



Salinas Valley
CHAMBER OF COMMERCE

BUSINESS

JOURNAL



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Diet
Matters



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Harassment

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Rental Registry Comes to Salinas

by Danny Little, Attorney, Noland, Hamerly, Etienne & Hoss



On April 4, 2023 the Salinas City Council unanimously adopted Ordinance 2663, which establishes a mandatory registry for most residential rental units in the City.

Who and what are subject to the

registration requirement?

All "landlords" as defined in the Ordinance (owners, sublessors, and even property managers), must register every residential rental unit in the City of Salinas, including single family homes, ADUs, and apartments, except for hotels, certain deed-restricted affordable housing, mobile homes, unpermitted converted spaces, and ADUs where the owner lives in the primary dwelling and the primary dwelling has never been held out as a rental.

When is registration required?

The Ordinance requires all landlords initially register any covered units with the City on or before Sunday, June 18, and then annually each year thereafter between July 1 and July 31. The City is required to provide a specific form for registration, but as of May 9, that form has not yet been made available to the public. The Ordinance specifically requires a website for submission be created.

How much does registration cost?

The City established the following fee schedule for landlords (levied on a per property basis), the costs of which cannot be passed through to residents:

No. of Units	Annual Fee
1	\$20.00
2 to 4	\$35.00
5 to 9	\$60.00
10 to 24	\$75.00
25 to 49	\$120.00
50 to 99	\$225.00
100+	\$350.00

What information must be reported?

At a minimum, the following information will be required: (i) contact information for the landlord, (ii) the address or APN of the property, (iii) the number of bedrooms and bathrooms in the unit, (iv) the unit's square footage, (v) the landlord's business license number, and (vi) the name and contact information of the property manager. Landlord will be asked, but not required, to provide the following information: (w) monthly rent, (x) whether utilities are included, (y) whether the unit is occupied, and (z) whether rent is subsidized. If any of the registration information changes, the landlord has 45 days to update the registry. ➡

RENTAL REGISTRY - Continued on page 19

Broadband Talk Becomes Action

by Chamber Staff

Why is broadband important?

According to the NCDIT, "Broadband allows people more affordable and efficient access to basic amenities such as education, health care, public safety and government services."

The Salinas Valley Chamber of Commerce seeks opportunities to be useful in local and regional strategies to ensure universal, affordable, fast broadband access in Monterey County. Government funding is available, but coordination among many jurisdictions and interests is critical.



City of Salinas Broadband Access

The Chamber has been tracking implementation of the 2022 public-private partnership agreement between the City of Salinas and Underline Monterey, LLC for expansion of an underground fiber optic network using microtrenching for installation. In the first stage, this expansion will connect the Alisal/East Salinas commercial districts, then connect key public facilities in the city, then connect specific areas targeted by the city for economic development. In particular, the city's Alisal Vibrancy Plan would benefit from this expansion.

Also, fiber was installed under West Alisal Street and Main Street in 2020, as part of the West Alisal/Lincoln Avenue Downtown Complete Streets Project and the Main Street Streetscape Project. As yet, property owners and merchants on these streets have not been given the opportunity to access this fiber. It appears that Underline Monterey, LLC will be able to market and provide access to that fiber optic line, which connects to a major fiber route at Hartnell College and extends to the new Salinas Police Station. Private access to this fiber would benefit the city's Downtown Vibrancy Plan.

Meanwhile, on April 4, the Salinas City Council approved an agreement between the City of Salinas and the Kimley-Horn consulting firm for the Salinas Broadband Master Plan and Alisal Neighborhood Broadband Fiber Network Design. Your Chamber of Commerce wants to make sure this initiative of the City of Salinas Public Works Department is coordinated with the ➡

BROADBAND - Continued on page 19

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We're Making Great Progress

by Bill Hastie, Board Chair

I love it when a plan comes together which especially holds true for the Salinas Valley Chamber of Commerce. At our board retreat last fall at Corral de Tierra Country Club, we placed a high priority in the Chamber's strategic plan on growing engagement and partnership with local minority-owned businesses and young professionals. I'm proud to report progress in both capacities.

Late last month, we successfully organized a joint mixer with the Salinas United Business Association (SUBA) at the Salinas Permit Center. SUBA represents a large cross-section of Latino-owned businesses in Salinas with whom the Chamber looks forward to developing a mutually beneficial partnership. We had a great turnout, and the city was able to open each unit within the Planning and Building Department to the public. The access and networking were terrific for SUBA, the city and for Chamber board members.

I'm especially proud of the successful launch of the Salinas Valley Young Professionals Organization (SVYPO) as a program for the Chamber. A strong leadership and officer team have been assembled to guide an effort to empower and engage emerging business leaders in our community. I attended a portion of the first leadership team meeting and was encouraged by the



caliber, diversity and commitment demonstrated. The group is eager to plan a variety of events including service projects, mixers and outdoor activities. I am thrilled by their announced kick-off mixer later this month which I look forward to attending.

It is hard to imagine that we are almost halfway through 2023 but can report solid progress in a couple of key areas. We recently updated our bylaws to incorporate recent changes in California law regarding 501(c)(6) organizations and updated some important operating guidelines for how the Chamber does business. I am so encouraged by the growing activity demonstrated by

our Chamber Foundation, such as their upcoming 4th of July celebration at Central Park. Please plan to attend the celebration and share some great food and entertainment with your neighbors and fellow Chamber members while celebrating the anniversary of our great nation.

It has been a pleasure getting to know our membership at a variety of Chamber events to include mixers, ribbon cuttings and Lunch Connect events. These are great opportunities to meet and network with fellow Chamber members. These events are either held at the Chamber's office or on-site at our members' place of business. I encourage all members to attend Chamber events and take advantage of the opportunity to meet others in our local business community.

Lastly, the Chamber is already moving forward with nominations for the 2024 board of directors. If you are interested in serving on the Chamber's board of directors, please contact the Chamber office and request an application. Service to the Chamber and its membership has been both exciting and fulfilling and I encourage anyone interested to apply for consideration. ■

Bill Hastie



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- CREATING A STRONG LOCAL ECONOMY
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At The Heart of Preventative Medicine is a Diet Rich in Fruits And Veggies

by *Rena Salamacha, CEO, Mee Memorial Healthcare System*



“An apple a day keeps the doctor away” is a familiar proverb that appeared in 19th century America, advocating for the consumption of apples as a harbinger of good health.

Could that be true?

Well, a 2015 study by JAMA Internal Medicine collected actual nutrition

data from nearly 8,400 men and women — 753 of whom ate an apple a day — and followed rigorous study methods.

The study concluded that eating a daily apple does not necessarily keep the doctor away, “however, the small fraction of U.S. adults who eat an apple a day do appear to use fewer prescription medications.”

Apples alone may not have passed the test posed in that proverb, but a diet rich in many different fruits and vegetables has a profound effect on health and longevity. No single fruit or vegetable provides all of the nutrients you need to be healthy, but eating plenty of each every day works wonders.

Multiple studies clearly show that the consumption of fresh produce can help lower blood pressure, reduce the risk of heart disease and stroke, prevent some types of cancer, lower risk of eye and digestive problems, and have a positive effect upon blood sugar, which can help keep appetite in check.

Eating non-starchy vegetables and fruits such as apples, pears and green leafy vegetables may even promote weight loss due to their low glycemic loads that prevent blood sugar spikes that can increase hunger.

At Mee Memorial Healthcare System, our highest priority is to serve the healthcare needs of our community — and that includes highlighting the cornerstone of a healthy and varied diet. That’s why MMHS is celebrating National Fresh Fruit and Vegetables Month in June.

It’s all part of practicing preventative medicine. It is our responsibility to protect, promote and maintain health and well-being, and to prevent disease and disability.

A good place to start is with a stroll through the

produce aisle at your supermarket, or a visit to a local farmers market. And if you have children, these places provide so many opportunities for fun and educational experiences.

Young children especially are naturally curious, eager learners and haven’t yet fully formed lifestyle habits that will last into adulthood. The more fun you make the learning experience, the more excited and willing the kids will be when they are given the option to taste. A trip to the produce market gives them an opportunity to discover the colors, shapes, textures and smells of fresh fruits and vegetables, and allows them to be explorers of their food using their senses.

You may come away surprised at how excited they can become about choosing a pineapple, feeling the fuzz of a kiwi or discovering the wonders of rainbow chard.

It can set the stage for a future filled with balanced diets and healthful lifestyles.

As a nonprofit, MMHS strives to be socially responsible in supporting and connecting to our rural community. We know that, on average, those living in rural areas experience higher rates of diabetes and coronary heart disease than those in urban areas.

It is our mission to help remove certain barriers that adversely affect their overall physical, social and mental health. Studies show that in comparison to non-rural U.S. adults, rural adults were less likely to consume five or more daily servings of fruits and vegetables, thus putting them at greater risk for health disparities.

While most of us know that eating more fruits and vegetables is important for overall good health, do we actually know how much to eat, or which choices provide added benefits?

Variety and color are key to a healthy diet. On most days, try to get at least one serving from each of the following categories: dark green leafy vegetables; yellow or orange fruits and vegetables; red fruits and vegetables; legumes (beans) and peas; and citrus fruits. Federal guidelines recommend that adults eat at least



1½ to 2 cups per day of fruit and 2 to 3 cups per day of vegetables as part of a healthy eating pattern.

GROW YOUR OWN

As rural residents, we generally have more space to accommodate a garden. But you don’t have to dig a plot in the ground to grow your own fruits and vegetables. Whether you’d rather not plant in-ground or you have no yard at all, container gardening has several benefits over in-ground gardening. There’s no need for tilling, fancy irrigation or preparing the soil, and it’s easy to move pots around into the perfect position.

You can start a container garden almost anywhere: on your patio, deck, rooftop, or even kitchen counter. Whether it’s tomatoes, green beans, carrots, herbs, lettuce, strawberries or even pumpkins, growing your food is hugely satisfying and economical.

