

OLDTOWN SALINAS FOUNDATION

P.O. Box 2325

Salinas, CA 93902

Telephone 831/758-0725

August 21, 2022

Kristan Lundquist
Library & Community Services Director
City of Salinas,
200 Lincoln Avenue
Salinas, CA 93901

RE: Comments on DRAFT update to Special Event Ordinance (Article 1-C, Section 30-12.30)

Via e-mail: kristanl@ci.salinass.ca.us

Dear Ms. Lundquist:

Thank you for the opportunity to comment on the proposed update to the Salinas City Code relating to “*Special Events Ordinance*”. As you are aware, the Oldtown Salinas Foundation has a long history of conducting public events in the City, including our annual Salinas Valley Food and Wine Festival and our weekly Farmer’s Market. As such, we have a unique insight into the event permit process.

Our comments on the Draft Ordinance update are as follows:

- Section 30-12.31.a “Purpose”. In addition to public spaces, streets, and sidewalks, the City also regulates events on private properties through the permitting process. I see an opportunity to use this Municipal Code update to clarify use of private properties for events that can be of benefit the City and its residents. If a non-profit wants to use a private parking lot for a community event, the Event’s Ordinance should be written to allow an event in all zoning categories as a permitted use, subject only to first obtaining an event permit. Currently, an expensive and time-consuming Zoning permit is required. This discourages events that could otherwise be easily permitted and benefit city groups and our residents and increase activities in our City.
- Section 30-12.31.b.2.C. Please specifically add *farmer’s markets* to this section.
- Section 30-12.31.b.2.C. As noted in the first bullet, if events on private properties (e.g. church or commercial parking lots) could be added, please modify language at the end of the paragraph, as follows: “...*observances conducted on public or private property*...”
- Section 30-12.31.c. Similarly, adding private property to the “Permit Required” section would, I believe, increase event opportunities in Salinas and provide an opportunity for the City to regulate these events.

A California non-profit organization dedicated to the promotion and enhancement of Oldtown Salinas.

- Section 30-12.31.d.3. – Permit Application. Based on our experience, it can take city staff three or more weeks (sometimes 8 – 9 months) to review, approve and issue an event permit. While a 2-day turn-around is ambitious, it sets an unreasonable public expectation. It may be that this is intended to read that a permit for an event involving 150 or less people can get a permit in 2 days. Regardless, a 2-day permit turn-around is still not a practical timeframe.
- Section 30-12.31.d.3, A-H. I appreciate the City's efforts to streamline documentation needed for an event and this section should serve as a checklist for event organizers. Currently, there are no clear guidelines, which results in numerous informational follow-up requests by City staff, which slows down permitting and is frustrating to event organizers.
- Section 30-12.31.d.5 – Approval. Referrals to City Departments or personnel should have a defined timeframe for a written response to staff reviewing the event permit application. As written, this section is open-ended. I would recommend using a 30-day agency/staff review and comment period, as is similar to Government Code Section 65943.
- Section 30.12.31.d.12 – Interfering with Activity Prohibited. This section is particularly important to include in the Ordinance. It will allow the City of Salinas Police Services to have a regulatory/legislative basis for enforcement. An event on public streets and sidewalks can tend to attract other non-affiliated groups that enter the event space to take advantage of crowds drawn to this particular event/activity. Unwanted groups are a distraction and disruption to the purpose of the event. This is particularly true when unpermitted conflicting groups using amplified sound enter a permitted event space, including both streets and sidewalks. This provision would allow for the City to lawfully direct an unpermitted group to leave a permitted event space.

In addition to the comments above, I have three other recommendations:

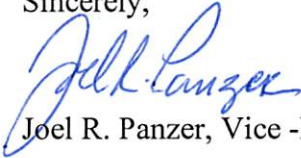
1. To make sure the final version of the adopted regulations are consistently applied, I would ask that there be no additional informational requirements placed on event organizers, other than the information specifically contained in the adopted regulations. Said another way, any updates to the City event permit application or checklist must be consistent with the requirements of the adopted version of the Special Events code. Currently, as City staff processes event applications, informational requests can be inconsistent year to year or be requested without a legislative basis. Only information required by the Code should be requested by City staff.
2. I would also suggest that a provision be added to the Code to allow a single permit for recurring events. If an event is executed successfully, can't permitting allow for more than a single year permit? This would minimize costs to the event organizer and reduce paperwork and staff costs to the City.
3. While not mentioned in this ordinance, can the City allow an event organizer to only have to obtain a single City business license for multiple events? Said another way, if a single entity does more than one event the City requires payment of a separate business license for each and every event. This approach adds additional volunteer time, fees to be paid, and another hurdle to clear in the event permit review process.

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The tenor of this Code update appears to encourage entities to provide activities in the City, which ultimately benefit our residents at minimal to no cost to the City (e.g. the Farmer's Market is a free community event each Saturday). We are supportive of this direction in the proposed Code.

Thank you for the opportunity to comment on this important Special Event update.

Sincerely,



Joel R. Panzer, Vice -President

Oldtown Salinas Foundation

RE: City of Salinas Special Event Ordinance Update

Kristan Lundquist <kristanl@ci.salinas.ca.us>

Tue 8/16/2022 3:08 PM

To: 'Kirsty Ryan' <megsmom1110@sbcglobal.net>

Great. Thank you.

Kristan

From: Kirsty Ryan <megsmom1110@sbcglobal.net>

Sent: Tuesday, August 16, 2022 2:15 PM

To: Kristan Lundquist <kristanl@ci.salinas.ca.us>

Subject: Re: City of Salinas Special Event Ordinance Update

It does clarify.

We will do Cal Trans in January in hopes they can complete by May so we can get into you 45 days before July 16.

Thank you so much!

Kirsty

On Aug 16, 2022, at 11:42 AM, Kristan Lundquist <kristanl@ci.salinas.ca.us> wrote:

Hi Kirsty,

Yes, it is very similar and not much changes for parades. The one thing I would point out is a type-o regarding the deadline to submit applications. The current deadline is 30 days. The draft indicates 90 however, I had planned to change this to 45 days and this will be my recommendation going forward.

The City Manager has always been the issuing authority but that is delegated to me for final approval of permits. Julia is the collector of information, interfaces with event organizers and coordinates with the special event committee. Julia is in my Department (LCS). This will remain the same going forward. I hope this helps clarify things.

