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Progress for New Housing in Salinas

by Chamber Staff

Housing affordability and homelessness are continually listed by Salinas Valley Chamber of Commerce members and prospective members, as a top challenge for running a business. As a result, each year, your Chamber of Commerce checks the progress reports from the City of Salinas and Monterey County, regarding new housing for current and prospective residents.

Under the accountability procedure established under state law, California’s local governments are required to submit an annual “Housing Element Annual Progress Report” to state agencies. This report

All Very Low Income units recorded in 2021 are related to one larger project and one smaller project. Out of the 88 new units, 78 are senior housing at the Parkside Manor Public Housing Apartments, near the Salinas Sports Center. The one Low Income unit recorded for 2021 is also in these apartments. At this site, the Monterey County Housing Authority Development Corporation is demolishing 88 existing substandard housing units built in 1975, and replacing them with 160 new units. The City of Salinas is providing funding from federal and state housing programs to help finance the project.

**City of Salinas - Progress Toward Regional Housing Needs Allocation Targets
2015-2023 Housing Element of General Plan**

Income Level	Regional Housing Needs Allocation	2015	2016	2017	2018	2019	2020	2021	2022 2023	Total Units to Date	Percentage Toward Goal	Total Remaining Units Needed
Very Low	538		24	50	42			88		204	38%	333
Low	350		16		53	8		1		78	22%	273
Moderate	406		1	3						4	1%	402
Above Moderate	935	53	52	25	71	100	210	189		700	75%	234
Total	2229	53	93	78	166	108	210	278		986	44%	1243

is designed to report the progress, or lack of progress, in achieving the goals for housing and homelessness. The City of Salinas continues to be among the most diligent local governments in Monterey County and in the Monterey Bay Area in explaining its progress reports to elected officials, and making them accessible to the public.

As the table indicates, the City of Salinas may actually end up achieving its 2015-2023 housing allocation goal for “Above Moderate Income.” There is also some progress with “Very Low Income” units.

The other ten of the 88 Very Low Income units recorded in 2021, are for the Soledad House near Downtown Salinas, built and operated by Interim, Inc. This organization provides affordable housing, residential treatment, social support, homeless outreach and support, and education and employment services for adults who have serious mental illnesses.

For the 189 “Above Moderate Income” units recorded in 2021, 50 units are apartments now under construction at 400 and 440 Abbott Street. The Salinas Union High School District is arranging ➡

Healthy Budget Approved for City of Salinas

by Chamber Staff

Last month, on June 14, the Salinas City Council voted 6-1 for the city’s Fiscal Year 2022-2023 Operating Budget and Capital Improvements Budget.

The budget was developed to align with the city council’s current Strategic Plan goals:

1. Economic Development - Sustain, encourage, and develop a diverse and thriving economy that benefits all Salinas residents and businesses and that contributes to the community’s economic health.
2. Housing and Affordable Housing - Pursue housing options for residents of all income levels, including the unsheltered, that is safe and secure.
3. Infrastructure and Environmental Sustainability - Invest in and maintain green infrastructure that creates a vibrant City and generates community pride and improves climate resiliency.
4. Public Safety - Continue to improve community safety by engaging residents and using a broad range of proactive approaches that emphasize community connection and prevention programs.
5. Youth and Seniors - Provide opportunities for healthy development and social connections through recreational facilities, programs and activities. ➡



HOUSING - Continued on page 14

BUDGET - Continued on page 14

Spend the Summer in Salinas City Center

This summer there's no shortage of fun activities in Downtown Salinas. The calendar is packed with events everyone in the family will enjoy. From community favorites like the Kiddie Kaper Parade, to new to Downtown events such as the Relay For Life of the Salinas Valley—There's something for everyone in Salinas City Center this summer.

Although still the leading appeal, fun events, excellent restaurants, craft beer, good times and unlimited shopping are not the only charm to Downtown Salinas these days. The Downtown Salinas Rotary Arch is finished looking picturesque both during the day and lit up in the evening. Additionally, the Salinas City Center Improvement Association installed a scenic display of wisteria in the alleyway between Main Street and Monterey Street on the 200 Block. This will be a rotating display that will incorporate exciting themes throughout the year.

Mark your calendars for the following events and activities happening this summer in Salinas City Center:

- **Kiddie Kaers Parade:** Sunday, July 17th, 3:00 PM – 4:30 PM. Kick off Big Week and the California Rodeo Salinas with thousands of spirited kids and spectators at this year's Kiddie Kapers Parade. According to the California Rodeo Salinas website, this year's theme "Bullieve in Yourself" is in honor of Ross Hill, a long-time freestyle bullfighter and 3-time Salinas champion who passed away in 2021—The Kiddie Kapers Parade will be a tribute to him.
- **Horse Parades:** Saturday and Sunday of Rodeo weekend, July 23rd and 24th, from 11:30 AM – 1:00 PM the horse parades will travel from downtown through Salinas City Center to the Rodeo Grounds.

- **The California Rodeo Salinas Downtown Window Decorating:** Between July 14th and July 24th take a walk around downtown and enjoy the Big Week themed decorated windows by our downtown merchants. On Saturday, July 16th, local judges will be making their rounds and announcing their pick for the "Best Rodeo Window."
- **Salinas Valley Food & Wine Festival:** Saturday, August 6th, from 11:30 AM – 3:30 PM Main Street will be filled with wine tasting, food sampling, craft beers, live music, and artist/artisans. Come experience the bounty of the Salinas Valley in the heart of Downtown Salinas.
- **Relay For Life of the Salinas Valley:** On Saturday, September 10th, the Relay For Life of the Salinas Valley is heading Downtown for an urban walk, the first of its kind for our area. The opening ceremony will start at 4:00 PM. Entertainment at the event includes a Kid's Zone and a even a car show.
- **Saturday Farmers Market:** Every Saturday, rain, or shine, from 9:00 AM – 2:00 PM, on the 300 block of Main Street is the Downtown Salinas Farmers Market. Bring the whole family to stock up on fresh local produce while you enjoy the delicious food, flowers, jewelry and more from talented local vendors and restaurants. ■



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Make Salinas Safe and Support our Officers

— Rodney Meeks —

by Rodney Meeks, Board Chair



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acknowledged his department is down 14 officers and hiring has been difficult. This is a trend across the entire nation. He explained that there is a shortage of candidates due to the public and media villainizing our law enforcement. He also explained that candidates will not apply if they don't feel supported by the city council.

Our city has many needs, and each councilmember is looking out for their constituents within their district. It's their job to try and improve their area of the city. Though the city is in a strong cash position with cash reserves, they are smart to recognize hard times are ahead as we experience rising inflation and the real possibility of a recession.

Public safety is expensive, but equally important. We all need to feel safe and have our property protected. When we are "Thriving, welcoming Salinas Valley where people, families and businesses succeed via economic growth and opportunity" everyone benefits. When I first joined the Salinas Junior Chamber of Commerce in 1992 we raised funds for new playground equipment at the Jaycees Tot Lot on Bardin Way. In 2011-2012, all the Rotary clubs in Salinas organized and raised funds to build the Plaza Rotario in Closter Park. And every year the Chamber takes hundreds of disadvantaged kids shopping for new clothes through the Chamber Foundation's Children's Christmas Shopping Tour. We hope you will join us this December as we do it again! ■



I commend the Salinas City Council for passing the proposed budget at the June 14th Council meeting. The Salinas Valley Chamber of Commerce wrote a letter in support of the budget along with the importance of supporting our police.