Whatever you decide to grow or buy, it’s fun to know more about these wonders of the food world, especially during National Fresh Fruit and Vegetables Month! Here are some interesting and fun facts about produce.

DID YOU KNOW?

- Tomatoes are a fruit, and the most popular fruit in the world.
- Strawberries are technically not a berry. By definition berries have their seeds on the inside, and strawberries hold their 200 seeds on the outside.
- A pomegranate is native to the Middle East and can hold up to 1,400 seeds.
- Potatoes were the first vegetable to be grown in space when NASA partnered with the University of Wisconsin-Madison on the endeavor in 1995.
- Broccoli is part of the cabbage family, and the parts you eat are actually flowers that haven’t opened yet.
- Loaded with vitamins and minerals, with virtually no calories, fat or cholesterol, Brussels sprouts may be the healthiest veggie of them all.

Simply put, eating fruits and vegetables of different colors every day may not keep the doctor away, but it provides us with the best possible outcome toward an active and healthful life. ■



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EEOC Issues Promising Practices for Preventing Workplace Harassment

by Bradley J. Levang, Attorney, Fenton & Keller



The U.S. Equal Employment Opportunity Commission ("EEOC") recently issued its "promising practices" for preventing and addressing unlawful employment harassment for federal agencies.

While California already has statutory and regulatory requirements addressing harassment prevention in the workplace, employers can still benefit from potentially implementing some of the EEOC's recent recommendations.

The EEOC recommendations are broadly based on its five principles for effectively preventing and addressing harassment in the workplace: 1) Committed and engaged leadership, 2) Consistent and demonstrated accountability, 3) Strong and comprehensive anti-harassment policies, 4) Trusted and accessible complaint procedures, and 5) Regular, interactive training tailored to the audience and the organization.

The EEOC suggests that employers annually distribute to all employees the company's harassment prevention policy which states that harassment is not tolerated, identifies the types of prohibited conduct, indicates ways to report harassment, and the consequences for engaging in harassment and retaliation. The policy should indicate the prohibition on the use of company-issued devices, such as cell phones and laptops, to engage in online harassment and abuse, as well as prohibiting harassing communications through company email, chat, texts, or phone calls. The EEOC also advises that the policy clearly set forth who is responsible for taking corrective action. In addition to keeping this policy prominently posted, employers should also consider making the posting accessible in electronic form and readily available to all employees, including those with disabilities.

Most employers already inform employees that they should report potential harassment to the employee's immediate supervisor, human resources, or any other supervisor. The EEOC further recommends that employers consider establishing other avenues for reporting potential harassment such as hotlines, websites, portals, ombudspersons, or personnel in an

anti-harassment program.

Employers should regularly evaluate the state and effectiveness of their harassment prevention program. For instance, employers should periodically evaluate potential harassment risk factors in the workplace to identify and take preemptive measures to mitigate those risk factors.

The EEOC stated that employers can enhance the effectiveness of their harassment prevention training when that training is championed by senior management, regularly revised and updated, tailored to include relevant examples for the specific workplace, and conducted virtually or in-person in small groups to foster employee engagement and participation. The EEOC also recommends that harassment prevention training discusses identifying and addressing harassment in remote or virtual meetings. Employers should also seek feedback from participants to improve the effectiveness of the harassment prevention training.

The EEOC guidance includes suggestions related to online and virtual harassment. It recommends that employers dispel the assumption that nothing can be done about anonymous harassment and make efforts to identify those engaged in anonymous harassment on an employer's network. Employers should also review their security and accessibility protocols for their virtual platforms, internal websites, and online services to minimize potential outside breaches and the extent of anonymous communication allowed on those platforms.

Employers should also consider establishing a formalized complaint tracking system to record and track harassment allegations. The system should identify when the employer was notified, details about the alleged harassment, the beginning and conclusion dates of any investigation, the identity of the investigator, the results of the investigation, any preventative or corrective action taken, and identifying the person responsible for taking corrective action.

The EEOC "promising practices" guidance is available here: <https://www.eeoc.gov/federal-sector/reports/promising-practices-preventing-harassment-federal-sector>

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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COMING SOON

Blue Zones Project Community Volunteer Day July Beach Clean-Up

July 5, 4:00PM-6:00PM
588 Del Monte Blvd,
Monterey

Join us for a fun morning beautifying Del Monte Beach in collaboration with Communities for Sustainable Monterey County. There will be hands-on tasks for all abilities and ages. At the end of the event, Blue Zones Project will provide healthy snacks to celebrate a job well done. This is the perfect opportunity to get outdoors, move naturally and connect with your community – while growing food and pollinator habitat! For more information, contact Tanja at tanja.roos@sharecare.com.

Rancho Cielo Inaugural Jazz at the Ranch

August 25, 7:30PM
710 Old Stage Road Salinas

Join us this Fall for Jazz at the Ranch, Listen to 11-time Grammy Winning artist and former lead singer for Santana, Tony Lindsay, and the Soul Riders. Your donation includes heavy hors d'oeuvres by Monterey Chefs, fine local wines and beers, and pre-concert entertainment by members of the Youth Orchestra Salinas. Tickets coming soon. Please check back for more information as it becomes available.

Governed by FTC: New “Safeguards Rule” May Impact You

by Ronni Alvarez

If you are a financial institution that is governed by the Federal Trade Commission (FTC), then June 9th, 2023, has a special significance to you. Beginning on that date, the FTC will begin enforcing the latest changes to the Standards for Safeguarding Customer Information, also known as the Safeguards Rule, which is a data security regulation that applies to non-banking financial institutions. The FTC is also expanding the definition of “financial institutions” to include many more companies who handle consumer funds.

According to the cybersecurity software firm Surfshark, since 2021 over 1.3 billion consumer accounts were leaked, which is not surprising given that it seems every day we read about a new breach where records are stolen. Protecting the privacy and the security of consumers is something the government of the United States take very seriously, hence the updated FTC regulations.

The Safeguards Rule requires financial institutions to develop, implement, and maintain a comprehensive information security program to protect their customers’ personal information. The rule originally covered businesses such as mortgage lenders, finance companies and non-federally insured credit unions, but the financial institutions now include car dealerships, credit consulting companies, firms that prepare tax returns, investment advisors and real estate companies, to name a few. The new definition even includes training centers that provide career counseling services to students seeking jobs in the accounting sector.

If you are impacted by the new rules, what do you have to do? Here are some of the compliance requirements:

- Designating a qualified individual to oversee the information security program
- Developing a written risk assessment
- Limiting and monitoring who can access sensitive customer information
- Encrypting all sensitive information
- Security training for personnel
- Developing an incident response plan
- Periodically assessing the security practices of service providers
- Implementing multi-factor authentication or another method with equivalent protection for anyone accessing customer information
- Establishing a written information security program
- Identifying reasonably foreseeable internal and external risks to customer information
- Designing and implementing safeguards to control those risks

- Regularly testing and monitoring the effectiveness of those safeguards

- Evaluating and adjusting the information security program based on testing results, changes in business operations, or other circumstances

Failing to comply with the Safeguards Rule can be expensive, with a maximum fine of \$43,000 per day if you ignore the regulations. There’s also the cost of the reputational damage that a company might face once the notice of violation is made public and potential litigation that might result from consumers who think they might have suffered damage as a result of non-compliance. Finally, if you don’t put good

protections in place and suffer a breach, statistics show that your company has a 75% chance of going out of business.

Complying with the Safeguards Rule may seem daunting, but the FTC has made it clear that companies that show they are making progress in implementing the requirements of the regulations will not be subject to fines.

The first step in the journey to compliance is to conduct a risk assessment that evaluates the current state of your organization. The results of the risk assessment will become a blueprint of sorts for the implementation of the protections required to become fully compliant with

the Safeguards Rule over a reasonable period, six months to a year.

The FTC has published a resource for businesses on how to comply with the Safeguards Rule: <https://www.ftc.gov/business-guidance/resources/ftc-safeguards-rule-what-your-business-needs-know>

The resource explains the scope and purpose of the rule, provides examples of safeguards that may be appropriate for different types of businesses, and offers tips on how to document and review the information security program.

The FTC also encourages financial institutions to consult other sources of guidance on data security standards and best practices, such as those issued by the National Institute of Standards and Technology (NIST), the Center for Internet Security (CIS), or industry associations.

The update to the Safeguards Rule and the expansion of what is considered a financial institution by the FTC is part of a trend that we are seeing through all levels of government, at the state and local level. Many of the practices required by the FTC are common sense security protections that all businesses should implement to keep their customers safe from exploitation and to prevent the business from appearing in the headlines next time there is a data breach. ■

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



Laws and Oral Fluid Testing

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



New rules announced by the Department of Transportation (DOT) will soon allow employers to use oral fluid samples to perform regulated workplace drug testing. Given the DOT's influence in establishing best practices and trends in the toxicology industry, oral fluid testing is likely to expand quickly for both regulated DOT employers and non-regulated employers who do drug testing.

Yet there are disadvantages and advantages to oral fluid testing, especially in the context of California state law. Employers should be aware of all the information and put in place necessary policies and training when determining which

kind of drug test to order. A balanced drug and alcohol testing program, using oral fluid testing as well as other testing techniques, can promote workplace safety, respect employee privacy, and stay on the right side of all relevant laws and best practice that employers in California must observe.

Oral fluid testing is not new. It has been available for decades and has been shown in many studies to be as accurate as urine testing, though the detection window is shorter. What is new is the DOT's announcement on May 1st that, after several years of preparation, regulated DOT employers will finally be allowed to use oral fluid testing to meet federally mandated drug testing requirements.

The final rule, which applies to freight carriers, airlines, pipeline workers, and freight railroads, amends DOT's industry drug testing program, which previously only allowed urine drug testing. Hair drug testing remains prohibited by the DOT for now, though Congress has instructed the DOT to develop rules for using hair drug testing as well.