Let me know if you have any other questions.

Kristan

From: Kirsty Ryan <megsmom1110@sbcglobal.net>

Sent: Tuesday, August 16, 2022 11:19 AM

To: Kristan Lundquist <kristanl@ci.salinas.ca.us>

Subject: Re: City of Salinas Special Event Ordinance Update

This all seems to be exactly what we do each year for Kiddie Kapers.

Is the City Manager different than the City Permit Dept (Julia Nix) who we send everything to now?

Please help me to understand this.

Kirsty

On Aug 16, 2022, at 8:38 AM, Kristan Lundquist <kristanl@ci.salinas.ca.us> wrote:

Here you go.

Kristan

From: Kirsty Ryan <megsmom1110@sbcglobal.net>

Sent: Tuesday, August 16, 2022 7:18 AM

To: Kristan Lundquist <kristanl@ci.salinas.ca.us>

Subject: Re: City of Salinas Special Event Ordinance Update

Yes, please resend it. I can't find the 8/3 one.

Thank you,

Kirsty

On Aug 15, 2022, at 8:00 PM, Kristan Lundquist
<kristanl@ci.salinas.ca.us> wrote:

Hi Kirsty,

Yes, it involves parades. I sent the draft ordinance out with the original email dated 8/3. The one I sent today was just a reminder. If you need me to resend it, I can do so tomorrow morning. Let me know.

Kristan

Sent from my Verizon, Samsung Galaxy smartphone
Get [Outlook for Android](#)

From: Kirsty Ryan <megsmom1110@sbcglobal.net>

Sent: Monday, August 15, 2022 7:44:46 PM

To: Kristan Lundquist <kristanl@ci.salinas.ca.us>

Subject: Re: City of Salinas Special Event Ordinance Update

Kristen,

Hi,

I don't see an attached draft ordinance.

I am just involved with the Kiddie Kaper Parade through Salinas Center once a year.

Does this impact parades?

Thank you for all you do!

Kirsty Ryan

On Aug 15, 2022, at 4:20 PM, Kristan Lundquist
<kristanl@ci.salinas.ca.us> wrote:

Good Afternoon,

I just wanted to remind you about the Virtual Community Meeting tomorrow evening at 6:00 PM Zoom ID 852 2008 2847 Passcode 949303 RSVP <https://tinyurl.com/SalinasEvents>. Written comments on the draft Special Event Ordinance Update can be submitted through August 23, 2022.

If you have any questions, please feel free to contact me.

Thank you,
Kristan

Kristan Lundquist
Library & Community Services Director
City of Salinas
200 Lincoln Ave.
Salinas, CA 93901
O: (831) 758-7222

"We Create Community Through People, Parks & Programs"

From: Kristan Lundquist
Sent: Wednesday, August 3, 2022 4:29 PM
To: A. Olsen, Salinas Steinbeck Rotary Club <aolsen@afolaw.com>; Aaron Snyder <aaron.snyder@outlook.com>; Adan Gomez <gomezautorepair@att.net>; Adan Gomez <salinastarppullers@att.net>; Alejandro Chavez, Salinas Bizcom/SUBA <subadirector@gmail.com>; Alex Carmona, iHeart Media <alexcarmona@iheartmedia.com>; Angie Connell <aconnell@mdausa.org>; Annalisa Carrillo <annalisa.carrillo@ecoact.org>; Anthony Lane <anthony@foxtheatersalinas.com>; Ashley McDonnell, Salinas Valley Food and Wine <ashley.mcdonnell@hubinternational.com>; Brandon Hill, Alliance on Ageing <bhill36242@gmail.com>; California International Airshow <info@salinasairshow.com>; Cary Swensen <cswensen_98@yahoo.com>; Cassy Waggy <cwaggy@coastalkidshomecare.org>; Cesar Torres <ctorres@fiestainsurance.com>; Chris Clay <chrisclay5537008@gmail.com>; Christopher Barrera <christopherbarrera@mindermere.com>; Ciclovía <Cicloviasalinas@gmail.com>; Crystal Andon, American Cancer Society <crystal.andon@cancer.org>; Crystal Sanchez <sanchezcc@co.monterey.ca.us>; Danny Garcia, Salinas PAL Carshow <daneilga@ci.salinas.ca.us>; Danny Little, CA Rodeo Carnival <dlittle@nheh.com>; Dean Callender <deancallender@sbcglobal.net>; Edgar De La

Cruz, Salinas Valley Disc Golf
<salinasvalleyDGC@gmail.com>; Elsa Jimenez
<jimenezm@co.monterey.ca.us>; Epifanio Nunez & Yolanda
Saldana, Christ the King Church <yrsaldana86@gmail.com>;
Erick Lopez <elopez@csvs.org>; Estela Gutierrez, Salinas
Valley Recycles, Salinas Valley Solid Waste Authority
<estelag@svswa.org>; Future Citizens Foundation
<dmartinez@fcf-ca.org>; Gilbert Chavez, Street Low
<Streetlow1@aol.com>; Harry Wardwell
<harry@salinasairshow.com>; Holly Andrus-Harris
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Start <ivaltier@montereycoe.org>; Jarren Coleman
<jerren@hgcreative.com>; Jason Cook
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Jennifer Bunden <jennifer.bunden@salinasuhdsd.org>;
Jennifer Highland, American Cancer Society
<jennifer.highland@cancer.org>; Jessica Matias, iHeart
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John T. Hirasuna, Buddhist Temple of Salinas
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Streets of Bethlehem <Johnna@fbcsalinas.com>; Jonathan
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Jose Velasquez <jvelasquez@velasquezlawoffice.com>;
Karina Ramires <kramires@csumb.com>; Kirsty Ryan
<megsmom1110@sbcglobal.net>; Krista Hamar
<krista@hgcreative.com>; Larry Hirahara
<seedguy@aol.com>; Lauro Barajas, United Farm Workers
<lbarajas@ufw.org>; Leticia Hernandez
<leticiabhernandez@gmail.com>; Lindsay Ezykowich,
Forbes Media LLC <lezykowich@forbes.com>; Loris
McKelvey Day, Event Planner Salinas Rotary Club
<lorisa@mad-about-events.com>; Lupe Covarrubia,
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Madonna del Sasso Church <mnavarrete@mds@aol.com>;
Maria Cardenas <maria@gomsalinas.com>; Maria Carrasco,
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Ferdin <ferdinme@co.monterey.ca.us>; Mark Dover
<mark.dover@salinasuhdsd.org>; Mark Landon, Circo
Caballero <mark@landonagency.com>; Mark Rollins
<mvrollins@comcast.net>; Matthew Silvestre, Venture
Church Salinas <info@venturechurchsalinas.org>; Michael
Schleicher, MDA <mschleicher@mdausa.org>; Mike L Ann
Miller <malymiller2@gmail.com>; Mitch Massey
<mmassey@firstteemontereycounty.org>; Monica Gonzalez
<mgonzalez@entravision.com>; Nancy Valdez
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Club <nomadsdiscgolfclub@gmail.com>; Orlando Osornio
<ofosornio@gmail.com>; Pete Tavares
<pete@ltavaresfamilycarclub.com>; Pete Tavares, Tavares