The Chamber's vision is a "Thriving, welcoming Salinas Valley where people, families and businesses succeed via economic growth and opportunity." This vision presumes that residents and visitors can engage in commerce with a reasonable degree of confidence that they are safe within their community.

Many businesses have hired personal security guards to protect their employees and customers. Some have gone as far as hiring armed guards. My landlord spends \$2,100 a month for a part-time security guard. We have had a couple of stolen cars abandoned and set on fire at night in our parking lot, so now our landlord is spending over \$60,000 on a security gate. In speaking to some of the Chamber board members one board member had catalytic converters stolen from three different cars in her parking lot. Another board member was chased in her parking lot by a homeless man, and yet another board member had two different employees chased in the same parking lot. Even the Chamber office must lock its doors during normal business hours due to the homeless wandering in and being disruptive.

The Monterey County Grand Jury reported that the number of sworn officers for the City of Salinas is insufficient. Police Chief, Roberto Felice, spoke at the city council meeting and



A woman with dark hair, wearing a blue V-neck sweater, is shown from the chest up, focused on preparing food. She is in a kitchen setting, with various kitchen items visible in the background. The lighting is warm and natural, suggesting a bright window nearby. The overall mood is calm and focused.

be supported

be informed

be encouraged

be hungry for better

be well



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**Take advantage of our Pathways to Wellness classes and events
at [SVMH.com/pathways](https://www.svmh.com/pathways)**

The Anatomy of Inflation

by Bill Hastie, Hastie Financial Group



A large portion of the U.S. population have never experienced the degree of inflation haunting the economy right now. Currently at nearly a 40-year high, anyone under 50 years of age have not seen prices for most everything they purchase increase by the week and in some cases increasing by the day – especially in the case of gasoline. Most simply explained, inflation is when things cost more. The economic definition is that inflation occurs when too much money chases too few goods and services.

A deeper look into the economic definition shows there are two clearly different “sides” of inflation, both equally impactful on increasing prices in the economy. We will examine each of the two sides of inflation and how each is affected by increases in interest rates.

The first half of the economic definition of inflation is “too much money chasing...,” which makes up the demand side. So how is the amount of money in the economy measured? Formally stated, M2 is a measure of the U.S. money stock that includes M1 (currency and coins held by the non-bank public, checkable deposits, and travelers' checks) plus savings deposits (including money market deposit accounts), small time deposits under \$100,000, and shares in retail money market mutual funds.

The rapid expansion of the M2 money supply over the last 18 months primarily came from two sources. First, trillions of dollars were injected into the economy as a means of providing economic relief from the COVID lockdowns. This came in the form of several individual relief packages that kept funds flowing directly to the general public. Some

economists point out that when the sum of these packages was more than what someone was making at their job, that this created a disincentive for that person to work. These economists suggest that this is the primary cause of the more than 11 million available and unfilled jobs.

Second, Federal Open Market Operations was a tool used by the Federal Reserve as a means of injecting even more money into the economy. This was accomplished by the Fed purchasing Treasury and mortgage-backed securities in the open market. At the height of its operations, \$160 billion was being injected into the economy per month.

It is widely believed that raising interest rates can be effective in slowing the demand side of inflation. The Fed raised short-term lending rates by 0.75% in June and is planning the same in July.

The other side of inflation is “too few goods and services,” making up the supply side. Some economists believe that a dwindling workforce was the source of the millions of unfilled jobs, the supply chain challenges and tight labor market that we are now facing. While the unemployment rate is quite low, that measure only counts those individuals actively looking for a job. These COVID relief programs have largely ceased, and the economy has seen impressive job growth since January 2022.

It is widely believed that raising interest rates will have little effect on the supply side of inflation. ■

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



First 5 Monterey County supports local childcare centers to ensure high-quality and safe learning environments, including the distribution of COVID-19 rapid tests for both care providers and children.

“The rapid tests allowed the MPC Lab School to prevent further exposure and remain open for kids that tested negative for COVID. Parents were able to drop off and still go to work.”

Learn more at: first5monterey.org



Together We Raise Monterey County!

Serving Businesses and Community With Adaptability and Innovation

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



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



while still maintaining compliance with existing CalOSHA standards.

For a small, locally owned business, adaptability and versatility proved key to developing solutions quickly for business partners. We are very proud to have been there for Monterey County during this time of need and to see so many other local businesses step up.

As we developed relationships with new employers in new business categories, we also began to get new kinds of inquiries. Companies that hadn't historically had a close working relationship with a laboratory were now speaking with us on a weekly basis, and it turned out that many of them had needs for more than just COVID-19 and drug testing.

Well water testing for agriculture and builders.

Affordable wellness offerings for companies using HSA's and FSA's, to help employees get the most out of their benefits. Yearly wellness checks for independent truckers. Mold and environmental toxin testing for construction and remediation companies. And, of course, we remain vigilant and responsive in reacting to emerging infectious threats, including new variants, resurgence in other respiratory pathogens, and potential curveballs like monkeypox. All this we learned by having communication, listening to client's needs and responding in kind. Be innovative, be your clients' solution.

Pandemic-spurred innovation has been inspiring across businesses on the peninsula, and we are carrying the best innovations forward into what comes next. How has your business had to react to survive in new economic conditions? Have you encountered obstacles that led to new opportunities, or different ways of thinking about old problems that were jogged by recent events? How about new relationships with fellow local businesses that arose or were strengthened during lockdown?

Hard-learned lessons from the pandemic years may continue to drive gains in productivity as we move to a time of high inflation, constricted hiring possibilities, and the looming danger of recession. ■

The article is intended to offer information by Chamber member, ARCpoint Labs and is intended to address topics of general interest and should not be construed as business or legal advice. ARCpoint Labs of Monterey and Salinas are available to serve many facets of Salinas business industries.

Adaptability has been incredibly important for businesses during the pandemic. As we move from the immediate threat of the virus to the unpredictable economic environment developing in its aftermath, that virtue looks to be just as valuable.

When we started ARCpoint Labs of Monterey Bay in 2018, our goal was to provide access to quality wellness and forensic labs for the entire peninsula. Often this meant working directly with patients who had questions about their wellness or their genetics and providing them with the resources to get answers.

But from day 1, we also worked closely with the business community in Monterey County, addressing their needs for laboratory services in industries from hospitality to agriculture to education. Like all small businesses, we started with a business plan, and worked towards our goals.

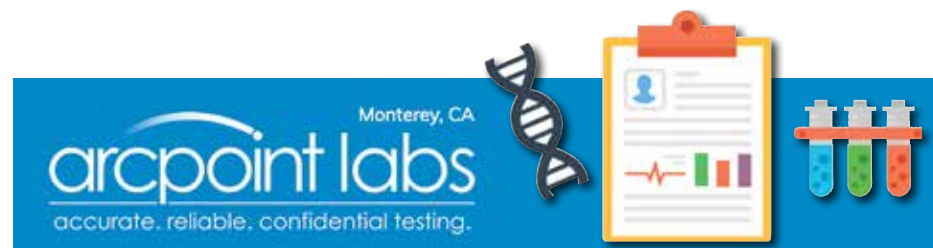
Of course, for the first few years of our operation, this business plan was centered almost entirely in the field of toxicology, also known as drug and alcohol testing. Whether for pre-employment testing for local businesses or random testing for federally mandated workplaces, our business clientele was mainly interested in using our lab to find the best employees and maintain a safe workplace.