Although the DOT will technically allow oral fluid testing starting on June 1st, in practical terms it will take longer before such testing becomes routine across the country. For an employer to implement oral fluid testing under the regulation, the U.S. Department of Health and Human Services must certify at least two oral fluid testing laboratories. And, according to the May 1st DOT statement, "as of the time of the publication of this final rule, there have been no laboratories yet certified by HHS for oral fluid testing."

So while the DOT rule is a big deal for employers in the freight and other regulated industries, it won't have a direct impact on other businesses in California. At least, not at first glance. But the DOT oversees the largest drug testing program in the country, covering millions of employees and tens of thousands of small, medium and large employers. The DOT's decision to allow saliva testing is not only a testament to the effectiveness and reliability of saliva testing for drug detection. It will also drive economies of scale, familiarity with the technology, and familiarity in courts and HR departments across the country. Put simply, where the DOT leads, the drug testing industry follows. This will bring benefits to non-DOT employers as well.

Oral fluid testing detects drug use by having a donor place a collection swab or stick in their mouth, instead of by providing a urine sample. It is often more convenient and less invasive than urine tests. It can also be faster, saving employers money by reducing time taken from the job for testing. Oral fluid testing detects drugs in the system sooner after ingestion, which can be very helpful when attempting to establish if an employee is currently impaired by marijuana at the time of testing. Importantly, oral fluid samples can be easily and routinely observed during collection, making cheating or defeating the test much more difficult.

In terms of disadvantages, oral fluid testing is more limited than alternatives. Oral

fluid testing typically only detects drug use over the past 12-24 hours, compared to urine covering the prior 48 to 72 hours in most cases. Hair testing can detect drug use for the prior 90 or even 180 days. However, while this has traditionally been seen as a limitation, it may prove to be a strength for oral fluid testing in California in certain circumstances.

Following the passing of AB 2188, which prohibits employers from discriminating against marijuana use outside the workplace, most traditional forms of drug testing for THC metabolites will be banned starting on January 1st, 2024. Importantly, this ban does not prohibit oral fluid testing for THC, since oral fluid test results are much more likely to reflect recent use, and thus potential intoxication, rather than detecting use days before outside the workplace.

Because of this, while matrices like urine or hair might be superior for pre-employment testing, reasonable suspicion and post-accident testing may be better suited to oral fluid samples, especially when THC intoxication is suspected. As employers adapt to AB 2188, options like oral fluid testing for THC intoxication may prove key to maintaining a safe, intoxication-free workplace.

Employers may be tempted to collect oral fluid samples themselves. There are risks associated with this, and it generally is advised to use a drug testing facility unless there are extenuating circumstances making that impractical. The accuracy and reliability of the test results are crucial, and trained medical professionals at a drug testing facility are better equipped to ensure that the testing process is followed correctly.

Moreover, having the person who orders a test and checks the results also be a part of the company that employs an employee creates a conflict of interest. It is important to have a neutral third-party, such as a drug testing facility, to ensure impartiality and fairness in the testing process.

Using an outside lab also reduces the administrative burden on the company. Training staff on proper drug testing procedures and sample collection can be expensive and time-consuming. On the other hand, using a drug testing facility allows the company to outsource the entire process, freeing up their time to focus on other important tasks.

Even employers who don't currently perform routine drug testing of any kind may wish to develop policies to support oral fluid drug testing, just in case. Many insurers offer discounted premiums for workplaces with post-accident testing policies. It is far more expensive to have a serious workplace incident without a detailed plan and policy in place, while an ounce of prevention is worth a pound of panicked rushing around.

In conclusion, the benefits of using saliva samples for drug testing are numerous. Saliva testing is more convenient, less invasive, and can detect drugs immediately after use. The recent decision by the DOT to allow saliva testing is a significant step forward for drug testing in safety-sensitive industries. It will drive best practices and reduce costs for employers, while offering an option that decreases . Saliva testing is just as accurate as urine testing, making it a reliable method of drug testing. As technology continues to advance, we can expect saliva testing to become an increasingly popular option for drug testing in the workplace. ■

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 medical, business or legal advice. ARCpoint Labs of Monterey and Salinas are available to serve many facets of Salinas business industries.

Government Registration for Salinas Landlords

by Chamber Staff

After starting the conversation over two years ago, the Salinas City Council voted to enact a new law (an ordinance in its municipal code) called Rental Registry. It requires all owners of residential rental properties to register with the City of Salinas, pay a fee, and provide certain information for city records. Landlords must identify the actual owner of the property and describe the rental unit.

Later this year the city will inform landlords when they need to register their rental properties and how to do it. Here's some background about why this is now a law.

First Step in a Long-Term Plan to Regulate Landlords

The City of Salinas will use this information for several purposes. One basic purpose is to build a database that the city can use to identify property owners when there are emergencies or when the city identifies egregious safety or health violations. The Chamber has no objections to the city using this database to flush out

landlords who take advantage of tenants by providing them with unsafe and substandard housing conditions.

In addition, the city intends to use the data to "ascertain the effect of rents and housing conditions on the potential displacement of residents." With this information, the city can then choose to exercise its right to regulate "the relationship between landlords and tenants in order to increase, certainty, stability and fairness within the rental market."

A city councilmember asked a key question during the January 18, 2021 at which the Salinas City Council voted 6-1 to proceed with preparing the ordinance: "Once we have this data, once this model is up and running, is there yet a timeline, a plan, a vision for how that helps inform - after taking stock of housing - how we address housing inaccessibility and affordability?" Your Chamber believes that some city councilmembers and interest groups have a vision, plan, and timeline for action once the data is available.

Bluntly, the vision is to ensure tenants are able to remain in their rental units until they choose to move elsewhere or unless they engage in proven misconduct that justifies their eviction. The plan is to restrict the frequency and percentage of rent increases ("rent stabilization" or "rent control") and enact other regulations to protect tenants from eviction

except under certain limited reasons. And the timeline is whenever the city council has a solid majority vote to impose these regulations.

Chamber's Role in the Development of the Ordinance

The City of Salinas organized 22 meetings as part of "diligent efforts to engage, collaborate and solicit input from community stakeholders regarding the Residential Rental Registry Program." The Salinas Valley Chamber of Commerce was one of the community stakeholders involved in these meetings, including participation in meetings of a Technical Advisory Committee. In these meetings, Chamber representatives focused on property rights, privacy issues, and flexibility of landlords to manage their own properties as circumstances change with market conditions and property maintenance.

The Chamber also expressed concern about organizations

and lawyers using the database to threaten landlords with baseless legal actions as a strategy to obtain "settlements," that is, financial payoffs. Businesses have experienced this practice through the exploitation of California's Proposition 65 and the federal Americans with Disabilities Act (ADA). Language is included in the ordinance to protect the confidentiality of the database from members of the public with such intentions.

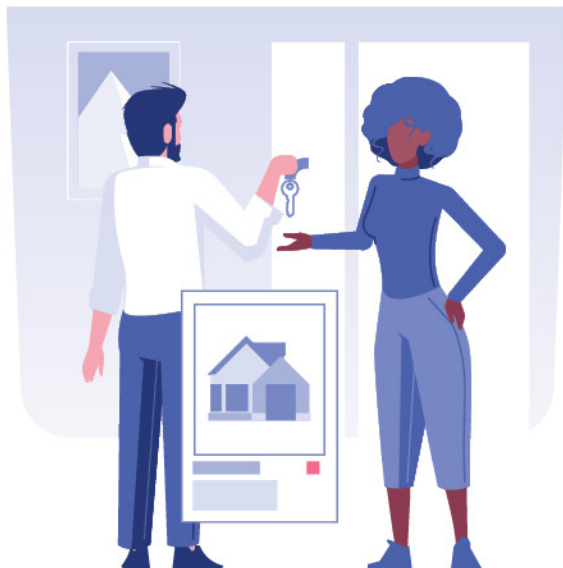
Among the stakeholders in these meetings were organizations that assert there are numerous cases in the City of Salinas of landlords exploiting their tenants. These groups want the city to enact ordinances that will restrict rent increases and limit the reasons why a landlord can evict a tenant. They feel that when property owners choose to rent their properties, the government should impose legal conditions for a just balance between the interests of landlords and tenants.

In the end, the organizations reached a compromise, which is this ordinance.

Official Statement on the Ordinance

In a letter sent to the Salinas City Council on February 28, 2023, the Chamber praised the diligent efforts of city staff and interested parties to reach an agreement: ➡

[SALINAS LANDLORDS](#) - Continued on page 19



REQUIREMENTS & OPTIONS FOR LANDLORDS UNDER THE NEW CITY LAW

For now, the ordinance requires landlords to provide the following information:

1. The name, mailing address, phone number and email of the Landlord
2. The street address and/or Assessor's Parcel Number (APN) of each Residential Rental Unit for rent or lease
3. The number of bedrooms and bathrooms in each Rental Unit, including square footage, for rent or lease
4. The Business License number, where applicable, to each Residential Rental Unit; and
5. If applicable, the name, address, phone number and email of Property Manager

The ordinance also requires the city to request additional information from landlords, although it is currently optional for the landlord to provide it:

1. The current amount of the monthly rent charged for each Residential Rental Unit, identifying whether the monthly rent includes specified utilities (water/sewer, refuse/recycle, natural gas, electricity, etc.)
2. The occupancy status of each Residential Rental Unit (e.g., vacant or occupied)
3. Whether or not the unit's monthly rent is subsidized (e.g. housing voucher or another subsidy).