Family Car Club <pete@salinasvalleytrucking.com>; Phillip M. Nava, Church of Christ in the Americas <Revista@evalverde.com>; Phillip M. Nava, Church of Jesus Christ in the Americas <Devista@evalverde.com>; Quirino Vazquez <vazquezquirino@yahoo.com>; Ramon Castro, Wolfhose Radio Group, Inc. <jrcastro5@aol.com>; Ray Pulver <upbeatparades@aol.com>; Ricky Cabrera, Rotary Club of Salinas Alisal <rickycabrera@mac.com>; Robert Blodgett <rj@montereybayaltmed.com>; Roberto Osorio, American Crown Circus <americancrowncircus@yahoo.com>; Roly Cabrera, Salinas Police Foundation <drroly@hotmail.com>; Ronald Bitar, The Car Lot <juan@carlot831.com>; Sabrina Delk <sdelk@ecoact.org>; Salinas Juneteenth <salinasjuneteenth@gmail.com>; Salinas Pride <info@salinasvalleypride.com>; Salinas Valley Chamber of Commerce <membership@salinasvalleychamber.com>; Sam Jenkinson, Salinas Monster Jam <a1telecomsam@gmail.com>; Samantha Alvarez, AIDS Lifecycle <salvarez@aidslifecycle.org>; Seth Short <sethshorty@yahoo.com>; St. Mary of the Nativity Church <business@stmarysalinas.org>; Steinbeck Rotary <info@steinbeckrotary.org>; Stuart Li <slstrtsr@gmail.com>; Todd Farrington, Big Sur Land Trust <tfarrington@bigsurlandtrust.org>; Tony Valenzia, Empresas Azteca <tvalencia@lazerbroadcasting.com>; Tony Virrueta <veteransdayparadesalinas@gmail.com>; Ty Brownfield, CA Rodeo Assoc., Rodeo Events <tbrownfield@carodeo.com>; Vicki Law <vlaw@p4pmc.org>; Victor Garcia, Caminos del Arte <vicsgarcia@hotmail.com>; Victor Juarez, Yaocuahtli <yaocuahtli@yahoo.com>; Yadira Hobby <yadira.hobby@gmail.com>
Cc: Julia Nix <julian@ci.salinas.ca.us>; Vivian Salinas <vivians@ci.salinas.ca.us>; Ana Ambriz <anaa@ci.salinas.ca.us>

Subject: City of Salinas Special Event Ordinance Update

Good Afternoon,

The City has been reviewing Article I-C Sec. 30-12.30 of the Salinas Municipal Code and is recommending an update to the Special Event Ordinance. We are reaching out to you because you have organized a special event within the City of Salinas and gone through the special event process sometime between 2019 and 2022. Your thoughts on the process and requirements set forth in the DRAFT Special Event Ordinance is important and we are seeking feedback from you prior to recommending a change to the City Council. If you wish to provide feedback, please review the attached DRAFT Ordinance and send your feedback to specialevents@ci.salinas.ca.us by August 23, 2022.

In addition to this, we will also have two additional opportunities to provide feedback:

1. Library & Community Services Commission Meeting,
August 10 at 6:00 PM in the City Hall Rotunda, 200
Lincoln Ave.; or
2. Virtual Community Meeting on August 16 at 6:00 PM
Zoom ID 852 2008 2847 Passcode 949303 RSVP
<https://tinyurl.com/SalinasEvents>

This item will be considered by the City Council on
September 6, 2022.

The purpose of the Special Event Ordinance is to ensure the
health and safety of all residents while mitigating impacts to
the overall community. We hope the updated DRAFT
Ordinance will assist in supporting an event friendly City.

If you have any questions, please feel free to contact me.

Thank you,
Kristan

Kristan Lundquist
Library & Community Services Director
City of Salinas
200 Lincoln Ave.
Salinas, CA 93901
O: (831) 758-7222

"We Create Community Through People, Parks & Programs"

Re: City of Salinas Special Event Ordinance Update

Mark Dover <Mark.Dover@salinasuhdsd.org>

Mon 8/8/2022 3:48 PM

To: Kristan Lundquist <kristanl@ci.salinas.ca.us>

Hi Kristan,

I think that is a fair compromise. We will just need to make sure the schools understand that if we are doing a September Parade, you will need it by the first week of August. Usually no one has a Homecoming any earlier than the second or third week of September. Thank you for sharing this with me. I will submit my Application tomorrow. This actually aligns with Caltrans who also require the same 45 days.

Thanks,

Mark

On Mon, Aug 8, 2022 at 3:39 PM Kristan Lundquist <kristanl@ci.salinas.ca.us> wrote:

Hi Mark,

Thank you for the feedback on the time frame for submitting a permit. You parades are part of the fabric of our community and your feedback is critical! I have already contemplated the time frame and actually had planned to list 45 days (current ordinance has a 30 days) and just realized the document I sent out still references 90 days. How do you feel about having to submit an application 45 days in advance?

Do you have any other feedback on the draft ordinance language?

