

RESOLUTION NO. _____ (N.C.S.)

**RESOLUTION APPROVING AGREEMENTS WITH THE SALINAS VALLEY
TOURISM AND VISITOR'S BUREAU FOR 1) THE OPERATION OF A CALIFORNIA
WELCOME CENTER AND 2) A LEASE FOR THE CITY-OWNED PROPERTY
LOCATED AT 1A STATION PLACE**

WHEREAS, the Salinas Valley Tourism and Visitor's Bureau (SVTVB) operates a California Welcome Center in Salinas located at 1A Station Place a city-owned property, which expired August 2025; and

WHEREAS, the Monterey County Convention and Visitor's Bureau (MCCVB) manages a Tourism Improvement District (TID) that includes the City of Salinas and through this TID, the City of Salinas receives \$0.50 per occupied room-night within the City of Salinas to spend with the stipulation that it be used to increase room night stays within the City; and

WHEREAS, the City of Salinas desires at this time to continue to fund the Welcome Center's operations effective July 1, 2026 and wishes to utilize the money collected through the TID as well as an additional \$200,000 per year of a two-year Operating Agreement to do so; and

WHEREAS, the existing Property Lease expired in July of 2025; and

WHEREAS, both SVTVB and the City desire to enter into the Lease Agreement (the "Lease") to allow SVTVB to continue to utilize the Premises as a California Welcome Center to promote the City of Salinas as a vibrant tourist destination; and

WHEREAS, the term of the Property Lease Agreement shall be for a term of ten years with an option to renew for an additional ten years at a rental rate of \$1.00 a month beginning July 1, 2026. In addition, the rent from April 1, 2025 through June 30, 2026 shall be waived; and

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby finds and determines that the above recitals and accompanying Staff Report are true and correct and have served as the basis, in part, for the actions of the City Council set forth below; and

BE IT FURTHER RESOLVED THAT that the City Manager is hereby authorized and directed, for and on behalf of the City of Salinas, to execute the attached Lease Agreement and Operating Agreement between the City of Salinas and SVTVB; and

BE IT FURTHER RESOLVED THAT the City Council hereby determines that the proposed Agreement is Categorically Exempt pursuant to Public Resources Code 15301, as the Lease does not propose any change of use or expansion of any existing use; and

BE IT FURTHER RESOLVED that the City Council authorizes the City Manager or his/her designee to take such other actions as may be necessary to execute such other documents as are appropriate to effectuate the intent of this Resolution.

PASSED AND APPROVED this 24th day of March, 2026, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Dennis Donohue, Mayor

ATTEST:

Patricia M. Barajas, City Clerk

Attached:

Exhibit A – Proposed Agreements