Support our Chamber Members

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

Stakeholder

Associated Builders and Contractors— NorCal Chapter	2015
Orkin Central Coast	2022
Salinas Valley Health	1984

Leader

Chuckchansi Gold Resort and Casino	2016
LAZ Parking	2021
Lowell Farms	2015
Natividad Medical Foundation	1993

Partner

Boyd's Asphalt Services	2022
Costco Wholesale Corp	1999
IHeartMedia-KDON-KPRC- KOCN-KTOM-KION	1999
KSBW 8 (NBC) Central Coast ABC	
Estrella TV Central Coast	1970
Mag One Media	2021
Noland, Hamerly, Etienne & Hoss	1983
Portola Hotel & Spa	2018
Quintes Administrative & Insurance Service	2017
Taylor Farms California, Inc	1997
Windsor Skyline Care Center	2009
Wingstop—S.Main	2019
Wonder Wood Ranch	2021

Member Since

Marketer

Carmel Realty Company	2022
Disaster Kleenup Specialists	2015
Episcopal Diocese El Camino Real	2016
HUB International Insurance Services	2018
LC1 Productions	2017
Maureen Wruck Planning Consultants	2006
Monterey Peninsula Surgery Center	1993

Member Since

Business

AquaBlue Skin & Body Spa Inc	2003
Bay and Basin Insurance Agency	2010
Californians for Energy Independence	2021
Central Coast Sign & Design	2022
Christians in Commerce-Worklight	2022
Coastal Wine Services	2015
El Pajaro Community Development Corp.	2019
Flying Artichoke Restaurant	2017
Greenfield Village, LLC	2014
Grupo Flor/East of Eden	2017
Legal Services for Seniors	2013
Monterey County Sheriff's Advisory Council	2011
Salinas Police Officers Association	2022
Universal Staffing Inc.	2022

Member Since

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Rancho Cielo Construction Program Primed for New Sustainable Building Competition

by Tiffany Harbrecht



What do you get when you challenge students to lead California to an energy resilient future using state-of-the-art technology and sustainable building design?

This fall, Rancho Cielo students will compete in the first Orange County Sustainability Decathlon (OCSD), a collegiate competition focused on bringing the best ideas in sustainable housing design to life.

As the only high school and occupational school, Rancho Cielo's Construction Academy joins an elite group of 18 top architecture and engineering schools participating — many from the University of California and California State University schools, others from around the world.

Their challenge: design and build net-zero model homes that demonstrate a smart solution to California's growing housing needs and mitigate climate change. The teams will assemble and display their houses in a sustainable village at the OCSD and are evaluated in 10 contests worth 100 points each. The team with the highest score wins.

The competition provides a noteworthy opportunity for Rancho Cielo students to showcase their ingenuity on a major stage. The home is aptly named Nexus 01 to honor the impressive collaboration between Rancho Cielo and the myriad of industry experts and business partners who generously donated their time, talent and resources to its success.

The 845 square-foot, one-bedroom, one-bath modular home is designed to have a zero-carbon footprint and operate off the grid using the latest sustainable technology and building materials, advanced water and energy efficiency, and solar-powered roofing with backup Tesla battery. The layout features two convertible rooms, upstairs loft, vaulted living room ceiling, eat-in chef's kitchen with induction stove, and screened-in front porch. What's more, the home meets Hayward Score's standards for a healthy home environment, including continuous fresh air, non-toxic materials and state-of-art cork insulation.

"Our focus is to maximize the healthy living space," said Joseph DeRuosi, Jr., Rancho Cielo's director of career and technical education. "All of the materials, appliances and construction play a role in that."

IT TAKES A VILLAGE

Ed Bennett, Rancho Cielo's construction vocational instructor, is overseeing the students working on Nexus 01. He said there are great personal benefits for them, beyond the competition. "Whether or not they end up in construction, they are learning things they can implement at home and in the future."



Three Rancho Cielo construction students at work on the Nexus 01 competition home.



Architect Thomas Rettenwender (below) and Rancho Cielo construction students with the Nexus 01 home in progress.



Rendering of the Nexus 01, next-gen modular home.

Three of Rancho Cielo's promising construction students, Josue Cisneros, Andrew Morales and Daniel Cortez, lead the building team. This project expands upon a business plan they presented at the 11th annual Startup Factory event hosted by California State University Monterey Bay's (CSUMB) Institute for Innovation & Economic Development in February. Aspects of the plan are incorporated into the Nexus 01 project, deepening their experience of the entire construction process.

Cisneros started in Rancho Cielo's agriculture-tech program and has since transferred to the construction academy to continue developing new skills. "It's been pretty cool to see the project get started, to go from talking about it to doing it. I'm really enjoying it," he said.

Carmel-based EcoLogic Architects founder and former Rancho Cielo instructor Thomas Rettenwender, alongside local business partners Pete Scudder, president of Scudder Roofing and Bill Hayward, CEO and chief sustainability officer of Hayward Lumber and founder and CEO of Hayward Score, are helping to spearhead the project. It is with their deep expertise, passion and support — among other generous industry partners — Nexus 01 will come to fruition.

LOOKING AHEAD

"I think this competition can bring some national attention and hopefully new supporters," said Rancho Cielo Founder and retired Superior Court Judge John M. Phillips. "This project has brought great segments of the community together, [local business leaders] who have given their time to help the students succeed."

Rancho Cielo is exploring different pathways to expand and enhance its career and technical education that include new partnerships with local industry in construction of next-generation healthy modular homes such as Nexus 01. In addition, the experience students gain by learning about and building these types of houses, as well as

competing in a competition at this level, will give them an edge in their future careers that they wouldn't have had otherwise. According to Phillips, Rancho Cielo has grown beyond what they envisioned 20 years ago, and they are continuing to evolve to meet students' needs.

"The biggest thing I think we can do is get these students focused — energized about something — and encourage them to realize their potential," he said. ■

Established in 2000, Rancho Cielo is a California 501(c)(3) nonprofit that provides a comprehensive learning and social services center for underserved youth in Monterey County. Learn more about Rancho Cielo's OCSD competition home at an upcoming reception on June 20, 4:30–6:30 p.m. at the Ted Taylor Ag Vocational Center, 710 Old Stage Rd., Salinas. The Orange County Sustainability Decathlon is October 5–15 at the Orange County Fair and Event Center in Costa Mesa, CA. Learn more at: ocsd23.com/

Leadership Monterey County Develops Local Leaders

by Mitchell Friedman, LMC Facilitator



According to statistics compiled by the County of Monterey, agriculture supplies most of the jobs locally and makes our county the third largest agricultural county in California. As you enter the Salinas Valley one cannot help but notice agriculture's importance, yet few go behind the scenes, and into the fields, to hear from industry leaders about the challenges they face and how they grapple with them every day.

Leadership Monterey County (LMC) offers such an opportunity, as it engages up-and-coming leaders with local issues and the people working to solve them. In April 2023, that meant the 30 program participants and LMC board members visited the Salinas Valley to connect with representatives from local organizations intimately involved in agriculture business.

Program participants met with staff and explored the operations of two major providers of produce. A visit to Taylor Farms (photo one) provided a first-hand view of how local agricultural products are processed and packaged, and subsequently shipped to retailers throughout the U.S. Later that day, at Tanimura & Antle (photo two), LMC participants toured romaine

lettuce fields and facilities where produce is washed, cooled, and stored after being picked from the fields.

In addition, the group learned about water issues and the future of farming in the Salinas Valley as well as the issues agriculture industry workers encounter daily as they work and live in Monterey County.

In short, LMC participants gained unique insight into the local agriculture industry. To learn more about their experiences, and the LMC program in general, visit <https://www.leadershipmc.org>. ■



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Member News

Salinas Valley Health Patient Experience Coordinator Receives STAR Award

Salinas Valley Health has recognized Jesus 'Jesse' Hernandez with the STAR Award for the compassionate care and service he provides patients. Jesse, as he prefers to be called, is a Patient Experience Coordinator for the Patient Experience Department who exemplifies the Salinas Valley Health STAR values- Support, Teamwork, Accountability and Respect. "Sometimes we are so focused on doing our job that we don't realize how much of an impact we are making. It feels amazing to be recognized and reminded we are making a difference!" says Jesse Hernandez, Patient Experience Coordinator. "The Patient Experience team is a small close-knit group and we are always there for each other. I couldn't ask for a better team to work with." Jesse joined Salinas Valley Health in February of 2019 and has been nominated two times for the STAR Award. Several outstanding employees received STAR Award nominations including Nancy Fonseca and Guadalupe Morales, nurse aides in Telemetry/5-T, and Garret Sabado, a Nurse Aide in Ortho/Neuro/Spine. Every month, Salinas Valley Health recognizes two extraordinary employees, one with a DAISY Award (for nurses) and another with a STAR Award (for all staff). Nominations can be submitted by patients, visitors and staff.



Bay Federal Credit Union announces promotion of Amy Ivey to Senior Vice President, Chief Marketing Officer

Bay Federal Credit Union has announced the promotion of Amy Ivey to Senior Vice President, Chief Marketing Officer (CMO). Mrs. Ivey enters this new role following her tenure as the Credit Union's VP of Marketing and Development. Well-equipped to lead the organization towards continued success, she has over 25 years of marketing experience in the financial services and health-care industries. Mrs. Ivey is a Certified Strategic Marketing Executive and a graduate of Western CUNA Management School. She holds a bachelor's degree in Business Administration and Marketing



from California Southern University. In her new role, Mrs. Ivey will be responsible for the development, implementation, and execution of marketing strategies, supporting revenue growth and continued brand recognition. She will uphold the Credit Union's strategic vision by leading initiatives in marketing, branding, market research, sales enablement, and external communications. She is responsible for marketing strategy, public relations, corporate communications, events, employee education and development, financial education, and community development. In addition to her position with the Credit Union, Mrs. Ivey is an Emeritus Trustee of Second Harvest Food Bank of Santa Cruz County, serves on the Board of Directors for the Volunteer Center of Santa Cruz County, Monarch Services, the Monterey County Business Council, and volunteers for the Cabrillo College Foundation's Women's Educational Success program.

