would judge me. The old stigmas handed down from earlier generations kept me from asking for the help that was waiting for me."

Interim Inc. will hold a **FREE Zoom Webinar** featuring **Frank Warren**

Wednesday, May 11, 2022, 5:30-6:30 p.m.

Frank Warren is the creator of the PostSecret Project, a growing collection of more than a million artful secrets, mailed to him on postcards.

Spanish language interpretation provided.

For more information, please contact
Interim, Inc. at **(831) 649-4522**.



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