Kristan

From: Mark Dover <Mark.Dover@salinasuhdsd.org>

Sent: Monday, August 8, 2022 2:55 PM

To: Kristan Lundquist <kristanl@ci.salinas.ca.us>

Subject: Re: City of Salinas Special Event Ordinance Update

Hi Kristan,

Thank you for including me in the email for this important topic. I am the Activities Director at Salinas High School. I know that our Homecoming Parade is a small event. I have the paperwork complete and have a question. The 90 day prior to the City manager will be difficult to navigate. The sports schedules just got finished and will be that way every year. I am looking at October 27 (Thursday) for the parade this year. It could be earlier in subsequent years. This only impacts Salinas High and Alisal as we are the two schools with parades. Will we still be ok.

Thanks,

Mark

On Wed, Aug 3, 2022 at 4:29 PM Kristan Lundquist <kristanl@ci.salinas.ca.us> wrote:

Good Afternoon,

The City has been reviewing Article I-C Sec. 30-12.30 of the Salinas Municipal Code and is recommending an update to the Special Event Ordinance. We are reaching out to you because you have organized a special event within the City of Salinas and gone through the special event process sometime between 2019 and 2022. Your thoughts on the process and requirements set forth in the DRAFT Special Event Ordinance is important and we are seeking feedback from you prior to recommending a change to the City Council. If you wish to provide feedback, please review the attached DRAFT Ordinance and send your feedback to specialevents@ci.salinas.ca.us by August 23, 2022.

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2. Virtual Community Meeting on August 16 at 6:00 PM Zoom ID 852 2008 2847 Passcode 949303 RSVP <https://tinyurl.com/SalinasEvents>

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assist in supporting an event friendly City.

If you have any questions, please feel free to contact me.

Thank you,

Kristan

Kristan Lundquist

Library & Community Services Director

City of Salinas

200 Lincoln Ave.

Salinas, CA 93901

O: (831) 758-7222

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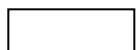
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Mark Dover

Activities Director

Salinas High School

Go Cowboys!!!



resources

FOOD BANK: <https://foodbankformontereycounty.org/>

MONTEREY COUNTY SOCIAL SERVICES: <http://mcdss.co.monterey.ca.us/>

HOUSING RESOURCE CENTER: <http://www.hrcmontereycounty.org/about/>

MONTEREY COUNTY CRISIS LINE: (831) 424-HELP (4357)

SUICIDE HOTLINE: 1-800-273-8255

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Mark Dover
Activities Director
Salinas High School
Go Cowboys!!!



resources

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MONTEREY COUNTY CRISIS LINE: (831) 424-HELP (4357)

SUICIDE HOTLINE:

1-800-273-8255

Proposed Special Events Ordinance

Little, Daniel <DLittle@nheh.com>

Tue 8/23/2022 4:15 PM

To: **SpecialEvents** <specialevents@ci.salinas.ca.us>

Cc: Baldwin, Tim <TBaldwin@nheh.com>; Jim Slaten <jslaten@carodeo.com>; Fred Hooker <fredhcarodeo@yahoo.com>

Hello,

The California Rodeo offers the following comments on the proposed City of Salinas Special Event Ordinance:

The California Rodeo requests the City of Salinas Special Event Ordinance be revised to explicitly carve out all events held at the Salinas Sports Complex that are organized, sponsored, or held by the California Rodeo or pursuant to a written agreement with the California Rodeo. The stated purpose of the ordinance is to manage competing uses of the City's public facilities; to assure preservation of public places; to prevent dangerous, unlawful or impermissible uses; to protect the safety of people and property; and to control traffic around public venues. The California Rodeo believes its current and historical practices at the Salinas Sports Complex have achieved and will continue to achieve all of these goals without the need for additional special event permits.

The California Rodeo is well-versed and practiced with hosting special events of a large scale – it has held a lease agreement with the City for the Sports Complex since 1987 and held over 1,000 events since that time without any major incidents. Currently, it is estimated that the Rodeo and the Salinas Sports Complex will hold approximately 100 events a year moving forward that would require a Special Event Permit under the terms of the new ordinance: softball and baseball games and tournaments, high school football and soccer games, weddings, festivals, markets, banquets, meetings and other entertainment events held for the benefit of the Salinas community (Monster Jam, circuses/carnivals, concerts, etc.) The administrative burden and cost on the City and the California Rodeo associated with applying for and issuing a special event permit for each of these events would be enormous. Further, if the proposed ordinance is adopted in its current form, the Rodeo is exempt from paying any permit application fee as a non-profit organization; the City would be without a reimbursement mechanism to recover its costs for events conducted by, caused to be conducted by, managed, or participated in by the California Rodeo at the Sports Complex.

The California Rodeo understands from the public meeting held to discuss the proposed ordinance that: (1) Big Week events (only) are intended to be excluded from the permitting process, and (2) only events open to the public are intended to be subject to the permitting process. First, the California Rodeo is concerned that the language of the Rodeo's lease with the City and/or the proposed ordinance could be interpreted in such a way that would require the Rodeo to apply for a special events permit for every event it directly hosts at the Sports Complex – even those held during Big Week. Under the expansive language of the proposed ordinance, the California Rodeo arguably could be considered to "conduct or cause to be conducted, manage, or participate" nearly every other event that occurs at the Sports Complex throughout the year. Big Week's events are the most notable and largest events in terms of patrons, but as touched on above, are only a handful volume-wise of the estimated 100+ events held at the Sports Complex each year. Second, the Rodeo does not believe the proposed ordinance as currently drafted differentiates in any way between public and private events. As a result, even routine, regularly-occurring private events of the Rodeo such as the bi-monthly general meetings of the Rodeo's directors/committee members and stockholders would be implicated by the ordinance and require a special events permit. We believe this is inconsistent with the intent of the lease and the proposed ordinance.

Finally, many of the objectives and requirements of the proposed ordinance are already achieved or met by the existing lease between the City and the Rodeo:

- **Permit Fees:** Each year the City is entitled to a fee from a surcharge on tickets sold by the Rodeo for Big Week events.
- **Maintenance of City Property:** The Rodeo is solely obligated to maintain the Sports Complex in good, safe, operable, usable and sanitary conditions.

- Insurance: The Rodeo is required pursuant to the terms of the lease to carry insurance for fire, general liability, automobile, workers compensation, employer's liability, and such other additional insurance coverage as the City requires. The City is additionally insured under these policies.
- Hold Harmless and Liability: The Rodeo is bound to hold the City harmless, indemnify, and defend the City (and its officers, employees, and agents, etc.) from claims for the Rodeo's use of the Salinas Sports Complex.