Fast forward to the pandemic, however, of course, everything changed. Unsurprisingly, the majority of new clients that we have been working with since 2020 have been interested in testing employees for COVID-19. We responded to this need quickly by deploying COVID-19 testing for local employers, including rapid testing, PCR testing, on-site and event testing, and more.

We created accounts for dozens of local businesses and even opened a new location in Salinas, near the main locations for several of the growers and packers, to better serve our business community. During the pandemic, we performed over 40,000 COVID-19 tests for businesses and members of the public. We learned to pivot, and re-evaluate the business plan to match present needs, something all business had to do to stay in business.

COVID-19 restrictions and testing requirements have gone through more twists and turns than I care to remember in the past two years, and ARCpoint Labs of Monterey Bay has been there in the trenches with our business partners for all of them. Currently, CalOSHA Emergency Temporary Standards are still in place for all businesses, requiring all employers in California to offer weekly testing during paid time to their employees if more than three people test positive for COVID-19 in a single two-week period. We have also responded to the needs of fellow employers in Monterey County by developing a Company Housing Response Program, with which we can deploy a team of testing professionals with only hours notice to perform rapid testing in case of exposure or positive cases in employer provided housing.

By deploying our collectors onsite to conduct tests, with results in a matter of minutes, we have found that employers minimize disruption to their operations



Addressing Tenant Financing Lien on Real Property

by Patrick Casey, JRG Attorneys



Many businesses lease office space, warehouses and agricultural land to operate their business. These businesses will typically borrow money to purchase assets and their lenders will require the assets to be pledged as collateral for the loan. A lender will file a UCC-1 financing statement with the California Secretary of State to establish a lien and perfect its security interest on the assets. If the purchased assets (such as a pump for a well) will be permanently attached to the land (in which case the assets are referred to as "fixtures"), the lender will also record the file-stamped UCC-1 financing statement with the County Recorder's Office. This protects the lender as anyone that searches the County records will see that the lender has a security interest in the fixtures.

An issue recently arose in which a tenant borrowed money to purchase equipment that would be permanently attached to the owner's land (thus being a fixture). The lender filed a UCC-1 financing statement with the California Secretary of State to perfect its security interest in the equipment and also recorded the filed UCC-1 financing statement with the Monterey County Recorder's Office. The lease ended, the tenant left the fixtures in place and vacated the land.

The property owner went to sell the property and when the title company ran a title report, the recorded UCC-1 financing statement appeared as a lien against the property. The property owner had no way of contacting the former tenant and had never dealt with the lender. The owner needed to have the UCC-1 financing statement removed as a lien to convey clear title to the property.

California Commercial Code Section 9502 details the requirements for a valid UCC-1 financing statement. Subsection (b) states that for any financing statement of goods that are to become fixtures, the financing statement must: (1) state that (i) it covers this type of collateral and (ii) it is to be recorded in the real property records; (2) provide a description of the real property to which the collateral is related sufficient to give constructive notice of a mortgage under the law; and (3) if the borrower does not have an ownership interest in the real property, then it must state the name of the real property owner. In addition, most counties have their own specific requirements in order for any UCC-1 financing statement that is recorded to be deemed a valid lien on the real property.

In the case at hand, the recorded UCC-1 financing statement did not meet any of the requirements detailed in Commercial Code Section 9502(b). The owner did not have to do anything to remove the lien as the title company understood it was not a valid lien against the owner's property. Therefore, the owner was able to convey clear title to the property. ■

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.



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Goodwill Central Coast Transforms Donations Into Jobs in Tri-County Area

by Az Koussa, Regional Transportation Manager Goodwill Central Coast



Goodwill Central Coast (GCC) began in 1928 in Santa Cruz, and encompasses the tri-county area of Santa Cruz, Monterey, and San Luis Obispo. Goodwill's mission has held strong over the decades through the service provided by leadership and staff, the volunteer efforts of board members, advocates, and others, and the generosity of donors who support the mission.

Goodwill Central Coast offers customized training and education programs for people with disabilities and disadvantages as they work toward a goal of providing those individuals with the tools they need to achieve self-sufficiency.

GCC employs over 600 people in Santa Cruz, Monterey, and San Luis Obispo County. The close-knit team at GCC works together to help build lives and strengthen families and communities by helping everyday people overcome obstacles to employment. Those include homelessness, military service, single parenting, incarceration, addiction, and job displacement.

In a typical year, Goodwill Central Coast receives more than 600,000 donations of clothing and household items. From those generous donations, GCC diverts 17 million pounds from landfills, and assists more than 13,000 individuals through. With multiple, convenient drop-off sites, Goodwill Central Coast makes it easy for anyone to have an impact on their local economy and the environment.



to zero when they buy second-hand. According to the U.S. Environmental Protection Agency, more than 11 million tons of clothing and footwear are sent to landfills annually. More than 80 percent of unwanted clothes in the U.S. were incinerated or sent to landfills.

Thrifting combats this by preventing resources invested in making clothes from being used in vain. It is also a sustainable alternative to minimize personal contribution to clothing waste and non-ethical fashion sources.

Support the mission with a purge.

Goodwill values its community donations, accepting everything from clothing and accessories to small household appliances and furniture, electronics, books, fine china, art, and other collectibles in good or new condition.

Residents may be unaware that Goodwill will accept computers, as well. Obsolete or unusable computers can contain toxic material such as arsenic, lead and cadmium that could leak, damaging plant and animal life and potentially impacting the local food and water supply. Goodwill will responsibly recycle electronics that cannot be resold through its stores.

Celebrate the power of work.

The defining principle of Goodwill's mission is transforming lives through the power of work. While the U.S. economy is improving and the national unemployment rate is low, many individuals still struggle with poverty, homelessness, lack of access and the resources to find and sustain good-paying jobs. Goodwill opens doors to meaningful careers and brighter futures through its education, training, and employment services, strengthening families and communities.



Whether it's out of a sense of enjoyment or necessity, 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. Yet, many older workers face challenges in finding employment. 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.

Goodwill Central Coast runs a senior job placement program at its Career Center office in Salinas, where assistance is provided to help seniors find work, develop new skills and talents, build their financial security, and combat feelings of loneliness and unworthiness.

To find out more about Goodwill Central Coast or to discover the location of stores and donation centers, visit www.ccgoodwill.org ■

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Donating to Goodwill is simple.

Goodwill Central Coast continues to make donating simple with home pickup and full-service donation sites for donor convenience.

Goodwill is grateful for all donations and strives to make the process as easy

as possible, now offering free home pickup for donations of multiple items in Santa Cruz and Monterey Counties. To see if donations qualify for a home pickup, Goodwill asks that pictures of the items, along with the donor's address and telephone number be emailed to donorservicecc@ccgoodwill.org. A scheduling manager will review the request and get back to the donor within one business day. For more information donors may call 1-800-894-8440.

The newest full-service donation site in **Carmel is located in the Carmel Rancho Shopping Center at 26350 Carmel Rancho Lane**. A friendly Goodwill attendant will greet donors and help ensure a trouble-free visit so they can quickly get on their way. Stopping by the Carmel donation center is a quick and easy way to donate unused and unwanted items and support Goodwill's mission.

