

Resolution from HRB

Under HRB's purview is to promote Heritage Tourism for the City of Salinas.

Historic Resources Board

The Historic Resources Board (HRB) was created on April 27, 2010, by the City Council's adoption of Ordinance # 2505. The HRB was tasked by Council to protect Salinas' architectural heritage assets for education, community revitalization and the promotion of heritage tourism. The Board works to protect Salinas' historic assets listed on the National Register of Historic Places, the State Historic Landmark Register, and the California Register of Historic Resources. The HRB also identifies historic and cultural heritage sites in Salinas which can be featured as visitor or local attractions.

At a recent second update by the "brand" Heritage Park group located at the Inter Modal Transit Center (ITC) there seems to conflict between the City of Salinas and how they support Heritage Park. The Consultant Harris and Associates were supposed to complete a Master Plan for ITC (ITCMP) to include: naming of the area, promotion plan and use of facilities, by conducting surveys of the persons concerned with the area. This began May 2023. Since then the consultant funding has been exhausted and the staff person in charge is no longer with the city. Now the report is still being completed by the City, but it has not been reported back yet. There needs to be an explanation about the requirements for the transfer of property from TAMC to the City.

HRB would recommend the following actions:

1. While staffing issues can be a challenge and the understanding that the City has a process to follow, creating what appears to be barriers or lack of transparency for the promotion of Heritage Tourism should not be a part of that.
2. Consultant did not finish the project so tenants bear the burden of lack of direction.
Finish the Master Plan report as quickly as possible and give a **time line** for completion so tenants can plan.
2. With the understanding that the delayed ITC Masterplan is creating a problem with some of the tenant marketing and promotion plans, the city should give a clear and transparent explanation of the process causing delays in the naming process. In lieu of a final report or details of the naming process; approve designation of the tenant area as "Heritage Park" or possibly a declaration of "Heritage Park" at the IMTC (or other transit name) Center.
3. Give a detailed explanation for lack of space available for expansion at the Train Depot for Historic District, as requested for part of the ITC Master Plan
3. Clearly define responsibility of signage, both type and cost of materials.
4. The City can support Heritage Tourism by encouraging tenants to promote the area and create standards for local high visibility promotion, for example a better Amtrack Sign,

as well as develop an agreed upon promotion and signage program, particularly who is responsible for funding it and how they are to be displayed.

DRAFT