Thank you for your consideration of the California Rodeo's suggested revisions to the proposed ordinance.

Best,

Danny Little

NOLAND, HAMERLY, ETIENNE & HOSS

A Professional Corporation

333 Salinas Street

P.O. Box 2510

Salinas, CA 93902

(831) 424-1414 ext. 220

(831) 424-1975 (fax)

dlittle@nheh.com

www.nheh.com

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RE: City of Salinas Special Event Ordinance Update to be Considered City Council on January 24, 2023

Little, Daniel <DLittle@nheh.com>

Fri 1/13/2023 9:03 AM

To: Kristan Lundquist <kristanl@ci.salinas.ca.us>; Christopher Callihan <chrisc@ci.salinas.ca.us>

Cc: Jim Slaten <jslaten@carodeo.com>; Baldwin, Tim <TBaldwin@nheh.com>

Thank you Kristan!

Danny Little

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From: Kristan Lundquist [mailto:kristanl@ci.salinas.ca.us]

Sent: Thursday, January 12, 2023 4:19 PM

To: Little, Daniel; Christopher Callihan

Cc: Jim Slaten; Baldwin, Tim

Subject: RE: City of Salinas Special Event Ordinance Update to be Considered City Council on January 24, 2023

Hi Danny,

Thank you for your email. We agree with your proposed change and will update the draft ordinance accordingly. Wanted to let you know that we have some additional outreach to do on Article I-A relating to the Film Permit process so this item will not go to Council on January 24th. I will let you know when it gets scheduled.

Thank you,
Kristan

From: Little, Daniel <DLittle@nheh.com>

Sent: Wednesday, January 11, 2023 1:02 PM

To: Kristan Lundquist <kristanl@ci.salinas.ca.us>; Christopher Callihan <chrisc@ci.salinas.ca.us>

Cc: Jim Slaten <jslaten@carodeo.com>; Baldwin, Tim <TBaldwin@nheh.com>

Subject: RE: City of Salinas Special Event Ordinance Update to be Considered City Council on January 24, 2023

Hi Kristan,

We have one comment on the revised proposed Special Events Ordinance at this time.

In Section d(3)(l), the language describing which organizations are exempt from application fee was changed from “Bona fide non-profit organizations” to “Non-profit organizations which qualify under Section 501(c)(3) of the Internal Revenue Code as charitable organization...” We believe this language is unnecessarily restrictive as it precludes other non-profit, tax-exempt organizations that qualify under other areas of the IRC (e.g., social welfare organizations qualifying under 501(c)(4)).

We propose revising the ordinance as follows: “Non-profit organizations which qualify as tax-exempt organizations under the Internal Revenue Code...”

Thank you for your consideration.

Best,

Danny Little
NOLAND, HAMERLY, ETIENNE & HOSS
A Professional Corporation
333 Salinas Street
P.O. Box 2510
Salinas, CA 93902
(831) 424-1414 ext. 220
(831) 424-1975 (fax)
dlittle@nheh.com
www.nheh.com

Serving the Central Coast for 90 Years

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From: Kristan Lundquist [<mailto:kristanl@ci.salinas.ca.us>]

Sent: Friday, January 6, 2023 1:58 PM

To: A. Olsen, Salinas Steinbeck Rotary Club; Aaron Snyder; Adan Gomez; Adan Gomez; subadirector@gmail.com; Alex Carmona, iHeart Media; Angie Connell; Annalisa Carrillo; Anthony Lane; Ashley McDonnell, Salinas Valley Food and Wine; Brandon Hill, Alliance on Ageing; California International Airshow; Cary Swensen; Cassy Waggy; Cesar Torres; Chris Clay; Christopher Barrera; swimbikerunaxs@yahoo.com; Crystal Andon, American Cancer Society; Crystal Sanchez; Danny Garcia, Salinas PAL Carshow; Little, Daniel; Dean Callender; Edgar De La Cruz, Sainas Valley Disc Golf; Elsa Jimenez; Epifanio Nunez & Yolanda Saldana, Christ the King Church; Erick Lopez; Estela Gutierrez, Salinas Valley Recycles, Salinas Valley Solid Waste Authority; Future Citizens Foundation; Gilbert Chavez, Street Low; Harry Wardwell; Holly Andrus-Harris; Isabel Valtierra, MCOE Head Start; Jarren Coleman; Jason Cook; Jason T. Wold, Wold Amusements, Inc.; Jennifer Bunden; Jennifer Highland, American Cancer Society; Jessica Matias, iHeart Media Inc.; Joel Panzer, Old Town Salinas Foundation; John E. Arriaga, JEA & Associates; John T. Hirasuna, Buddhist Temple of Salinas; Johnna Meister, First Baptist, Streets of Bethlehem; Jonathan Green; Jorge Rojas, Monterey County Soccer Club; Jose Velasquez; Karina Ramires; Kirsty Ryan; Krista Hamar; Larry Hirahara; Lauro Barajas, United Farm Workers; Leticia Hernandez; Lindsay Ezykowich, Forbes Media LLC; Lorisa McKelvey Day, Event Planner Salinas Rotary Club ; covarrubiasl@co.monterey.ca.us; Madonna del Sasso Church ; Maria CArdenas; Maria Carrasco, Empresa De Fuego; Maria Ferdin; Mark Dover; Mark Landon, Circo Caballero; Mark Rollins; Matthew Silvestre, Venture Church Salinas; Michael Schleicher, MDA; Mike L Ann Miller; Mitch Massey; Monica Gonzalez; Nancy Valdez; Nick Nelson; Nomads Disc Golf Club; Orlando Osornio; Pete Tavares; Pete Tavares, Tavares Family Car Club; Phillip M. Nava, Church of Christ in the Americas; Phillip M. Nava, Church of Jesus Christ in the Americcas; Quirino Vazquez; Ramon Castro, Wolfhose Radio Group, Inc.; Ray Pulver; Ricky