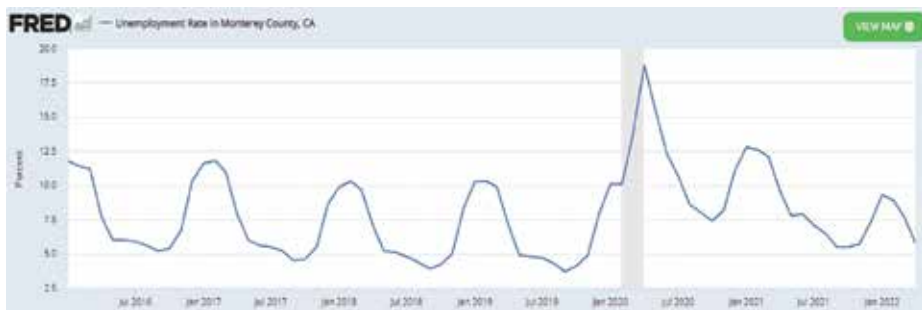
Saving the planet one pair of jeans at a time.

Buying second-hand items (especially clothing) is one of the best things consumers can do to protect the planet. Many businesses in the fast-fashion industry use manufacturing methods that are extremely harmful to the environment and produce cheap, short-lasting clothes that are often thrown out. This system uses high volumes of non-renewable resources, including petroleum, extracted to produce clothes that are often used only for a short period of time, after which the materials are largely lost to landfill or incineration.

To grow the cotton required to make a new cotton T-shirt and pair of jeans requires more than 5,000 gallons of water. Consumers can reduce that number

Seasonal Employment in Monterey County & Outlook for Remainder of Year

by Paul Weyant



Source: fred.stlouisfed.org

The graph shows the seasonally adjusted unemployment in Monterey County. The rate peaks in January and February and reaches its lowest point (approximately 40% of the peak) in September. This year's peak was the lowest on record (going back to 1990 on the St Louis Fed website). This indicates unemployment will be extraordinarily low in September 2022.

Additionally, the weekly unemployment claims listed on ca.gov's EDD website show historically low numbers. In terms of percentage, EDD is predicting the fastest growth in Medical, Hospitality and Construction occupations through 2028. In raw number of new jobs, however, farm labor is expected to grow the most in Monterey County.

On the macro level, U.S. temporary staffing levels are at record highs. Presumably this will continue as inflation continues and companies look to pause hiring or even trim their internal staffing levels.

"The staffing and recruiting industry continues to support job creation and economic growth," said Richard Wahlquist, American Staffing Association president and chief executive officer. "In this challenging hiring climate, staffing companies are crucial players in providing flexibility and meeting the labor demands of companies looking to fill their full-time and flexible talent benches."

Temporary and contract staffing sales rose 10.8% compared with the first quarter of 2021. Temp staffing is a great way to insulate a company from unforeseeable fluctuations in the economy.

In Monterey County, Express Employment is a locally owned staffing company and a great way to fill your critical vacancies. Using evaluation hire through our agency, a company can observe the performance of a potential permanent hire before fully committing. This gives managers and coworkers a chance to observe how a potential employee performs and fits with their company culture. Now more than ever, business owners need to be sure they're hiring the right person to avoid costly churn. ■

Mr. Paul Weyant is the Owner of Express Employment. If you would like to discuss your company's employment needs, please contact Paul at 831-920-1857.



Dr. Rolando Cabrera, MD

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WeatherTech Raceway in July

by Barry Toepke, WeatherTech Raceway Laguna Seca

While the fireworks may have ended on July 4, there's plenty more to come with two exciting motorcycle events arriving into the Salinas Valley and Central Coast at WeatherTech Raceway Laguna Seca.

Up first on July 8-10 is the world-caliber GEICO Motorcycle MotoAmerica Superbike Speedfest that brings international riders into town to earn precious championship points. This may best be considered MotoAmerica's home track, as its founder is local Monterey resident and three-time World Champion, Wayne Rainey.



Reaching speeds upwards of 190 mph, these superbikes are part of the premier North American series. And the best part is that you don't need to be motorcycle fans to enjoy the experience. But once you see, hear, and feel the action, casual onlookers may become ardent fans. Complementing the racing are opportunities to meet the riders, ask questions during Q&A stage presentations and autograph sessions, and an entire Kids Zone with free carnival games. And of course, there are plenty of food and beverage options for fans of all ages.

When the intensity of championship racing subsides, the AHRMA Classic MotoFest of Monterey appears July 15-17. This weekend features a wide variety of vintage motorcycles, side cars (you must see it to believe this race!), off-road dirt courses, swap meets and a full relaxed family atmosphere.



WeatherTech Raceway Laguna Seca is looking forward to the festivities of July and invites local hotels, restaurants and businesses to display welcome race fan signs or have material inside to not only promote the events, but to display a common excitement for guests arriving in our area.

Salinas plays a vital link for all events held at nearby WeatherTech Raceway. Competitors, teams, volunteers, visitors and journalists stay in area hotels and enjoy the fresh dining offerings. It's frequent to hear people complementing such establishments as Salinas City BBQ, Stonies Taphouse & Bistro, and Portobellos as favorites among hungry crews and race fans.



Affordable tickets vary by day and may be obtained in advance by visiting WeatherTechRaceway.com or by calling the Tickets and Accommodations specialists at 831-242-8200. ■

A SEASON FULL OF MEMORIES AWAITS YOU!

Enjoy pit access, local wines, BBQ, and a kids zone with go-karts, Ferris wheel, and more. It's full-throttle fun.



2022 PREMIER EVENT SCHEDULE

JULY 8-10	GEICO Motorcycle MotoAmerica Superbike Speedfest at Monterey
JULY 15-17	AHRMA Classic MotoFest of Monterey
AUGUST 17-20	Rolex Monterey Motorsports Reunion
SEPTEMBER 9-11	Firestone Grand Prix of Monterey
OCTOBER 14-16	Velocity Invitational

TICKETS AND CAMPING INFO
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Mee Memorial Hospital Turns 60: Changing With the Times

by Rena Salamacha, CEO, Mee Memorial Healthcare System



When Mee Memorial Hospital first opened its doors to South County residents in 1962, astronaut John Glenn had just become the first American to orbit the Earth. The Dow Jones Industrial Average stood at around 652, the average income was just more than \$5,500, a gallon of gas cost 28 cents and a year's tuition at Harvard checked in at \$1,520.

And in a city once known as Hog Town, the population of King City in 1962 was around 3,000.

As we look back on 60 years of Mee Memorial, we realize that much has changed ... yet much remains the same. Sixty years later, it is still the only hospital within 50 miles of the city, serving an area of several thousand square miles. We still see the same togetherness in our close-knit community in Southern Monterey County. We still share the same spirit that inspired rancher Tom Mee to donate all the proceeds from a cattle sale, more than \$150,000, to help build a hospital named after his late father George L. Mee.

From the beginning, nothing seemed to stop this community from achieving its goals. Back in 1941, before World War II had yet begun, the first full-fledged hospital opened in King City through the tenacity and dedication of a small group of physicians, led by Dr. L.M. Andrus.

The 22-bed, single-story facility on Broadway (where True Value Hardware now stands), was known as the Southern Monterey County Memorial Hospital. During its more than 20-year existence, it thrived as a small-town hospital beloved by its residents.



