

Weekly Downtown Stakeholders Team (DST) Meeting April 16, 2014 - Meeting #19

Team Members Present

Frank Haffar
Maya Cinemas

Greg Piini
Piini Realty

Peter Kasaavan
SPARC

Doug Iwamoto
MKM Farms

Ariana Green
TAMC

Fred DeYoung
Peninsula Business Interiors

Paul Farmer
Salinas Valley Chamber

John Ford &
Benny Young
County of Monterey

Salvador Munoz
Architect

Alan Stumpf &
Andy Myrick
City of Salinas

Larry Bussard
Retired

Gary Peterson &
Rob Russell &
James Serrano
City of Salinas

Jeanette Pantoja
CA Rural Legal Assistance

Don Reynolds &
Hilda Garcia
City of Salinas

Mike Gallant
Monterey Salinas Transit

Marilyn Dorman
Salinas Downtown
Community Board

Mark Dorman
Mo & Salinas Valley Model
Railroad & Historical Society

Meetings are held every
Wednesday
At
307 Main Street
12-1:30pm

For further information
contact:

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Project Status

The upcoming status report to the City Council (on 04-22 @ 7pm) and soon to the Board of Supervisors was reviewed. Current status of Kimley-Horn's (KHA) original scope of work was reviewed in detail. Thus far, \$180K of the \$312K has been spent. A parking study would be quite costly and will most likely be included in next year's CIP budget in order to study usage, enforcement and the parking management district concept in detail. Land use was not in the original scope of work but good conversations have occurred with EMC Planning, which look at how to develop catalyst sites, current impediments and how to bring housing and a grocery downtown.

Peter requested the team be provided with an opportunity to offer more input on any parking recommendations. Dave provided details on the field data obtained by (KHA) staff and the data obtained by the public during the 2-day Parking workshops in February. This data was used by KHA to develop their parking model. Gary stated that there is a lot of parking data, but it needs to be packaged and presented effectively. A functional parking district needs to be in place in order to stop making parking an impediment to development.

Merchant Meetings from April 10 and 11

The City manager sponsored a speaker, Bob Phibbs (aka the Retail Doctor) to speak on the evening of April 10th and the morning of the 11th. About fifty (50) merchants attended. His message was that retail merchants need to also look at themselves, not just their environment for ways to improve. Retail Doctor's message was, "The City is ready to build the ballroom, and you just need to fill it full of dancing people."

An e-mail from Mr. Sang (from Sang's Café) was shared with the group, generally in support of the team's work and reiterating some of his own points.

Paul shared his thoughts on the merchant meeting. He favored the group exercise/game that highlighted the fact that unless everybody works together everybody fails.

Land-Use Follow up from March 27th

To be discussed further at a future meeting pending conferences with EMC group.

Destination Downtown Draft

Dave presented a draft chapter in the report titled, "A Place to Gather." The content came from community input, input from the DST team and the survey. Included in the draft chapter is a concept for Bataan Park reconfiguration (above-grade), Fine Arts (music) Park including a music venue and a Farmers Market.

Ariana supported the idea of a Fine Arts Park because it's an opportunity to engage and attract youth (high school & college students) to downtown. It would be important to have a programmatic component to go along with this to keep looking for new talent to perform and ensure it stays vibrant and doesn't become wasted space.

Sal suggested additional signage aimed at inviting HWY 101 & 183 travellers to downtown Salinas.