



November 21, 2016

Hon. Joe Gunter, Mayor  
City of Salinas  
200 Lincoln Avenue  
Salinas, CA 93901

SUBJECT: Provisional Support for arts ordinance

Dear Mayor Gunter and City Council,

Last week, Council member McShane presented the concepts contained within the proposed arts ordinance. The Chamber is pleased to see that the City has decided to encourage participation by private developers but not to make the fees mandatory for these developers.

The Chamber Board agreed to support this ordinance, in the form it was presented to us and understanding that there will be no major changes to it. We would like to ask you to re-consider one point as this goes forward: we question the inclusion of performance arts and temporary art. In our opinion, the greatest good for the community will come from more permanent works of art that can be enjoyed by more people over a greater period of time.

We have no other suggestions for change to the concepts presented to us. Thank you for your consideration of our feedback.

Sincerely,

A handwritten signature in blue ink that reads "Paul J. Farmer".

**Paul J. Farmer**  
President & CEO  
Salinas Valley Chamber of Commerce  
Phone (831) 751-7725  
[www.SalinasChamber.com](http://www.SalinasChamber.com)

cc: Ray Corpuz, Megan Hunter, Cary Siegfried and Councilmembers Barrera, Castaneda, Craig, DelaRosa, Lutes, McShane