When Tom Mee's generous donation put a fundraising drive over the top, it launched us into the modern era — yet we quickly outgrew that facility. The present hospital was built adjacent to that 1960s facility and was completed in 2001. Today it is the core of the Mee Memorial Healthcare System in Southern Monterey County. Also included are four comprehensive medical clinics in King City and one in Greenfield. In 2007, the second floor of the hospital was finished.

Today the facility represents a state-of-the-art hospital and skilled nursing facility that provides culturally sensitive and patient-centered care in our proud rural community.

With a collaborative team of hospital professionals and a progressive and responsive Board of Trustees, we have been able to expand our physician base, improve our technology and equipment, and promote the hospital and its many services.

How did all of this come to pass? Through philanthropy, dedication and volunteerism. Strong community support continues, led by a dedicated Service League, a valued Board of Trustees and a committed Mee Memorial Foundation that over the decades has raised several million dollars for the hospital.

Due to cuts in hospital funding on both state and federal levels, many hospitals have struggled to secure financial support. Each year our volunteers host special events and organize fundraising activities. Through the years, millions have been raised for specific hospital needs, from Heartstart defibrillators to floor polishers and even maintenance and upkeep of the Memorial Rose Garden.

That garden on the hospital grounds is a symbol of our community spirit. Anyone can purchase a "forever rose," a memorial brick or bench to honor someone they love. The donations represent a "forever purchase;" with the loved one's name living on forever in the garden.

The Service League, volunteers and hospital staff all combine efforts to be part of something bigger than themselves, and to serve a greater good.

It takes much hard work and dedication to operate a resilient, patient-centered, community-minded hospital in rural America.

Access to healthcare services is critical to everyone, yet we know that those in rural communities face a variety of barriers that adversely affect their overall physical, social and mental health status.



South Monterey County falls into this category. For 60 years (and counting) our proud hospital has played a vital role in providing quality patient care to the often-underserved.

It's comforting to know that Mee Memorial's efforts don't go unnoticed. Late last year the Lown Institute published a national ranking of socially responsible hospitals, with Mee earning top marks across three major categories — Health Equity, Pay Equity and Community Benefit. Only 75 hospitals in the country made the Lown Index Honor Roll by earning "A" Grades in all three of those categories.

Earlier this year the King City Chamber of Commerce named Mee Memorial Healthcare System the 2021 King City Business of the Year. The honor served as validation for the tremendous efforts — under incredibly difficult circumstances — from all of our healthcare employees and volunteers.

It's no secret that rural healthcare sits at a crossroads, and the ongoing pandemic has added another challenge. But one thing remains clear. Our community is resilient, and there is so much pride and hope around us. Our South County friends and neighbors stand together, support one another and support Mee's ongoing mission to provide "healthcare with heart" to all of our valued citizens.

It's been that way for 60 years, and I'm confident it will continue to be that way in the future. ■

Celebrating



Mee opens its doors; admits first patients



Stanford Medical Center visits to exchange ideas on establishing a teaching affiliation to expose students to community care



Swine Flu vaccinations



Greenfield Clinic and hospital Gift Shop open



First Mammography Machine

1962

1968

1971

1976

1986

1988

1989

1990

First baby born; Catherine Martella 7lbs. 7oz.



All 77 employees pose for the The Rustler



Foundation's Sports Night Fundraiser with the Oakland A's



Ground breaks on 4000 sq. ft. professional building addition



g 60 years of excellence.



CAT Scan comes to Radiology



Volunteers:
the heart of the
organization
then and now

Rose
Garden
dedication



Greenfield
Clinic
expansion



Awarded King City Chamber
Business of the Year

1991 1995 2001 2003 2019 2020 2021 2022

Newest addition of
hospital completed

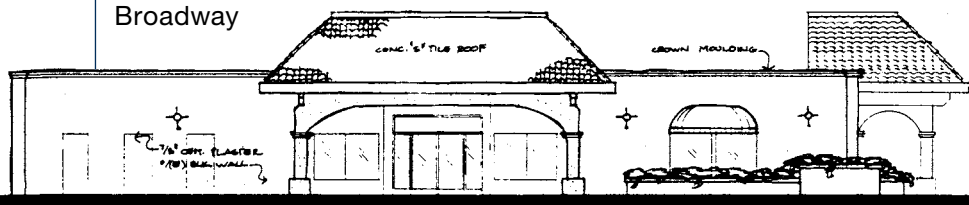


Outpatient
Dialysis Center
opens on
Broadway



50th birthday
celebrations held at
the SV Fairgrounds

Vaccinated 20,000
Monterey County
residents against
COVID



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for some of these units to be used for district workforce housing. Another 19 of the 189 Above Moderate Income units, are associated with the historical adaptive reuse of the blighted building that was formerly the Bruhn Building. Originally the Farmers Mercantile Company Building, the building is located in Downtown Salinas.

Accessory Dwelling Units (ADUs) have become a primary driver of new housing in Salinas. The Housing Element Annual Progress Report reports 110 permitted ADUs and 29 completed ADUs in 2021. These are classified as “Above Moderate Income” housing. From 2007 through March 2019, the city only had 24 ADUs permitted. It appears the city’s effort to promote ADUs with fee exemptions and other incentives, is having a significant impact.

Without any new “Moderate Income Housing” recorded in 2021, development

6. Effective and Culturally Responsive Government - Provide effective and culturally-responsive government programs and services in a professional, customer-oriented manner that ensures equitable solutions to community challenges.

City of Salinas 2015-2022 Population and Police Budget Trends					
	Population at Start of Year	Annual Percentage Change: Population	Adopted Police Department Budget	Amended Police Department Budget	Annual Percentage Change: Police Department Budget
2015	157,206	N/A	\$44,548,900	\$45,024,381	N/A
2016	158,973	1.12%	\$45,694,745	\$45,424,345	1.49%
2017	159,708	0.46%	\$50,091,227	\$49,636,278	10.27%
2018	159,846	0.09%	\$51,247,420	\$51,790,726	3.25%
2019	160,522	0.42%	\$52,247,657	\$52,997,357	0.88%
2020	160,387	-0.08%	\$52,694,683	\$53,248,983	-0.57%
2021	160,206	-0.11%	\$53,028,645	None	-0.41%
2022	159,932	-0.17%	\$57,452,491	N/A	8.34%

Your Salinas Valley Chamber of Commerce tracked the development of this budget to ensure inclusion of the Chamber’s vision of “a thriving, welcoming Salinas Valley where people, families and businesses succeed via economic growth and opportunity.” One area of focus in the budget for city economic development and prosperity is the Alisal Vibrancy Plan.

Alisal Vibrancy Plan

The approved budget includes \$1.5 million this coming fiscal year and \$6.5 million over the next 6 years to implement the Alisal Vibrancy Plan, including programs and projects for greening, litter abatement, public art/district identity improvements, the adoption of commercial corridor guidelines, and a district identity plan. Two economic development pilot programs that are part of the Alisal Vibrancy Plan are a Commercial Facade Improvement Forgivable Loan Program and a Business Marketing & Technology Grant Program.

Your Chamber looks forward to an Alisal Vibrancy Plan that matches the successes of the city’s Downtown Vibrancy Plan. Contact Chamber CEO Steve McShane if you represent a business in East Salinas/Alisal, and would like to be involved in the Alisal Vibrancy Plan, or seek opportunities for your business to grow and thrive under this plan.