Bay Federal Credit Union Promotes Patty Winters to Senior Vice President Chief Human Resource Officer

Adding to their largely successful senior leadership team, Bay Federal Credit Union announced the promotion of Patty Winters to Senior Vice President, Chief Human Resources Officer (CHRO). Mrs. Winters joined Bay Federal in 2012 and has been a leader in Human Resources for nearly three decades, focused on driving business results through the unique intersection of strategy, talent, and culture. She earned a bachelor's degree in Business Administration from Purdue University and is a certified Professional in Human Resources (PHR). In this new position Mrs. Winters will be responsible for the development, implementation, and execution of human resources strategies, and supporting the Credit Union's strategic plan including recruitment, talent management, employee relations, compensation and benefits, management training and development, as well as organizational development. She will continue to lead activities that shape the culture of Bay Federal and create a positive work environment, and oversee human resources, the facilities team, and our business continuity program. In addition to her role with Bay Federal, Mrs. Winters serves as the Chair for Women in Philanthropy and on the Board of Directors for United Way of Santa Cruz County.



Santa Cruz County Bank Hires Michael Davis Luong

Santa Cruz County Bank, today announced Michael Davis Luong has joined the bank as Vice President and Senior Relationship Manager for the Bank's Silicon Valley region. He is based out of the Bank's Cupertino office where he will be responsible for new business acquisition, lending, and business development in Silicon Valley and the Greater Bay Area. Mr. Luong has an 18-year history in the banking industry with extensive experience in business development, credit underwriting, commercial real estate, SBA lending, and loan portfolio management for major financial institutions in Northern California and the Bay Area. Mr. Luong served as Commercial Real Estate Relationship Manager for Meriwest Credit Union and as First Vice President and Regional Sales Manager of Northern California for CTBC Bank Corporation. Most recently, he served as Vice President and Commercial Real Estate Relationship Manager for Silicon Valley Bank where he managed a portfolio of commercial real estate of over \$500 million. Mr. Luong obtained his Bachelor of Arts degree in Economics and Comparative Corporate Management from University of California, Berkeley. Mr. Luong currently serves on the Board of the Silicon Valley Chapter of CCIM - Certified Commercial Investment Member.



Bay Federal Credit Union Announces Promotion of Jessika Wilson to Assistant Vice President Human Resources

Bay Federal Credit Union recently announced the promotion of Jessika Wilson to Assistant Vice President of Human Resources. Ms. Wilson has been with Bay Federal for four years as the Employee Engagement Manager, where she has been revamping the Credit Union's recruiting, new hire onboarding, and orientation processes for the last year. She earns her position as Assistant Vice President with credit to her forward thinking and results driven strategies. In this new position, Ms. Wilson will be responsible for the implementation and management of all Human Resource systems and programs. Ms. Wilson will assume responsibility for compensation analysis, performance, benefits program management, payroll management, and audits. Ms. Wilson is a participant in Leadership Santa Cruz County's class of 2023.



Member News

VNA Receives \$2,000 Grant From Yellow Brick Road to Support Volunteer Programs

Central Coast VNA & Hospice (VNA) is pleased to announce it has received a grant in the amount of \$2,000 from the Yellow Brick Road Benefit Shop of the Carmel Presbyterian Church. With this generous grant funding, VNA Volunteers will be able to expand and develop their Patient Birthday and Quilt programs. These services provide materials to celebrate birthdays for around two hundred patients receiving VNA Hospice services each year, and support volunteer creation of lap quilts for hospice patients. VNA volunteers donate over one thousand hours of service to support hospice patients, families, and staff every year. Volunteers contribute their talents to offer a wide variety of services to patients and families, including companionship and respite visits, massage, esthetician, and beautician services, pet therapy, and weekly deliveries of fresh flowers. Through Yellow Brick Road's support, VNA Volunteers hope to further expand these programs to brighten and warm the days of hospice patients and families. Both VNA Volunteers and Yellow Brick Road Benefit Shop depend on the generosity of volunteers to provide their services and philanthropy in the community. Visit Yellow Brick Road at www.yellowbrickroadbenefitshop.org to learn more and explore volunteer options. Learn more about VNA Volunteers by contacting our Volunteer Coordinator at volunteer@ccvna.com.



Salinas Valley Health Nurse Receives DAISY Award

Commitment, compassion, and excellent patient care are some of the reasons why Karen Mitchell, RN, is the recipient of the DAISY Award at Salinas Valley Health. Salinas Valley Health participates in the national DAISY Award program, which celebrates compassionate and skillful nursing care. Karen is a registered nurse in the Wound Care Department. Karen joined Salinas Valley Health in 1998 as a Registered Nurse in the Med Surge Department and in 2009 transferred to the Wound Care Department. Recently, nine colleagues nominated Karen for the DAISY Award. In their nominations, they describe her as an exceptional nurse, role model, a compassionate, kind hearted, hard-working and amazing teammate who consistently goes above and beyond for her patients. Karen has done many wonderful things for her patients over the years. One accomplishment of hers was to learn Spanish so she could speak to her Spanish speaking patients. Karen always makes sure her patients have everything they need, she is diligent about finding the care they need outside of the Wound Healing Center. Karen is truly an amazing nurse!"



The Importance of Staying Invested During Times of Market Volatility

by Ryan Hastie, CPFA®, Hastie Financial Group

Market volatility can wreak havoc on an investor's emotions. The past several years have been no exception, notably the first quarter of 2020 (the beginning of the COVID pandemic) and 2022 have been two of the more tumultuous times in the investment markets' history. Oftentimes, investors are faced with a difficult decision – when the markets are volatile, do I keep my money invested or do I leave the market and come back when things get better?

An area of finance that is becoming more prominent is behavioral finance, which is the study of the effects of psychology on investors and financial markets. Behavioral finance suggests that we are inherently bad investors, prone to basing decisions on emotions rather than evidence or facts. "We may think we're making rational decisions, but we're usually not," says Tim Maurer, a certified financial planner who is the chief advisory officer at SignatureFD and also a member of the CNBC Financial Advisor Council. He goes on to say, "They are more likely driven by emotions, and then we rationalize them."

It is important to note that these emotions are real and can cause significant stress to investors. Rather than labeling them as "incorrect," it is important to control them. Emotions are not a sound basis for one's investment strategy and research continues to show that active investors (i.e., attempting to time the market) underperform the market in the long run.

Research from Bloomberg and the Wells Fargo Investment Institute suggests that missing a handful of the best days in the market over long periods of time can drastically reduce the average annual return an investor could gain by holding onto their investments during selloffs (market declines). Their research suggests that over the past 30 years,

missing the market's best 20 days took the average annual return from 7.8% per year to 3.2%. Over the same period, an investor missing the best 40 days drops the average annual return to 0.3% and missing the best 50 days results in a -0.99% average annual return. Their research shows that investments, particularly stocks, accumulated most of their gains over the span of a few trading days.

Why is this important? Investors are ever aware of the effects of market downturns. The past few years have been very trying for investors and have caused significant stress and anxiety about their investments. Despite the volatility, the market has recovered following every minor or major market decline –including the Great Depression, the Global Financial Crisis of 2007-2009, and the COVID pandemic of 2020. Last year proved to be a devastating year for the markets but as has always been the case, it will recover in time. However, the time between now and recovery can be difficult and almost unbearable at times. It is imperative that investors use logic and sound financial advice rather than emotion when making decision regarding their investments.

To help alleviate the pain associated with market volatility, investors can benefit from seeking the advice of a financial professional. Doing so will allow them to better understand the current/forecasted economic landscape, its effect on their investment portfolio, and their short and long-term options to ensure they are able to meet their financial goals. ■

Ryan Hastie, CPFA® is a Portfolio and Retirement

Plan Analyst at locally-owned Hastie Financial Group. If you would like to discuss your personal or company's investment needs, please contact Ryan at Ryan.Hastie@hastiefg.com.

Ribbon Cuttings • Chamber Events



Chamber Partners to Share Resources

Felicidades El Pajaro CDC on the success of Dia de Empresario Latino in Downtown Salinas today. The Salinas Chamber was thrilled to partner with this terrific conference that linked emerging Spanish speaking entrepreneurs with some amazing training and resources.



2023 Amor Salinas Earth Day Festival

The Salinas Chamber was delighted to be a part of the Amor Salinas Earth Day Festival at Natividad Creek Park and share resources. Guests enjoyed live entertainment, food, and family fun.



Ribbon Cutting Ceremony for Mercado Kramer LLP

Mercado Kramer LLP celebrated the opening of its office with family, clients, dignitaries and chamber members. This women-owned, personal-injury, law firm looks forward to serving the community with bilingual legal services.



Laboratory Professionals Week Celebration by ARCpoint Labs

ARCpoint Labs celebrated Medical Laboratory Professionals Week through a ribbon cutting ceremony presented by Salinas and Monterey Chambers of Commerce. Guests met the team, toured the offices, learned about services, and enjoyed refreshments.



Ribbon Cutting Ceremony One Workplace

The Salinas Valley Chamber of Commerce was delighted to cut the ribbon on One Workplace in Salinas last month. One Workplace merged with long time Salinas business Peninsula Business Interiors (PBI) and will remain on the 300 block of Downtown Salinas. PBI partner, Mark Faylor, was joined by the CEO of One Workplace, Mark Baker, to cut the ribbon.



Madonna Gardens Mega Mixer

Madonna Gardens hosted a mega mixer for senior resources in partnership with the Salinas Chamber. Guests learned about information to assist seniors from several agencies over a glass of wine and delicious food.



Ribbon Cutting Ceremony for Alameda Luxury Apartments

Coast and Valley Properties hosted a ribbon cutting ceremony in partnership with the Salinas Chamber in honor of the Harrod Family and the new Alameda Luxury Apartments developed in Salinas.



Ribbon Cutting Ceremony with Monterey County Mosquito Abatement District

Monterey County Mosquito Abatement District opened the doors to their new headquarters through a grand opening and ribbon cutting ceremony. The community was thrilled to tour the facility and network.

2023 CEO Power Luncheon - Workforce Development

On May 18th, the Monterey County Office of Education hosted CSUMB President Vanya Quinoñes, Hartnell College President Michael Gutierrez & Salinas Union High School District Superintendent Dan Burns for an exciting panel discussion on Workforce Development in partnership with the Salinas Valley Chamber of Commerce. Nearly 70 business and community leaders attended to engage this important topic. County Superintendent Dr. Deneen Guss served as host and facilitator, and concluded the event with a tour of the MCAET & County STEM "Fabrication Laboratory" made possible due to a generous donation by Chevron. This invite-only event occurs annually and is a benefit for members with an investment level of \$1250 and up. If you would like to be included in the next event, please drop a note to membership@salinaschamber.com, to discuss further.



