

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

**A RESOLUTION OF THE SALINAS CITY COUNCIL TO DISESTABLISH THE
SALINAS UNITED BUSINESS ASSOCIATION BUSINESS IMPROVEMENT AREA
AND DIRECTING AN ORDINANCE BE PREPARED TO REPEAL SALINAS
MUNICIPAL CODE CHAPTER 21B ARTICLE V**

WHEREAS, Division 18, Part 6, of the California Streets and Highways Code authorizes the establishment of a Parking and Business Improvement Area pursuant to the provisions of section 36500, et seq.; and

WHEREAS, the former Sunset Avenue Redevelopment Area is occupied by businesses and retail stores which are underutilized and unable to attract customers due to inadequate facilities, services and activities in the business district; and

WHEREAS, the Salinas City Council adopted Ordinance No. 2437 establishing the Salinas United Business Area Business Improvement Area (SUBA BIA) on August 24, 2004; and

WHEREAS, the Salinas United Business Association (SUBA) is a 501(c)(6) nonprofit corporation appointed by the City Council to serve as the advisory board of the SUBA BIA.

WHEREAS, said BIA method of assessment was revised in Ordinance No. 2455, adopted by Council on September 15, 2005; and

WHEREAS, on November 5, 2019, the Salinas City Council adopted Ordinance 2622 amending the Salinas Municipal Code to transfer the responsibility of remitting and collecting the SUBA BIA assessment from the City to SUBA; and

WHEREAS, at its September 29, 2025, SUBA's Board of Directors voted to recommend that the City Council disestablish the SUBA BIA due to economic realities and declining assessment collection rates, making continued operation of the district financially unsustainable; and

WHEREAS, on November 18, 2025, the City Council approved Resolution of Intention (ROI) No. 661, declaring its intention to disestablish the BIA and setting a public hearing for December 9, 2025; and

WHEREAS, as required by the Streets and Highways Code, a copy of the adopted ROI and a cover letter explaining the proposed disestablishment was mailed to each BIA member in English and Spanish within seven (7) days after the City Council's adoption; and

WHEREAS, as required by the Streets and Highways Code, the City Clerk also published a complete copy of the ROI in English and Spanish through the Monterey County Weekly, a local newspaper, on November 27, 2025, not less than seven (7) days prior to the public hearing; and

WHEREAS, as set forth in ROI No. 661, a public hearing was held on December 9, 2025,

in the City Council Chambers of the City Council at 200 Lincoln Avenue, Salinas. At the hearing the City Council heard and duly considered protests and objections, both oral and written to the disestablishment of said BIA; and

WHEREAS, the City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378); and

WHEREAS, the City will work to ensure continuity of business support in the East Salinas area through internal coordination of City departments and leveraging existing contracts and programs, while exploring sustainable approaches, including a Property and Business Improvement District (PBID).

NOW, THEREFORE, BE IT RESOLVED by the Salinas City Council that:

1. The Salinas United Business Association Business Improvement Area is to be disestablished pursuant to Streets and Highways Code Sections 36550 and 36551.
2. City Council directs an ordinance be prepared to repeal Salinas City Municipal Code Chapter 21B Article V.

PASSED AND APPROVED this 9th day of December 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Dennis Donohue, Mayor

ATTEST:

Patricia M. Barajas, City Clerk