Police Budget

As the date of the city council meeting approached, a movement sprung up involving several organizations to pressure the city council to cut the police budget by 3%, and direct the money to other programs, including parks. There had been an abrupt 4-3 city council vote in 2021, for police budget cuts that resulted in a

of new housing for residents in this classification area is still needed. “Moderate Income” is defined as a household earning 80%-120% of the local area median income (AMI), which was determined by the state to be \$90,100 for Monterey County as of May 13, 2022. Only, four moderate income housing units have been built in the city since 2015.

While the government is subsidizing new housing construction for low income Salinas residents, and housing is being built by developers in limited quantities for Salinas residents with incomes well above average, the residents with moderate income, do not seem to have an avenue for housing. This category are people who have been leaving California for other states, thus resulting in a declining population in Salinas and many other cities. ■

reduction of department personnel. Anticipating the same tactic and determining that the proposed cuts were not prudent, your Chamber leadership this year submitted a data-based analytical argument against them. A six-page letter made the following arguments:

- 1. The proposal for budget cuts is advancing with inappropriate process and inadequate consideration.
- 2. More funding for the Salinas Police Department seems to correlate with lower incidents of crime.
- 3. Budget cuts may harm police recruitment and retention at a time of intense competition among California local governments for applicants.
- 4. The number of Salinas police officers is now the same as in 2013, when the Monterey County Civil Grand Jury deemed the number to be insufficient.

In addition, the Chamber asked members to contact their city councilmembers and the mayor to express their concerns about cuts to the police budget that could result in reduced personnel and compromise public safety. In the end, there was no explicit discussion at the city council meeting about budget cuts to the police.

Don’t Get Too Complacent About the City’s Budget

As noted by Mayor Kimbley Craig, a dozen years ago the City of Salinas was facing possible Chapter 9 municipal bankruptcy, and city budgets in the following years revolved around which programs and projects would NOT get funding. A recent influx of unanticipated revenue has put the city in an unusual position of being able to fund long-deferred improvements to streets, sidewalks, parks, and other infrastructure.

But Chamber members should be aware that budget circumstances may be dramatically different next year. We will work to make sure this burst of city spending is done effectively and efficiently, with appropriate public transparency and oversight. ■

Did you know?

Midyear IRS Mileage Change

The IRS has increased mileage rate by 4 cents.

Effective July 1, 2022 and through December 31, 2022, the standard mileage reimbursement rate is 62.5 cents.

This is up from 58.5 cents.

Restaurants, Bars and Events: Responsible Beverage Service Certification

by Bradley J. Levang, Fenton & Keller



Beginning on July 1, 2022, pursuant to the Responsible Beverage Service Training Program Act (AB 1221), and as extended by AB 82, on-premises alcohol beverage servers and managers must obtain a valid Responsible Beverage Service ("RBS") certification from the Department of Alcoholic Beverage Control ("ABC") by August 31, 2022. Newly hired alcohol beverage servers and managers must pass the exam and become certified within 60 days of employment.

An alcohol server is anyone who 1.) Checks customer identification for purposes of alcoholic beverage service or entry to an ABC on-premises licensed establishment; 2) Takes customer alcoholic beverage orders; 3) Pours alcoholic beverages for customers; or 4) Delivers alcoholic beverages to customers.

An alcohol manager is anyone who trains, directly hires, or oversees alcohol servers at an ABC licensed premises, or who trains alcohol servers how to perform the service of alcohol for consumption for an ABC on-premises licensee.

The ABC estimates that this certification requirement applies to approximately 56,000 ABC licensees with on-premises alcohol sale privileges and one million servers in California. While this Act applies very broadly, the ABC FAQ suggests some potential exemptions to certification, such as, alcohol distributors who provide trainings on how to feature products for marketing purposes; academic instructors who teach a college or university course where beer or wine is tasted; salon or barbershop owners or stylists who provide their customers with complimentary beer or wine; and employees of a licensed plane or boat (Type 54 and 55). It is important to consult with counsel if you have any questions whether this Act applies to your business or ABC license.

Alcohol servers and managers must promptly obtain an RBS certification from the ABC. To obtain an RBS Certification the individual must 1) Register with ABC as a server on the RBS Portal, 2) Take RBS training from an approved RBS training provider; and 3) Return to

the RBS Portal to take the ABC's alcohol server certification exam. Additional details are available on the ABC Responsible Beverage Service Portal website - <https://abcbiz.abc.ca.gov>.

Employers cannot register their staff, rather, individuals must register themselves through the RBS Portal. When registering, individuals must pay a \$3.00 non-refundable fee to the ABC. Thereafter, alcohol servers and their managers, must undergo a multi-hour training which addresses the social impact of alcohol, how alcohol affects the body, the laws regulating alcohol, and intervention techniques pertaining to underage and intoxicated guests. The training provider may charge an additional fee for the training program. Within 30 days of completing the RBS training, an individual will have up to three attempts to pass a two-hour open-book exam.

Every three years, an individual must renew their RBS certification by again completing an approved RBS training course, passing the alcohol server certification exam, and paying a \$3.00 non-refundable registration fee. The ABC will notify the individual, via email, ninety, sixty, and thirty days prior to their certification's expiration date.

Individuals lacking a valid RBS certification cannot perform duties involving the sale or service of alcoholic beverages for consumption on licensed premises or manage those individuals who perform such tasks. In addition, ABC licensees shall not employ or continue to employ applicable employee lacking a valid alcohol server certification. Moreover, applicable licensees shall ensure, and maintain records, that each alcohol server and manager have a valid RBS certification. Violation of these requirements may result in disciplinary action, which could include suspension of an ABC license and/or an administrative penalty. ■

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

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~ Shawn & Anjanette Adams, Owners, Monterey Signs



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Artwork: Jose G. Ortiz & Jose D. Rubio

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RCFE #275202569



Chamber Events



LC1 Productions is celebrated with a ribbon cutting for their grand opening. Owner Luis Contreras is thrilled to experience this with family and friends around to support him.



With over twenty Chamber members in attendance, Stonie was proud to host an opportunity for community members to make valuable business connections over a meal.



One Plant Salinas is celebrated with a ribbon cutting for the grand opening of their Salinas location. Staff and employees are excited to begin this journey as they are officially recognized in the community.



Chamber members and staff gather with friends and family at the Victory Mission Shelter for Men in China Town Salinas to enjoy food and beverages with locals. Don't miss the next opportunity for a party!



The annual Employment Law Update was a success with attorneys Sara Boyns (Salinas Valley Chamber Board Member) and Christopher Panetta updating employers on new laws and requirements.



Community members get the party started early at the Monterey Airport at a joint mixer hosted by the Monterey and Salinas Chambers and the California Rodeo was a terrific way to celebrate the upcoming California Rodeo in July.



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Upcoming NON-PROFIT EVENTS

For an updated list of Non-profit events and more visit www.salinaschamber.com

- **Alzheimer's Association, Salinas**

July 6, 12:30PM - 1130 San Vicente Street Salinas

If you have a family member who has been diagnosed with Alzheimer's disease or a related dementia disorder, a caregiver support group can offer you an opportunity to find out more about available community resources, learn from others who are going through similar experiences and obtain additional educational materials.