SVCC Past-Chair of the Board, Rodney Meeks, engages the panel on financial literacy.



SVCC Board Members Leonard Batti of Taylor Farms and Rodney Meeks of Credit Consulting Services are joined by Greg Hamer, General Manager of SCCIA.



CSUMB President Vanya Quinoñes and Hartnell College President Michael Gutierrez.



CSUMB President Vanya Quinoñes greets Kristy Santiago of KION TV.



Superintendent Guss greets the crowd in the MCAET recording studio.



SVCC Vice Chair of Membership, Andrea Bailey of Chevron, and County Superintendent of Schools, Deneen Guss.

Road Trips and Supplies

by Goodwill of the Central Coast Staff

The great American road trip is a rite of passage for all of us. With school days waning and the weather warming, it's easy and fun to load up the car and head out on the road where the journey is just as valuable as the destination.

Given its size and embarrassment of natural riches, our state of California is perfect for road trips.

The most scenic of the state's beautiful stretches of pavement happen right here in Goodwill Central Coast's tri-county area. You can travel the twists and turns of California Route 1 from beautiful Davenport north of Santa Cruz, through Carmel and Big Sur and end up in quaint Cambria. You can see beaches with crashing waves, redwood forests and massive headlands. You can also see sunbathing sea lions, charming villages and artist communities.

While you're making memories along these roadways, why not create special Goodwill detours, visiting multiple stores along the Central Coast. If you're heading for a day at the Santa Cruz Beach & Boardwalk or the pier, why not stop by the Santa Cruz or Capitola Goodwill stores for a thrifty twirl around our aisles?

Planning a trip south down Highway 1? A stop for supplies at the Monterey store makes perfect sense — and saves cents while you're at it.

So before your road trip, visit www.ccgoodwill.com to find the location of all our stores. You never know, you might forget something!

We like to call all of this retail therapy! Sure, shopping is fun, but it feels even better when you know that every purchase helps create jobs in our communities.

Travel can be expensive, but you don't need to jet off to some exotic place to reap the benefits of much needed rest and relaxation. Even just going away for a long weekend can do the trick.

Everything you need for a road trip can be found along our aisles at GCC stores. Stock up on snacks and fun things to keep the kiddos busy, and everyone wins. Thrift shopping at Goodwill helps you save money on everything you need to make your road trip a success while providing job training and other opportunities for our friends and neighbors facing obstacles.

We've put together a list of ideas to make lifetime memories on your next road trip. And, remember, once you return from your trip, donate the items you don't want to hold onto back to GCC and keep the sustainable cycle going.

Cooler: Pick up a cooler (large or small) to store your drinks and food. While eating out on a road trip seems like a great idea, it can be expensive and takes time.

Water bottles: Keep everyone hydrated (just be sure not to have too much or you'll be making frequent pit stops!). Remember, glass bottles are chemical-free, natural, recyclable, and easy to clean. Stainless steel is another sustainable option.

Travel blanket: Stay comfortable on a long drive and warm up if the A/C is too cold. They also are perfect for an unplanned picnic.

Flashlight/batteries: If you have a night emergency you will be happy you brought along a light. Headlamps and flashlights also will come in handy if you go camping. Be sure to pack some extra batteries.

Pillow: A travel pillow is perfect for those who want to get some sleep, or when the kids need to settle in for a nap.

Bag/tote: Totes, bags and backpacks not only can carry items back and forth from the car, hotel or picnic area, you also can use them for much-needed storage in your car.

Clothing: Pack for any situation and be sure to have clothing that can be layered, including zip-up sweatshirts and sweaters. Unpredictable weather can limit or put a

stop to your plans so be prepared by having a raincoat and umbrella packed away.

Footwear: For a long road trip, grab a pair of slippers, take off your shoes and get comfortable. And if a beach is involved, flip-flops are a must!

Sunglasses: For the early-morning or late-day glare while driving, grab a pair of sunglasses.

Books: We carry a variety of books that will help you pass the time in the car or create downtime once you reach your destination.

Games: Road trips demand games, whether they are travel games, cards or board games. Starting at \$1.99.

Headphones: Being in a small space with more than one person for a long period of time can be stressful. Headphones provide a bit of space to yourself and can be had for less than \$10.

Football/Frisbee: An easy item to pack, footballs and Frisbees don't take up much space but can be a fun and active way to pass time while at a rest stop or at your destination.

Roadside emergency/first aid kit: Use one of the totes you found to use as either a roadside or first aid kit. Store such basics as bandages and gauze, but you also can store prescription medicine, sunscreen, allergy medicine, aspirin and bug spray.

Maybe most important, when traveling with others be sure to bring along your patience. Being packed into a vehicle with others can sometimes strain your relationships, but road trips can lead to some of the most amazing memories. ■



New Member Profiles

Leal's Bakery

Superior Masa for Tamales, Tortillas, Corundas, etc using the Best Quality ingredients. Tamales sold Monday through Saturday, claimed by customers to be the best in Monterey Co. Quality ingredients needed for Latin recipes *Founder, Filomeno Leal (a baker who originated in Monterrey N.L. Mexico) opened Leal Bakery in October 1976. By mid 1977, Leal Bakery was the Number 1 Latin foods store in Monterey Co. People all throughout California raved about Mr. Leal's delicious Tortillas, Tamales, Masa, Barbacoa, and Menudo.
Sylviaagamao@yahoo.com,
831-422-0315



Max Fit Meals and Nutrition

MaxFit Meals provides chef-curated, high flavor profile meals using only the best quality and freshest ingredients. We make all of our meals and sauces from scratch. We package everything using state-of-the-art sealing technology to ensure maximum shelf life. We allow our customers the ability to pick up from one of our retail stores in Salinas or Monterey or have their orders delivered to their home. We guarantee that our meals will provide you with two of the things you value most; more time to enjoy the people and activities you love, and a pathway to a healthier lifestyle.
Maxfitmeals.com,
info@maxfitmeals.com,
831-221-6060



Max's Helping Paws Foundation

Maximilian was 14 when he passed away on May 27, 2016. While grieving the loss, we imagined the guilt and heartbreak for those who might not be able to get the necessary treatments for their pet or may need to euthanize or surrender them because of financial circumstances. Wanting to do something meaningful, and honor Max's memory in a way that would help us heal while helping others, Max's Helping Paws was born.
Maxshelpingpaws.org,
info@maxshelpingpaws.org,
831-704-6473



Compass Church

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➡ BROADBAND – Continued from page 1

Underline Monterey, LLC initiative of the City of Salinas Community Development Department, as well as with other local broadband expansion efforts from private companies.

South County Broadband Access

The South Salinas Valley Broadband Authority (SSVBA) was founded in 2022. This Joint Powers Authority is comprised of five local governments: the City of Soledad, the City of Gonzales, the City of Greenfield, King City, and unincorporated parts of District 3 of the Monterey County Board of Supervisors. The SSVBA board continues to meet to plan for broadband access to all areas of South County, including rural areas. A variety of federal and state grants are now available for expanding broadband into rural areas. The Monterey Bay Economic Partnership (MBEP) serves as the administrator of the agency.

Monterey County Broadband Strategic Plan

Monterey County is now in the process of preparing a countywide strategic plan for broadband. A company called TeleWorx was selected as the consulting firm to develop the broadband strategic plan for Monterey County. The first step will be testing speeds of broadband as the basis for needs assessment.

A Technical Advisory Committee has been established

➡ RENTAL REGISTRY – Continued from page 1

What is the purpose of the Ordinance and how will information be used?

The Ordinance's ostensible purpose is to "allow the City to collect, monitor and analyze the characteristics of the residential rental units and actual rents in Salinas" to support the City's housing goals and protect public health, safety, and welfare for city residents. The Ordinance requires the City keep the rental information in a secured database that can be used to generate reports about the City-wide rental market. Individual landlord and unit information is to be kept confidential (and not subject to Public Records Act requests), but the Ordinance specifically permits the Community Development Director, in consultation with the City Attorney, to authorize the release of otherwise confidential information if legally required or if "public interest in disclosure would clearly outweigh the public interest in nondisclosure." Of note, the Ordinance specifically states it is not intended to authorize the establishment of a residential unit inspection program without further approval from the City Council.

Why does the registry require a business license number?

It was previously unclear whether residential landlords with less than four units were required to get a business license for their rental properties in the City. While still less than definite, one of the notable provisions of the Ordinance is the

for the strategic plan and held its first meeting on March 30. The Government Affairs Liaison for the Salinas Valley Chamber of Commerce is on the committee.

State of California Assistance for Monterey County

Three key state entities for planning & implementation of universal, affordable, fast broadband access in California are the California Public Utilities Commission's Broadband Implementation for California program, the California Broadband for All program of the California Department of Technology, and California Emerging Technology Fund. Monterey County Supervisor Luis Alejo has been an advocate for broadband access on the state level (as well as the county level) and now serves on the California Broadband Middle Mile Advisory Committee of the Broadband for All program.

Supervisor Alejo was instrumental in the August 2020 social media distribution of a photo showing two girls sitting outside a Taco Bell in the Alisal using its free WiFi to access homework for distance learning. It became a national symbol of the deficiencies of broadband access in many disadvantaged and rural communities in the United States.

The Chamber hopes to see the Salinas Valley become a symbol of transformation - from the frustration symbolized in that photo that comes from inadequate broadband access to prosperity that comes from universal, affordable, fast broadband access. ■

requirement that all landlords must obtain a business license for any unit subject to registration under the Ordinance. By including this language, it appears the City was trying to clarify that all covered residential properties require a separate business license. Consequently, we anticipate that the City will prioritize comparing the rental registry to its business license records to ensure landlords are meeting the registration and fee obligations of both programs.

