

YOUR ROAD MAP TO BUSINESS
IN MONTEREY COUNTY

BUSINESS



CALENDAR

THU. 11/16 | MARINA CHAMBER OF COMMERCE MIXER, 5 to 7 p.m., Mortimer's Card Room, 3100 Del Monte Blvd. Newly remodeled card room. \$10-\$15.

TUE. 11/21 | MARINA CHAMBER OF COMMERCE LUNCHEON, 11:45 a.m. to 1 p.m., Francisco's Restaurant, 262-B Reservation Road, Marina. \$20-\$25. R.S.V.P.: 384-9155.

—11/24 | NOTARY CLASS AND TEST, 9 a.m. to 4 p.m., test, 4:30 p.m. Dec. 9, Lopez Tax and Financial, 1588 Moffett St., Suite F, Salinas. Deadline to register: Nov. 24. \$99. 422-4888.

WED. 12/6 | 'BOOKKEEPING 101: PRACTICAL BOOKKEEPING SKILLS FOR SMALL BUSINESSES', 2 to 4 p.m., Sesson House, Cabrillo College, 6500 Soquel Drive, Aptos. \$30. www.centralcoastsbdc.org, 479-6136.

—4/6 | SBA FEDERAL DISASTER LOANS FOR SALMON FISHERMAN AND RELATED BUSINESSES, loans offered by U.S. Small Business Administration with 18 outreach centers to meet with affected people: 10 a.m. to 5:30 p.m. Fridays, Monterey Public Library, 625 Pacific St., Monterey and 9 a.m. to 5:30 p.m. Tuesdays through Thursdays, Moss Landing Marine Laboratories, Shore Lab Facility, Norte, 7544 Sandholdt Road, Moss Landing. www.sba.gov/disaster.

BUSINESS 101 news appears daily on the Business page of The Salinas Californian. We welcome information and photos regarding people, events and other aspects of Salinas-area business, including housing, careers and personal finance. Send in a timely manner in care of LOCAL BUSINESS: by fax to 754-4293; by e-mail to newsroom@salinas.gannett.com; or by mail or in person to The Salinas Californian, P.O. Box 81091, Salinas, CA 93912. Questions: 754-4260

City Council honors Chamber of Commerce

By BEVERLEY MEAMBER

As part of the Salinas City Council's City of Champions program, the Salinas Valley Chamber of Commerce and our members were recognized for serving the Salinas community since 1921.

The council's Oct. 17 resolution notes a number of chamber accomplishments, including:

- Representing more than 900 businesses that collectively employ more than 40,000 people.
 - The chamber leadership's advocacy for increased city revenues, including supporting the Measure V sales tax measure, donating to the Rally Salinas! fundraising initiative to keep Salinas' libraries open.
 - The fact that the chamber's Leadership Salinas Valley program counts many city leaders and employees among its graduates.
 - The chamber's role in streamlining the city's permit process.
 - The chamber's membership of both large and small local businesses, whose owners and employees exemplify the qualities that make our city great, including dedication, hard work, and community spirit.
 - The vision shared by the city of Salinas and the chamber of a strong local economy, which is part of the foundation of a thriving community.
- In its resolution, the City Council commended the chamber for its continuing service and efforts on behalf of the Salinas community and affirmed its commitment to working cooperatively for the benefit of all Salinas residents.

It was an honor to accept the commendation on behalf of the chamber's board of directors and our membership.

The timing of the commendation



couldn't have been better. Following the recognition, the City Council held a hearing on revising the municipal zoning ordinance. For 10 months, a group of very dedicated community representatives, led by the chamber and Salinas Valley Builders Exchange, met and reviewed the proposed zoning ordinance changes word for word with city staff.

The efforts and long hours of this review were rewarded at the meeting with unanimous council approval of the ordinance. City staff and all of the council members understood the value of this process.

Deputy City Manager Rob Russell and city staff members Tara Hullinger and Bob Richelieu need to be acknowledged once again for their good-faith efforts. The council vote was unanimous, so we would also like to thank Mayor Anna Caballero and council members Janet Barnes, Gloria De La Rosa, Maria Giuriato, Jyl Lutes, Roberto Ocampo and Sergio Sanchez for initially granting us the opportunity to work so closely with the city in crafting this very important document and then supporting our recommendations in the final document.

This is a significant accomplishment and the dedication and monumental contributions of time and expertise were enormously effective in improving the ordinance. As Peter Kasavan (Kasavan Architects) noted in his thank-you to the task force, "We were able to increase flexibility, enhance clarity and consistency, reduce imped-

iments to development and implement incentives that support affordable housing and new wealth-building opportunities to Salinas' citizens."

Many task force members

Our task force consisted of Cristie Cromeenes and Gwen Miller (Salinas Valley Builders Exchange), Jay DeSerpa and Rick DeSerpa (DeSerpa Investments), Brian Dove (Monterey County Housing Authority), Deamer Dunn (Pajaro Street Grill), Catherine Kobrinsky Evans (The Kobrinsky Group and Oldtown Salinas Association), Rick Fedelem (HBFL Architects), Eugene Ferris (Windermere Coast and Valley Properties), Greg Findley and Wylie Mitchell (NAI BT Commercial), Brian Finegan (attorney), John Jessen (contractor), Kasavan, Sheryl McKenzie (Monterey County Association of Realtors), John McCormack (JNM Co.), Victor Mehia & Erica Padilla-Chavez (Salinas United Business Association), Beau Oxsen and Bill Shaw (Shaw Development), Alex Reynosa (In Studio Architecture), Nathan Stoope (Kleinfelder), Paul Tran (CHISPA), Tina Trujillo (Law Office of Aaron Johnson), Ken Tunstall (Tunstall Engineers) and Mike Wadsworth (architect).

A number of the task force members also participated financially in order to hire an outside planning consultant to review the various subcommittees' recommendations.

We're very proud of the work the task force did and their exhibition of good citizenship.

We also thank them along with City Council members and city staff for their leadership and dedication in making Salinas a better city.

BEVERLEY MEAMBER is president and chief executive officer of the Salinas Valley Chamber of Commerce.



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