- **Active Seniors, Inc, Monthly Luncheon,**

July 14, 11:45AM-1:30PM - 100 Harvest Street, Salinas

\$12 for members and nonmembers. Lunch prepared by professional chef, Michael Gaines, and his crew of volunteers. There is always a program following lunch. Lunch is served at noon, come early and have social time with friends. Please call 831-424-5066, email asi@activeseniors.org. Checkout website for menu and program, activeseniorsinc.org.

- **Kinship Center Donor Appreciation**

July 14, 5:30-7:30PM - 124 River Road, Salinas

Come meet the staff and see how your support had made an impact on those communities in need. Enjoy live music, wines, desserts, and Hors d'oeuvres.

- **California Rodeo Salinas**

Friday, July 15 – Sunday, July 24 – 1034 N. Main Street, Salinas

Rodeo events begin with the Carnival on Friday, July 15 and continue with concerts, bull riding, barrel racing, Chuck Wagon races, horse shows, the famed Mascot races, mutton busting, trick riders and many more events through Sunday, July 24. Check-out www.carodeo.com for tickets and a complete schedule of days and times of events.

- **Jacob's Heart 5K/10K**

August 7, 9:00AM - Toro Park

Music, Food, Activities, for the Kids, and More!

Awards for the top finishers, register at jacobsheart.org/5k.

- **Kinship Center, Concours D'Elegance Infiniti Car Drawing**

August 21, Time TBD - 200 Clock Tower Plaza, Pebble Beach

Kinship Center is once again partnering with INFINITI and Pebble Beach Concours D'Elegance in a Charity Drawing with a chance to win a brand new 2023 INFINITI QX60 Luxe at the Pebble Beach Concours D'Elegance on Sunday, August 21 (need not be present to win)! Drawing tickets purchased at Kinshipcentercar.org and all proceeds go to Kinship Center.



The Steinbeck House
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Salinas, CA 93905
831-424-3725

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July First Friday Night Dinner

FRIDAY, July 1, 2022

MENU for the night:

Spinach Artichoke Tartlet Appetizer

Choice of
Summer Corn Soup w/Fresh Herbs
OR
Green Salad w/Apples, Cranberries & Pappas

Entrée Choices:
Cuban Marinated 12 oz Rib Eye Steak with Roasted Potatoes and Seasonal Vegetable
OR
Baked Salmon with Maple Mustard Glaze, Rice Pilaf and Seasonal Vegetables
OR
Mushroom Wellington with Rice Pilaf and Seasonal Vegetables

Dessert of Angel Food Surprise

\$50 per person (tax and tip NOT included)

RESERVATIONS MUST BE MADE BY WEDNESDAY June 29
BY CALLING: (831) 424-2735
Reservations times are from: 5:30-7:30 PM

July Events

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Join us for
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**Saturday,
July 9, 2022**

11:30 AM or 1:30 PM

Please call for reservations:
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\$40.00 per person (all inclusive)
Children \$20.00 each

PLEASE MAKE YOUR RESERVATIONS EARLY
as our teas fill up quickly!



Member News

Santa Cruz County Bank Hires Erin McCabe-Kalb

Erin McCabe-Kalb has joined the bank as Vice President and Deposit Relationship Manager for the Bank's Silicon Valley region. Ms. McCabe-Kalb has a 17-year history in the banking industry with extensive experience in portfolio management, business development, and treasury management.



Erin McCabe-Kalb

Santa Cruz County Bank announces the launch of a new asset-based lending division led by Lee Shodiss and Shelly Medina

Santa Cruz County Bank announced the launch of its Asset-Based Lending Division led by Lee Shodiss and Shelly Medina. The Bank's new Asset-Based Lending Division will specialize in serving business clients and emerging growth companies requiring asset liquidity, flexible credit lines, and complete banking services, and showcases the Bank's commitment to supporting small businesses.



The 41st International California Airshow Announces Show Dates

Tickets are now on sale for our 41st annual air show, held at the Salinas Airport. Dates are set for October 8-9, 2022, and will include return of the Canadian Snowbirds for their first appearance at Salinas in 11 years and the USAF F-35A Lightning II Fighter Jet. There will be numerous educational exhibits and display for families to come out and enjoy a full day of entertainment, plus the popular Kid's Zone.



Monterey Herald turns 100!

Since 1922, The Herald has been documenting local history daily. The Herald celebrated with a special section that looked back at some of the stories that have molded their unique local history: the closing of Fort Ord and how that led to our local university, Cal State University Monterey Bay; how a former Herald editor helped convince Bing Crosby to move his annual celebrity-filled golf tournament to Pebble Beach; and also included is significant moments in the lives of local celebrities and officials, such as when Clint Eastwood was elected mayor of Carmel and when Leon Panetta was first elected to congress. The Monterey Herald, the area's only daily newspaper, has been covering our community for 100 years.



Community Human Services Hires Jodi Litz

Community Human Services has hired Jodi Litz as Development Director. Litz has over 15 years of experience in nonprofit administration and development and most recently served as Development Director for Meals on Wheels Western South Dakota.

Community Human Services CEO Robin McCrae celebrates 30 Years

CEO Robin McCrae celebrates 30 years of service with Community Human Services. McCrae has grown CHS from three programs, 55 employees, and a \$1M budget to a multi-million-dollar organization operating twelve programs at ten locations throughout Monterey County. Programs include: SuperKids/SuperTeens, Safe Place's Street Outreach Program and Youth Shelter, Elm House, Safe Passage, Drug and Alcohol Intervention Services for Youth (DAISY), the Outpatient Treatment Centers in Salinas and Monterey and the Casa De Noche Buena Shelter.



Community Homeless Solutions Hires Greg Baker

Community Homeless Solutions has announced the appointment of Greg Baker as Executive Director. He Succeeds Eric Johnsen who served in an interim role since September 2020 and will continue as Vice president of the board.



Greg Baker



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Chukchansi Gold Resort and Casino

Partner

Portola Hotel & Spa
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iHeartMedia - KDON-KPRC-KOCN-KTOM-KION
Costco Wholesale Corp
Taylor Farms California, Inc
KSBW 8 (NBC) · Central Coast ABC · Estrella TV Central Coast
Wonder Wood Ranch
Carmel Mission Inn
Noland, Hamerly, Etienne & Hoss - Salinas
Quintes Administrative & Insurance Services
Windsor Skyline Care Center
Wingstop-S. Main

Marketer

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El Pajaro Community Development Corporation
Greenfield Village, LLC
Monterey County Sheriff's Advisory Council
Bay and Basin Insurance Agency
AquaBlue Skin & Body Spa Inc

Gratitude for ongoing support from our Stakeholder and Visionary Members



New Member Profiles

Soledad Community Health Care District

Our mission is to anticipate and provide services to meet the health care needs of the people we serve. We want to provide comprehensive community-based health care to meet your family's needs now and in the future. We value care, responsiveness, collaboration, concern, respect, and honesty. We offer a broad range of services performed by highly trained, locally grown care providers and dedicated, hard-working staff. We are committed to high clinical quality, superior patient experience and creating healthy communities.

soledadmedicalclinic.com, 831-678-2462, smc@schcd.com



Bandit Systems

Bandit Systems' highly experienced team designs and installs video surveillance systems that are highly effective, easy to use, and customized to each client's specific needs. We leverage our deep industry knowledge to deploy professional grade cameras and licensed video management software with powerful results. Additionally, we believe that our clients' success is our success, so Bandit provides long-term support for its installations to ensure an exceptional customer experience.

banditsystems.com, 831-325-0513, info@banditsystems.com



Carton Express

Carton Express is proud to be part of Zero Waste Management programs for three major packing companies in the Salinas and surrounding areas. We estimate that in the last three years alone, Carton Express was able to divert over 6,000,000 pounds of wax carton from the landfill. At a cost of \$70.00 a ton, plus service fees, we estimate that Carton Express saved local companies approximately \$250,000.00.