What's next?

There is a lot that is unknown about the registry. The Community Development Department is tasked with implementing the program, but it is experiencing turnover at its top level. The deadline for initial registration for landlords is roughly a month away and there is very little information available to the public at this point. City officials have stated they view the registry as a starting point for getting further involved in landlord-tenant relations. Consequently, some observers have speculated that the residential rental registry program is laying the foundation for City-wide rent stabilization or control program, similar to those in San Jose and San Francisco. Finally, Salinas' initiative is already having ripple effects across the County. The City of Monterey is considering a similar proposal to establish a residential rental registration program, and it seems highly likely to follow suit with a comparable ordinance. ■

This article is intended to address topics of general interest and should not be construed as legal advice. © 2023 Noland, Hamerly, Etienne & Hoss.

➡ SALINAS LANDLORDS – Continued from page 9

"Under the leadership of Community Development Department staff, particularly Director Megan Hunter, the committee worked toward creating an ordinance with language that all parties could accept as a reasonable compromise. We believe an acceptable compromise has been achieved."

However, the letter also warned that this ordinance is a strategy for housing, not a solution in itself:

"The Chamber strongly encourages the Mayor and City Council to move beyond verbal commitments and make an aggressive effort to increase the supply of housing that ordinary people can afford. Increasing the housing supply needs to move beyond state-funded permanent supportive housing and random, speculative proposals from private developers that come on infrequent occasions. It requires leadership and responsibility for seeing the transformation of the city's blighted, underused, and vacant parcels into assets for the community."

The Chamber proposed that the city take at least one specific action for more housing - an action for which all city councilmembers have expressed support:

"The Chamber supports the hiring of an Economic Development Director who can act as a comprehensive thinker and visionary in that position. This person should be someone who reports directly to the City Manager, not a technocrat who fills out grant applications and government forms as a cog in a sprawling operation. This person should be working with every city councilmember to identify the parcels in their districts that should be targeted for activation."

With full transparency in mind, the Chamber also outlined that the Chamber's neutrality on these new Rental Registry fees and regulations is conditional:

"If the Chamber sees parties exploiting the registry for "shake-down" purposes, or sees the rental registration fee revenue diverted for purposes unrelated to identifying and rectifying unsafe and sub-standard rental housing, we will present the evidence and demand repeal of the ordinance."

Your Chamber Is Your Resource

The Chamber supports "a thriving, welcoming Salinas Valley where people, families and businesses succeed via economic growth and opportunity." This includes accountability for property owners and justice for tenants.

For now, we will uneasily regard this rental registry ordinance as a sincere effort to make Salinas a better place. Certainly life is difficult for many ordinary individual and households as demand for reasonably affordable housing continues to far exceed supply.

Please contact your Salinas Valley Chamber of Commerce if you have questions or concerns about this new ordinance. ■



- Upcoming NON-PROFIT EVENTS -

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

- **YOSAL Spring Concert, Concierto de Primavera 2023**

June 1, 7:30PM – 940 North Main Street, Salinas

Join us for our special Annual Spring concert featuring YOSAL Performers Orchestra, Overture, Da Capo, The Youth Symphony, and Mariachi Banda. Admission is free but space is limited, ticket reservation is required.

- **Girls inc. Taste and Treasures Fundraiser**

June 3, 5:30-8:30PM – 1192 Lone Tree Drive, Hollister

Join us for a delectable evening of Tastes and Treasures, as we celebrate the remarkable girls of Girls Inc. CC and their commitment to being smart, strong, and bold. Savor the flavors of the season with food, wine, beer, and dessert while browsing a selection of treasures, all in support of a great cause. Get your tickets now on Eventbrite for an unforgettable Saturday, June 3 from 5:30 to 8:30 PM!

- **Alzheimer’s Association Salinas Dementia Family Caregiver Support Group**

June 7, 12:30-2:00PM – 1130 San Vicente Avenue, Salinas

Support groups create a safe, confidential, supportive environment or community and a chance for participants to develop informal mutual support and social relationships. They also educate and inform participants about dementia and help participants develop methods and skills to solve problems.

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

June 8, 11:45AM-1:30PM - 100 Harvest Street, Salinas

\$12 for members and nonmembers. The lunch is prepared by our professional chef, Michael Gaines, and his crew of volunteers. There is always a program following lunch. Lunch is served at noon but come early and have a social time

with friends. Please call 831-424-5066, email asi@activeseniors.org , or come in to make a reservation. Our website, activeseniorsinc.org will have a link to the newsletter where the menu and program are listed.

- **Active Seniors, Inc, Golden Gate Fields – Belmont Stakes with Live Racing Lunch**

June 10, 10:00AM – 6:30PM – 1100 Eastshore HWY, Berkely

The Third Jewel of the Triple Crown”: Nearly every major American champion in racing history has competed on the Belmont racetrack in Elmont, New York. The distance is 1 ½ miles long or 12 furlongs. This will be the 155th run. There will also be local live racing and betting. This special event race day includes Turf Club admission, Daily Racing Program, Champagne Welcome, all-day coffee station, a non-alcoholic beverage of your choice, and a 3-hour all-you-can-eat multi-stationed buffet. Saturday - June 10, 2023 Leave Park Row parking lot at 10 AM / Return by 6:30 PM GOLDEN GATE FIELDS - ENJOY LUNCH, PLAY A HUNCH, WIN A BUNCH

- **Hartnell Colleges 3rd Annual Salinas Juneteenth Celebration**

June 17 – 1:00 – 5:00PM – 411 Central Avenue, Salinas

Salinas’ 3rd Annual Juneteenth is a free family-friendly community celebration honoring the delayed freedom of Black Americans after the signed Emancipation Proclamation, marked by the historic celebration in Galveston, Texas June 19th, 1865. Our Committee coordinates a day-long program with African Drumming, performances, music, and a variety of food, merchandise vendors and an array of local community partners.

City of Salinas Housing Progress: Mixed Results

by Chamber Staff

California law requires cities and counties to submit a report each year to the Department of Housing and Community Development (HCD) and the Governor’s Office of Planning and Research (OPR) outlining progress in ensuring new housing for residents of all incomes.

The City of Salinas has been open and transparent each year about its progress under its current 2015-2023 Housing Element.

With one year to go, it appears that the city will reach its Regional Housing Needs Allocation (RHNA) for above-moderate income housing (market rate housing). It has achieved a little less than half of its allocation for very-low income housing. Many of these new very-low income housing units are in state-funded shelters for the unhoused.

Its progress on low income housing is poor, and its progress on moderate income housing

is dismal. Nevertheless, the City of Salinas has done better overall than some Monterey County cities, which are constrained by lack of water and aggressive community opposition to construction of more housing.

The Salinas Valley Chamber of Commerce continues to place a high priority on increasing the regional supply of residential units for people of all income levels. ■

City of Salinas Regional Housing Needs Allocation (RHNA) Progress - 2015-2023 Housing Element (5th Cycle)													
Income Category	RHNA Goal	2015	2016	2017	2018	2019	2020	2021	2022	2023	Total Units to Date	Total Remaining Units	% Achieved
Very Low	537	21	24	50	42	0	0	88	0		225	312	42%
Low	351	20	16	0	53	8	0	1	0		98	253	28%
Moderate	407	6	1	3	0	0	0	0	0		10	397	2%
Above Moderate	934	142	52	25	71	100	210	189	139		928	6	99%
Total RHNA	2,229	189	93	78	166	108	210	278	139		1,261	882	57%

Why I love Monterey County, California

by Pastor Todd Anderson



Last Summer my family and I moved from San Diego to Monterey County. We love it! I am the Senior Pastor at Compass Church and I wanted to

take a few moments to brag on our community and tell you why I have so quickly fallen in love.

Tucked along California's stunning central coast, Monterey County offers a lifestyle that is truly unmatched. I love it for its breathtaking natural beauty, vibrant communities, and abundant opportunities. It's a great place for living, working, and raising a family and it's a dream come true to live here. Monterey County is the best place to call home. It's blessed with awe-inspiring natural wonders. There is world-famous Monterey Bay, the fertile fields of the Salinas Valley, and the majestic Big Sur coastline. I enjoy listening to the sound of crashing waves and exploring the picturesque hiking trails. We live in one of the most breathtaking places on earth. I love the diversity of the people and the rich history that we have here.

Aside from its natural beauty, Monterey County is also a great tourist destination. We boast world-class events like the California Rodeo in Salinas, the Monterey Jazz Festival, and the AT&T Pebble Beach Pro-Am. We are home to the renowned Monterey Bay Aquarium, as well as many prestigious academic institutions such as the

Middlebury Institute of International Studies and the Naval Postgraduate School. These institutions contribute to a vibrant academic and research community, attracting talented individuals from around the world.

Monterey County has a diverse and strong job market with a wealth of career opportunities for individuals of all backgrounds. Our agriculture, tourism, healthcare, and technology have created a thriving economy. I love seeing the hard-working people of this community supply fruit and vegetables for millions of people across our country and the proximity to Silicon Valley provides access to opportunities in the booming tech industry without the high cost of living associated with the Bay Area.

When it comes to raising a family, Monterey County is second to none. We have excellent schools, including top-rated public and private institutions. The county's commitment to education is evident in the numerous educational resources and extracurricular activities available for children. From exploring marine life at the aquarium to engaging in outdoor adventures, there is no shortage of educational opportunities that inspire young minds.