Cabrera, Rotary Club of Salinas Alisal; Robert Blodgett; Roberto Osorio, American Crown Circus; Roly Cabrera, Salinas Police Foundation; Ronald Bitar, The Car Lot; Sabrina Delk; Salinas Juneteenth; Salinas Pride; Salinas Valley Chamber of Commerce; Sam Jenkinson, Salinas Monster Jam; Samantha Alvarez, AIDS Lifecycle; Seth Short; St. Mary of the Nativity Church; Steinbeck Rotary; Stuart Li; Todd Farrington, Big Sur Land Trust; Tony Valenzia, Empresas Azteca; Tony Virrueta; Ty Brownfield, CA Rodeo Assoc., Rodeo Events; Vicki Law; Victor Garcia, Caminos del Arte; Victor Juarez, Yaocuauhtli; Yadira Hobby

Cc: Vicky Sargent; Vivian Salinas; Ana Ambriz

Subject: City of Salinas Special Event Ordinance Update to be Considered City Council on January 24, 2023

Good Afternoon,

As you are aware, the City of Salinas has been reviewing Article I-C of Chapter 30 of the Salinas Municipal Code and is recommending an update to the Special Event Ordinance. A prior draft was shared with you in August of 2022 and a Virtual Community Meeting was held on August 16, 2022 allowing for your feedback on the changes. Due to other competing priorities, there was a delay in taking this item to the City Council. Staff has continued to review the Draft Ordinance and feedback already received. During this review, it was determined that additional information was needed in order to address Film Permits so Article I-A has added.

Attached please find the updated Draft in final form that will be considered by the City Council on January 24, 2023.

If you have any questions, please let me know.

Thank you,
Kristan

Kristan Lundquist
Library & Community Services Director
City of Salinas
200 Lincoln Ave.
Salinas, CA 93901
O: (831) 758-7222

"We Create Community Through People, Parks & Programs"

Public Comment Received

From: Alex Garcia <alex@magonemedia.com>
Sent: Friday, March 3, 2023 8:21 AM
To: Kristan Lundquist <kristan@ci.salinas.ca.us>; Vicky Sargent <vickys@ci.salinas.ca.us>; Gloria De La Rosa <glo.delarosa@att.net>; joey martinez <ventanadesigns@gmail.com>; Albert Fong <albertfong@yahoo.com>
Cc: Christopher Callihan <chrisc@ci.salinas.ca.us>
Subject: Re: Film Permit Process- Draft Article I-A of Chapter 30 of the Salinas Municipal Code

Thank you, feels very safe and I think other small single or small local crew film makers will feel comfortable with this. Thanks again!



Alex Garcia
Creative Director/Owner

Studio: 831-800-7639 x105
Website: www.magonemedia.com
Address: 369 Main St. Ste. 201, Salinas, CA 93901



[Schedule a Zoom meeting with me](#)

On Mar 2, 2023, at 4:52 PM, Kristan Lundquist <kristan@ci.salinas.ca.us> wrote:

Hi Alex,

Appreciate you responding. The item you are referring to is in the definitions and defines the term Studio. If you look at item 3 under Exemptions, we added "or otherwise wholly indoors" to address the comments you made at the stakeholder meeting. I think you referenced either filming and taking photos of a Hospital Boardmember in his office and your concern that the way Article I-A previously was written would require that you get a permit.

I hope this clarifies your concern.

Kristan

From: Alex Garcia <alex@magonemedia.com>
Sent: Thursday, March 2, 2023 4:00 PM
To: Kristan Lundquist <kristan@ci.salinas.ca.us>; Vicky Sargent <vickys@ci.salinas.ca.us>; Gloria De La Rosa <glo.delarosa@att.net>; joey martinez <ventanadesigns@gmail.com>; Albert Fong <albertfong@yahoo.com>
Cc: Christopher Callihan <chrisc@ci.salinas.ca.us>
Subject: Re: Film Permit Process- Draft Article I-A of Chapter 30 of the Salinas Municipal Code
Importance: High

Sorry Kristan I have had my hand and plate full. This is looking great! Thank you for your work on this. This one area isn't very clear.

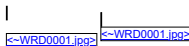
d.e. "Studio" shall mean a fixed place of business where filming activities are regularly conducted upon the premises.

This line seems like this needs to be in exemptions. Other than this it seems very clear, understandable and reasonable. Anyone else in this email agree?

Thank you all Again!

Alex Garcia
Creative Director/Owner

Studio: 831-800-7639 x105
Website: www.magonemedia.com
Address: 369 Main St. Ste. 201, Salinas, CA 93901



[Schedule a Zoom meeting with me](#)

On Mar 2, 2023, at 8:54 AM, Kristan Lundquist <kristan@ci.salinas.ca.us> wrote:

Good Morning Salinas Film, Media and Production Stakeholders,

I hope you have all had an opportunity to review the updated draft language related to Article I-A establishing a film permit process. As a reminder, please send any comments and/or feedback that you may have regarding the draft to me today.

Thank you,
Kristan

Kristan Lundquist
Library & Community Services Director
City of Salinas
200 Lincoln Ave.
Salinas, CA 93901
O: (831) 758-7222

"We Create Community Through People, Parks & Programs"

From: Kristan Lundquist
Sent: Friday, February 24, 2023 11:25 AM
To: Kristan Lundquist <kristan@ci.salinas.ca.us>; Vicky Sargent <vickys@ci.salinas.ca.us>; Gloria De La Rosa <glo.delarosa@att.net>; Mas Arte <ventanadesigns@gmail.com>; Albert Fong <albertfong@yahoo.com>
Cc: Christopher Callihan <chrisc@ci.salinas.ca.us>
Subject: Film Permit Process- Draft Article I-A of Chapter 30 of the Salinas Municipal Code

Good Morning Salinas Film, Media and Production Stakeholders,

Thank you to those of you who attended the meeting on February 2, 2023 regarding draft Article I-A of Chapter 30 of the Municipal Code which outlines a process for the issuance of Film Permits within the City of Salinas. It was a robust discussion and as you are aware, the City Attorney and I agreed to revise the language to mitigate concerns raised by local stakeholders.

Attached for your review is the updated draft ordinance outlining the changes via track change. The City Attorney and I believe this addresses the concerns raised, however, we are looking for your feedback and comments prior to presenting this item to the LCS Commission. Please submit your comments and/or feedback to me by **Thursday, March 2, 2023**.