Our business model diverts wax carton to Mexico where the carton is used as totes, or it may be baled and shipped to Enviro-Log® in each case saving thousands in landfill costs and a decreased cost for pickup service.

cartonexpressllc.com, 805-266-9506, rodriguezroger@yahoo.com



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newyorklife.com, 831-770-0752, arodriguezvi@ft.newyorklife.com



Matt Huerta Consulting LLC

With over 21 years of experience in Affordable Housing and Community Development, Matt Huerta as Owner and Principal of MHC, LLC is available to advise, and support affordable housing and community development initiatives aimed at creating self-sufficiency. Areas of focus are program development, affordable housing development, organizational management improvement, and human capital development through leadership coaching and collaboration.

matt@matthuertaconsulting.com, 831-809-4279



Community Human Services

Monterey County's Family and Children's Services is a holistic, collaborative, and community-engaged approach to working with children and families involved in the Child Welfare System. Through this approach, Child Serving Agencies and Community Based Organizations come together to identify and address the challenges and needs of system involved families by accessing both community and agency resources. Family and Children's Services is rooted in the philosophy of civic accountability, and the belief that advocating for families is a collective effort, wherein all members of the community can make a difference for children.

fcsmc.org, 831-658-3811, info@chservices.org



Christians In Commerce - Worklight

Christians in Commerce is a brotherhood/sisterhood of Christians who gather weekly to praise God in song and testimony, encouraging one another and reinforcing that none of us are alone in our walk.

christiansincommerce.org, 831-915-1911, wcpelich@comcast.net



Salinas Valley Food & Wine Festival 2022 Chamber Mixer

July 28, 2022

5pm - 7pm

Salinas Valley Chamber of Commerce
119 E. Alisal Street, Salinas

Visit Salinaschamber.com or
salinasvalleyfoodandwine.com
for more information

Ambassador Spotlight *Michael and Dan*



Michael and Dan have shared the stage with, to name a few, Sharon Lechter ("Rich Dad Poor Dad"-Author), Loral Langemeier (the millionaire maker -a author), Berny Dohrmann CEO and founder of CEO Space, Forbes Riley, Dr. Isaura Gonzalez, and Tina Alton. Michael and Daniel are regular presenters

Daniel Philpott COO and one of three co-founders of INSOT Corporation. In 1986 Daniel left the corporate world to work with individuals and hundreds of small business owners to achieve wealth. He has been their trusted resource for their day-to-day financial strategies as well as creating the life their dreams, giving them the confidence to build and expand their businesses.

To explore becoming an Ambassador join us for our
Ambassador Appreciation Event on
Tuesday, July 19, 5:30-7:00 PM, 119 E Alisal Street, Salinas ■

with Dr. Emily Letran's action to wins summits. They are regulars in front of the Salinas Valley Chamber of Commerce, professional women's networks, National mastermind groups, Tax professionals, and more!

Michael Laroco- CEO and one of three Co-Founders of INSOT corporation. Since 1985 Michael has been the go-to trusted resource for his clients to become confident in their own approach to making their money grow and understand how money works. Helping create certainty out of confusion, cutting through the confusion in the financial world that bombards us constantly.

LEGACY OF LEADERSHIP
Salinas Valley
CHAMBER OF COMMERCE

Legacy of Leadership Gala
Thu, September 8, 2022
5:30pm-8:30pm Portobello's Patio
150 Main St., Salinas

Nominate Honorees by
July 13th & Register at
www.SalinasChamber.com

We are accepting nominations now for:

- 1) Distinguished Business Innovation Award
- 2) Business Philanthropy Award
- 3) Young Professional of the Year
- 4) Outstanding Minority Owned Business



Visit Downtown Salinas Support Local Business

- ▶ Shop at unique and locally owned boutiques and stores
- ▶ Dine and drink at family-owned and operated eateries and bars
- ▶ Visit the National Steinbeck Center, Saturday's Farmers Market, or one of the locally owned theaters

 **SALINAS**
CITY CENTER

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Follow @SalinasCityCenter to stay up-to-date on events happening in Downtown Salinas.

SHOP

DINE

PLAY

Upcoming CHAMBER EVENTS

Contact the Chamber
Offices to Register

- **Connect at Lunch – Red Lobster**

Tuesday, July 5, 12:00-1:00PM, 1720 N Main Street, Salinas
Join us at Red Lobster for a chance to network over a meal! Meet other Chamber members, local business owners and community leaders in this wonderful lunch event. No-Host meals.

- **Ribbon Cutting – Alliance on Aging**

Thursday, July 7, 5:00-6:00 PM, 247 Main Street, Salinas
Join the Salinas Valley Chamber of Commerce in honoring Alliance on Aging with a ribbon cutting ceremony! Come celebrate the newly remodeled Alliance on Aging Offices, The Opening of the New Spirals by the Arch and The HUB. Whether it's to spend time with family or friends, see more of the community, or just have a good time, come congratulate Alliance on Aging!

- **Lunch and Learn with Peter Kasavan**

Tuesday, July 12, 12:00-1:00 PM, 119 E Alisal St Salinas, CA 93901
Learn about the Economic Development Element of the Salinas General Plan. The EDE is an award-winning planning document representing a vision for Salinas based on the input of an unprecedented effort of outreach to the community. -Presented by Peter Kasavan at Kasavan Architects.

- **Ambassador Appreciation Event**

Tuesday, July 19, 5:30-7:00 PM, 119 E Alisal Street, Salinas
The Salinas Valley Chamber of Commerce would like to take an evening to recognize current active ambassadors, as well as welcome new ones! With food and drinks, we aim to provide a warm atmosphere for members and faculty to meet and greet with our ambassadors who have provided their helping hands to the community in various ways.

- **Salinas Food and Wine Festival Mixer**

Thursday, July 28, 5:30-7:00 PM, 119 E Alisal Street, Salinas
We are excited to announce that we will be hosting the Salinas Food and Wine Festival Mixer at the Chamber offices! Much like our May event, The Spring Open House, we will be opening our doors to new and prospective members for outreach booths. We also want to invite food and beverage as well as retail vendors to take part in this amazing event. For more information: salinasvalleyfoodandwine.com.

Save the Date!

August 9, 2022 – Lunch and Learn with Soria Environmental

August 16, 2022 – Connect at Lunch – Pizza Factory

August 25, 2022 – Salinas Valley Tourism and Visitors Bureau Mixer

September 3, 2022 – Ribbon Cutting for Salinas Valley Tourism and Visitors Bureau

September 8, 2022 – Legacy of Leadership Gala at Taylor Building Courtyard

September 15, 2022 – New Member Orientation



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ARCpoint Labs of Monterey Bay is currently offering a full menu of COVID-19 testing, on demand, with no doctor's order necessary. We can have your results in 30 minutes for some tests! And we offer a full array of tests depending on where you're traveling, including antigen, PCR, NAAT testing, and more.

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