Thank you for welcoming my family with open hearts to this great community. We are looking forward to many years of fruitful and fulfilling ministry in Monterey County. My prayer for you today is that God would bless you, your families, your relationships, your business and that God would continue to bless Monterey County. ■



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- City tour of Florence: see the Cathedral, Baptistery, and the famous Gates of Paradise
- The Leaning Tower of Pisa
- Full day tour of San Gimignano
- Visit the WWII Florence American Cemetery (weather permitting)
- Optional trip to Ferrari Museum
- Chianti Wine Tasting
- Chamber Exchange in Tuscany
- Tuscan Feast Dinner
- Discovery Program Guide

DAY BY DAY

DAY 1

- Transatlantic flight

DAY 2

- Arrive in Italy and transfer to your hotel for the next 7 nights
- Dinner at your hotel

DAY 3

- Breakfast at your hotel
- City tour of Florence
- Chamber Experience (leather & textile industry)

DAY 4

- Breakfast at your hotel
- Tour of Pisa
- Dinner at your hotel

DAY 5

- Breakfast at your hotel
- Full day at leisure in Montecatini
- Optional trip to Cinque Terre

DAY 6

- Breakfast at your hotel
- Tour into the Heart of Tuscany & San Gimignano
- Chamber Experience (wine industry)
- Dinner at your hotel

DAY 7

- Breakfast at your hotel
- Full day at leisure in Montecatini
- Optional trip to Ferrari Museum

DAY 8

- Breakfast at your hotel
- Full day at leisure in Montecatini
- Optional full day tour of Siena
- Tuscan Feast Dinner

DAY 9

- Breakfast at your hotel
- Transfer to the airport for flight home



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Steve McShane at (831) 751-7725 or president@salinaschamber.com

Upcoming CHAMBER EVENTS RSVP at salinaschamber.com

- Celebration of Long and Colorful Life - "Ray Day" - w / Pajaro Valley Chamber**
Thursday, June 1, 4:00 PM – 6:00 PM
7902 Moss Landing Road, Moss Landing
 "Ray Day" will be observed at Haute Enchilada Social Club. It's all in honor of Reynaldo (Ray) Retez, who co-founded the iconic Whole Enchilada restaurant and other businesses in Moss Landing. An enduring phrase from the 1960s, "the whole enchilada" means "absolutely everything," which is exactly what Ray has given to his community. Local chamber officials and mayor of Watsonville will be on hand to help celebrate along with Retez, now 93, who has lived a long and colorful life. Only 50 Spaces are available. RSVP today at <https://RayDay2023.eventbrite.com>.
- Ribbon Cutting and Grand Opening Ceremony with Fenton & Keller**
Monday, June 12, 4:00 PM – 6:00 PM
218 Bassett Street, Suite A, King City
 Monterey law firm Fenton & Keller opened a new law office in King City, led by attorney John E. Kesecker, with a soft opening on May 1, and an official opening and ribbon-cutting ceremony on June 12. Guests can sip, savor and mingle, tour the office and meet the King City team at the new office, located at 218 Bassett Street, Suite A — right next to the King City Post Office. It has a reception area, four offices, a kitchen area, and a conference room. Please join us in celebration! Register at [Salinaschamber.com](https://salinaschamber.com), and save the date!
- New Member Orientation**
Monday, June 19, 12:00 PM – 1:00 PM
119 East Alisal Street, Salinas
 Join us for New Member Orientation with our SVCC Membership Director Gabriel Lopez. We welcome new and potential members to come learn more about the Chamber, membership benefits, and ways to get involved. Lunch will be provided. Register at [Salinaschamber.com](https://salinaschamber.com) today! We hope to see you there!
- Annual California Rodeo Salinas & Monterey Regional Airport Chamber Mixer**
Thursday, June 22, 5:30 PM – 7:00 PM
Monterey Regional Airport, 200 Fred Kane Drive, Monterey
 To kick-off the festivities, the Salinas Chamber in partnership with the Monterey Chamber will be holding a joint mixer at the Monterey Regional Airport as we gear up for the California Rodeo Salinas. Dust off your boots, throw on your cowboy hats, and join us for a fun evening in celebration of one of Salinas' most loved events. Tickets can be purchased at [Salinaschamber.com](https://salinaschamber.com) for members at \$10, and \$20 for non-members.
- Lunch and Learn with Platinum Multiservices Inc.**
Monday, June 26, 12:00 PM – 1:00 PM
119 East Alisal Street, Salinas
 Please join us for a Lunch and Learn with Platinum Multiservices Inc, where Tania Santos, Platinum's founder & CEO, will cover an introduction to QuickBooks and answer any questions you have. The event will take place in-person at the Chamber office and via zoom. In-person space is limited, so be sure to RSVP at [Salinaschamber.com](https://salinaschamber.com) to reserve your spot.
- Salinas Valley Young Professionals Organization Mixer**
Thursday, June 29, 5:00 PM – 7:00 PM
201 Main Street, Salinas
 You are invited to join us for the Salinas Valley Young Professionals Organization's Kickoff Mixer. This event will be the first of many tailored to provide a space for individuals between the ages of 21-39 to network, participate in service experiences, and engage in personal and professional development opportunities.

Be sure to check out SalinasChamber.com for added events and updated information



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JARROD PENNER, CPA

Jarrold is an Equity Partner and Partner-in-Charge of the Monterey office where his areas of expertise include assurance and tax services for non-for-profit, local government, small business and construction industry clients. Jarrold grew up in a small agriculture town in California's Central Valley. Jarrold attended California State University, Monterey Bay, where he earned a Bachelor of Science in Business Administration with a concentration in accounting. Jarrold and his wife, Leslie, currently reside in Monterey with their two sons. When Jarrold is away from the office, he enjoys spending time with his family and enjoying the best of the Central Coast.

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AT JASMINE@SALINASCHAMBER.COM OR BY CALLING (831) 751 - 7725.

Ambassador Profile

Ricardo Ruelas



Local to Monterey County, Ricardo Ruelas was born and raised in Salinas. Coming from immigrant parents, Ricardo is passionate about helping the Latino community and constantly strives to be a positive and strong reflection of his parents. Ricardo is a proud alumnus from California State University Monterey Bay, having received his bachelor's in Marketing in 2018 and a Master of Business Administration in 2022. He has experience in marketing, accounts receivables, and remains committed to helping Salinas grow. Currently, Ricardo is an Integrated Media Specialist where he helps

businesses grow by utilizing digital & broadcast advertising. During his free time, Ricardo enjoys traveling, exercising, and trying out different restaurants.



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NEW MEMBER ORIENTATION



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CHAMBER OF COMMERCE

We welcome new and potential members to learn more about membership benefits.

Tuesday, June 19

12 PM - 1 PM

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93901

Register at www.salinaschamber.com

For more information, please contact Gabe Lopez at

Gabe@salinaschamber.com or call 831-809-9988

Governor Newsom Urges Reforms, Stresses Importance of Green Tech at Host Breakfast

by CalChamber

California Governor Gavin Newsom stressed the importance of streamlining the state's infrastructure permitting processes at the 97th Annual Sacramento Host Breakfast.

The annual Host Breakfast, attended by close to 1,000 civic and business leaders from throughout the state, offers decision-makers in California finance, government, education, agriculture and industry the opportunity to exchange views, establish and renew friendships, and create statewide atmospheres of good will and understanding at a common table. The breakfast is sponsored by the Sacramento Host Committee, made up of 30 Sacramento area business leaders, and the California Chamber of Commerce.

Infrastructure

Governor Newsom joined CalChamber President and CEO Jennifer Barrera for a question-and-answer exchange on important issues facing California.

One of the issues discussed was expediting infrastructure projects. The Governor asserted that progress was being made to reforming some aspects of the California Environmental Quality Act (CEQA) and said his office would soon announce streamlining, permitting and judicial reforms.

These reforms will be critical to taking advantage of \$180 billion in federal infrastructure funding.

"[The \$180 billion in funding is] one of the most significant investments in California's history. And the only thing that gets in the way is a world we invented. And that's process and delay and manipulation," Governor Newsom said.

Green Technology

Asked about the state's climate goals, Gov. Newsom touted California's leadership in carbon neutrality. The state has invested in a wide range of green technologies, such as battery storage, carbon capture, green hydrogen and more.

In fact, the state is converting old industrial facilities into large bio green facilities, creating thousands of jobs and bringing in billions of dollars of investment, he said.

The transition to green energy is going to be "the biggest transformation in our lifetime," the Governor said, and California is poised to dominate the transition.

"...we dominate in this space; it's one of



California Gov. Gavin Newsom and CalChamber President and CEO Jennifer Barrera at the 97th Annual Sacramento Host Breakfast on May 18, 2023 in Sacramento. PHOTO BY BRYAN PATRICK

our biggest exports," he said. "This is... the one thing that I think separates our game from the game played almost anywhere else and is one of the greatest economic opportunities of our lifetime."

The Governor also cautioned against forgetting how great the state is. The state still dominates in "every major category," he said.

He pointed out that California is the No. 1 state for manufacturing, agriculture, hunting and forestry jobs, two-way trade and direct foreign trade. California has 51% more startups, and since the last two decades, more than half of the venture capital in the U.S. is coming out of California.

"Our home state, the Golden State, in the next few decades will be a golden era of California if we maintain our wits, maintain our confidence, and continue to accelerate our nation-leading policies," Governor Newsom said.

Pay Equity

The discussion closed on the issue of pay equity, and Governor Newsom thanked the CalChamber for signing California's Equal Pay Pledge.

Family- and women-friendly workplace policies are a "no-brainer" and foster company growth and success, he said. California is making gains in this area, with the percentage of women serving on corporate boards doubling to 33% since 2018.

While the percentage is not where it needs to be, the Governor pointed out that California has the most woman-owned business in the country.

"And we haven't even gotten started," he added. ■

UPCOMING FREE EVENTS

JUNE
07



BUSINESS BUILDERS

11:30 AM - 1 PM in Monterey

Don't miss out on soon-to-expire programs that can help your business.
Lunch is on us!

JUNE
15



EL SUEÑO AMERICANO CON SU ITIN

4 PM - 6 PM in Salinas

Learn from the experts how you can start a business or buy a home with only an ITIN.
(Workshop in Spanish)

JUNE
29



PREPARING YOUR BUSINESS FOR A COMMERCIAL LOAN

10 AM - 11 AM in Salinas (Spanish)
2 PM - 3 PM in Marina (English)

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