I appreciate your enthusiasm and desire to develop a process that works for Salinas, and I look forward to receiving your feedback on the revised language. If you have any questions and/or concerns, please don't hesitate to contact me.

Thank you,
Kristan

Kristan Lundquist
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City of Salinas
200 Lincoln Ave.
Salinas, CA 93901
O: (831) 758-7222

"We Create Community Through People, Parks & Programs"

From: Chris Carpenter <ccarpenter@csumb.edu>
Sent: Friday, February 24, 2023 7:24 PM
To: Kristan Lundquist <kristanl@ci.salinas.ca.us>; Karen <karen@filmmonterey.org>
Cc: Christopher Callihan <chrisc@ci.salinas.ca.us>; Vicky Sargent <vickys@ci.salinas.ca.us>; Gloria De La Rosa <glo.delarosa@att.net>; joey martinez <ventanadesigns@gmail.com>; Albert Fong <albertgfong@yahoo.com>
Subject: Re: Film Permit Process- Draft Article I-A of Chapter 30 of the Salinas Municipal Code

Thank you, Kristan for including me on this email.
Our university film and risk management departments will review it next week and give you feedback regarding the support for our Cinematic Arts and Technology students.

I also wanted to ensure the Monterey County Film Commissioner, Karen Nordstrom, sees these revised changes. I am extremely worried that the changes do NOT make Salinas a film friendly environment. If you intend not to have big-budget national feature films or commercials shoot in Salinas, this document could be the HUGE Wall you want. I know many local location scouts, and they want to build relationships with city staff. Mostly to see if it will be painful or if the city is willing to work with these large production companies without a lot of time/hassle.

Karen,
In the last in-person meeting, I mentioned to the city staff that they should consult with you and if they did, please disregard this email.

Can you and the county staff review the attachment and advise the Salinas City Staff? We know Monterey and several other local cities have successfully brought many film productions to their respected city limits over the last couple years. I think Salinas hasn't had a major motion film production in their city limits since the late 80's, but I know you can confirm this.

Any feedback you can give them would help greatly. Your decades of being the Monterey County Film Commissioner is invaluable!

Regards,

Chris Carpenter

Lecturer / Media Production Specialist III

Cinematic Arts & Technology, **CSU, Monterey Bay**

p: 831.582.3772 m: 831.915.3421

a: 100 Campus Center, Bldg. 27, Seaside, CA. 93955

w: [csumb.edu](mailto:ccarpenter@csumb.edu) e: ccarpenter@csumb.edu

On Fri, Feb 24, 2023 at 11:24 AM Kristan Lundquist <kristanl@ci.salinas.ca.us> wrote:

Good Morning Salinas Film, Media and Production Stakeholders,

Thank you to those of you who attended the meeting on February 2, 2023 regarding draft Article I-A of Chapter 30 of the Municipal Code which outlines a process for the issuance of Film Permits within the City of Salinas. It was a robust discussion and as you are aware, the City Attorney and I agreed to revise the language to mitigate concerns raised by local stakeholders.

Attached for your review is the updated draft ordinance outlining the changes via track change. The City Attorney and I believe this addresses the concerns raised, however, we are looking for your feedback and comments prior to presenting this item to the LCS Commission. Please submit your comments and/or feedback to me by **Thursday, March 2, 2023**.

I appreciate your enthusiasm and desire to develop a process that works for Salinas, and I look forward to receiving your feedback on the revised language. If you have any questions and/or concerns, please don't hesitate to contact me.

Thank you,
Kristan

Kristan Lundquist
Library & Community Services Director
City of Salinas
200 Lincoln Ave.
Salinas, CA 93901
O: (831) 758-7222

"We Create Community Through People, Parks & Programs"

From: Kristan Lundquist
Sent: Thursday, March 2, 2023 12:50 PM
To: Alfredo Avila <aavila@hartnell.edu>
Cc: Albert Fong <albertfong@yahoo.com>; Christopher Callihan <chrisc@ci.salinas.ca.us>; Gloria De La Rosa <glo.delarosa@att.net>; Vicky Sargent <vickys@ci.salinas.ca.us>; joey martinez <ventanadesigns@gmail.com>
Subject: RE: FW: Film Permit Process- Draft Article I-A of Chapter 30 of the Salinas Municipal Code

Hi Freddy,

Thank you for the question. If the individual requesting the film permit is a sole proprietor, then they would not be subject to WC insurance requirements however, if the individual requesting the permit has a team of employees working on the shoot, they would be required to provide WC insurance.

Thank you,
Kristan

From: Alfredo Avila <aavila@hartnell.edu>
Sent: Thursday, March 2, 2023 9:30 AM
To: Kristan Lundquist <kristanl@ci.salinas.ca.us>
Cc: Albert Fong <albertfong@yahoo.com>; Christopher Callihan <chrisc@ci.salinas.ca.us>; Gloria De La Rosa <glo.delarosa@att.net>; Vicky Sargent <vickys@ci.salinas.ca.us>; joey martinez <ventanadesigns@gmail.com>
Subject: Re: FW: Film Permit Process- Draft Article I-A of Chapter 30 of the Salinas Municipal Code

Hi Kristan,
I'm curious of the worker's compenstion implications of a non-major film production that requires a permit. Can you give us an example of how this would work?
Grax
Freddy

On Thu, Mar 2, 2023 at 8:54 AM Kristan Lundquist <kristanl@ci.salinas.ca.us> wrote:

Good Morning Salinas Film, Media and Production Stakeholders,

I hope you have all had an opportunity to review the updated draft language related to Article I-A establishing a film permit process. As a reminder, please send any comments and/or feedback that you may have regarding the draft to me today.

Thank you,
Kristan

Kristan Lundquist
Library & Community Services Director
[City of Salinas](#)
[200 Lincoln Ave.](#)
Salinas, CA 93901
O: (831) 758-7222

"We Create Community Through People, Parks & Programs"

From: Kristan Lundquist
Sent: Friday, February 24, 2023 11:25 AM
To: Kristan Lundquist <kristanl@ci.salinas.ca.us>
Cc: Christopher Callihan <chrisc@ci.salinas.ca.us>; Vicky Sargent <vickys@ci.salinas.ca.us>; Gloria De La Rosa <glo.delarosa@att.net>; Mas Arte <ventanadesigns@gmail.com>; Albert Fong <albertfong@yahoo.com>
Subject: Film Permit Process- Draft Article I-A of Chapter 30 of the Salinas Municipal Code

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Thank you,
Kristan

Kristan Lundquist
Library & Community Services Director
[City of Salinas](#)
[200 Lincoln Ave.](#)
Salinas, CA 93901
O: (831) 758-7222

"We Create Community Through People, Parks & Programs"

Alfredo Avila, M.A.
Ethnic Studies | Theatre & Cinema Faculty

411 CENTRAL AVENUE | SALINAS, CA 93901
aavila@hartnell.edu

Film Permit Process- Draft Article I-A of Chapter 30 of the Salinas Municipal Code

From: Kristan Lundquist
Sent: Thursday, March 2, 2023 5:22 PM
To: Karen Seppa Nordstrand <Karen@FilmMonterey.org>
Cc: Nordstrand3@hotmail.com
Subject: RE: MCFC -- Film Permit Process- Draft Article I-A of Chapter 30 of the Salinas Municipal Code

Hi Karen,

I've worked with a few film permit request in the past and am aware they generally come together fairly quickly so we did not address a deadline to submit (like the 45 days for special events) to give flexibility for a quick turn around. The original draft language was modeled after the California Film Commissions model ordinance and our local folks had lots of concerns. I met with close to 20 or 25 local film makers, photographers and media influencers in early February to discuss their concerns with the initial draft language. Chris Carpenter was there as well. Their biggest concerns was to clearly define who Article I-A was meant to address and exempt our local film, photographers and media influences from a permit process unless otherwise doing something like closing the street. This is what drove the red line changes that you see in the document. Please see my answers to your questions below in red.

Please let me know if you have any additional questions.

Kristan

Kristan Lundquist
Library & Community Services Director
City of Salinas
200 Lincoln Ave.
Salinas, CA 93901
O: (831) 758-7222

"We Create Community Through People, Parks & Programs"

From: Karen Seppa Nordstrand <Karen@FilmMonterey.org>
Sent: Thursday, March 2, 2023 5:04 PM
To: Kristan Lundquist <kristanl@ci.salinas.ca.us>
Cc: Nordstrand3@hotmail.com
Subject: RE: MCFC -- Film Permit Process- Draft Article I-A of Chapter 30 of the Salinas Municipal Code

Hi Kristan—
I'm reviewing the proposed changes but was hoping some meeting with film industry professionals in the area might be in order to help in the understanding of how the film industry works and the best practices of statewide cities and the California Film Commission. Productions these days come together rather quickly (especially the videos, commercials and still shoots that we most often attract since we don't have the lure of big tax incentives that studio films often seek first).

I have a couple of questions:

1. Section 30-12 Definitions –(02) – What is the need for (b.) definition? Permits are for all types of Commercial Film Productions. We may have a movie wanting to film just a few days of scenes. The movies may be studios or independent filmmakers. How they are financed and/or distributed should not make a difference, nor if they are for presentation to a mass audience. The wording filming in (a.) seems comprehensive enough and includes "shooting commercial motion pictures" already. How do you define "Major"? Maybe just use the words "Commercial Film Productions" instead of commercial motion pictures? **This was included to address concerns from our local film and photography industry.**
2. Sec. 30-12 (04) – Again the word major motion picture activity seems unnecessary. Does the rule mean that every film applicant needs "approval by Resolution of the City Council"? Or what is the intent of that involvement with City Council? I think that the City Manager would be taking film permit requests and have a system of vetting possibilities with impacted agencies (police if necessary, parking dept., etc.) like City of Monterey does. **No, this provides for the City Manager or his designee to issue permits. The City Council does not have to approve any film or special event permit.**
3. I don't see any language about how far out a permit request may need to be submitted to the City Manager. The only deadline I see is 45 days for Special Events, which filming really is not. Is this left to the discretion of the City Manager? Most productions these days—especially the commercials, documentaries, stills and videos that would most likely shoot in Salinas—move more quickly and a film-friendly jurisdiction tries hard to turn around the permit approval in a few days. I do not read the 45 days in the Special Events section as applicable to filming, am I right? **Yes, as indicated above, no time frame or deadline to submit is included to allow for flexibility based on my previous experience with film permit requests. You are correct, the 45 days is specifically for special event permits.**
4. Big productions (movies, TV series, etc.) do not come often (again incentives are lacking) but will logically start out much earlier in deciding if they can film in a city. Even then, the director over some days may want to change locations and get permitted quickly as the filming gets going. **Understood and this isn't an issue**

I have heard from several locals in the film industry, and they have sent letters and offers of help to craft the ordinance based on their professional experience with many city film offices. I hope you have received their input. We all want to keep locals employed and create an economic boost from the clean, temporary business of filmmaking for the City of Salinas and staying competitive with the many other places seeking the film business.

I look forward to clarification on the above questions.

Best regards,

Karen Seppa Nordstrand
AFCI Certified Film Commissioner
Monterey County Film Commission
831-646-0910 / c 831-594-9410
www.FilmMonterey.org
Taking Care of Film Business in Monterey County

From: Kristan Lundquist [<mailto:kristanl@ci.salinas.ca.us>]
Sent: Thursday, March 02, 2023 8:54 AM
To: Kristan Lundquist <kristanl@ci.salinas.ca.us>
Cc: Christopher Callihan <chrisc@ci.salinas.ca.us>; Vicky Sargent <vickys@ci.salinas.ca.us>; Gloria De La Rosa <glo.delarosa@att.net>; Joey Martinez <ventanadesigns@gmail.com>; Albert Fong <albertfong@yahoo.com>
Subject: FW: Film Permit Process- Draft Article I-A of Chapter 30 of the Salinas Municipal Code
Importance: High

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Sent: Friday, February 24, 2023 11:25 AM
To: Kristan Lundquist <kristanl@ci.salinas.ca.us>
Cc: Christopher Callihan <chrisc@ci.salinas.ca.us>; Vicky Sargent <vickys@ci.salinas.ca.us>; Gloria De La Rosa <glo.delarosa@att.net>; Mas Arte <ventanadesigns@gmail.com>; Albert Fong <albertfong@yahoo.com>
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Thank you,
Kristan

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