



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: SEPTEMBER 19, 2017

DEPARTMENT: COMMUNITY DEVELOPMENT

FROM: MEGAN HUNTER, DIRECTOR

BY: LISA BRINTON, SENIOR PLANNER
MARIA OROZCO, PROJECT COORDINATOR

TITLE: RESOLUTION TO LEVY FY 2017-2018 ANNUAL ASSESSMENT
IN THE SALINAS UNITED BUSINESS ASSOCIATION (SUBA)
BUSINESS IMPROVEMENT AREA

RECOMMENDED MOTION:

A motion to approve a Resolution to levy and collect the annual assessment in the Salinas United Business Association (“SUBA”) Business Improvement Area (“BIA”) for Fiscal Year (FY) 2017-2018.

RECOMMENDATION:

It is recommended that the City Council

1. hold a public hearing to consider oral and written testimony regarding the annual levy of assessment in the SUBA BIA for FY 2017-2018;
2. tabulate and confirm any protests; and
3. provided that protests received represent less than 50% of the assessments proposed to be levied, approve a resolution which denies such protests, and confirms the SUBA Annual Report for FY 2016-2017 (“Annual Report”) and its proposed budget for FY 2017-2018, which shall constitute the levy of assessment for this fiscal year.

BACKGROUND:

SUBA is a 501(c)(6) nonprofit corporation appointed by the City Council to serve as the Advisory Board of the Business Improvement Area (BIA) formed in 2004 under the Parking and Business Improvement Area Law of 1989. Through the levying of assessments, SUBA provides district members with benefit services, support, and resources needed to be successful business owners. Benefit services include business training, marketing, and streetscape beautification and maintenance.

DISCUSSION:

The City Council approved SUBA's FY 2016-2017 Annual Report at its August 15, 2017 meeting. The Annual Report includes SUBA's adopted budget for FY 2017-2018. A Resolution of Intention ("ROI") to Levy an Annual Assessment in the Salinas United Business Association (SUBA) Business Improvement Area for Fiscal Year 2017-2018 (ROI No. 604) was also adopted at this meeting. The Resolution scheduled a public hearing for September 19, 2017 for the City Council to consider the levy of assessments for FY 2017-2018. The SUBA Board proposes no changes to the method of assessment or boundaries of the Business Improvement Area for the coming year. As required by the California Streets and Highways Code, the City Clerk published the ROI in The Salinas Californian, thus providing the required notice of the public hearing.

At the hearing, Council will hear the testimony of all interested persons for or against the levy. If protests are less than 50% of the assessments proposed, the Council can duly overrule protests and deny all said protests and objections. Following the hearing, the Council may confirm the FY 2016-2017 Annual Report as filed by the Advisory Board, or the Council may modify the Annual Report and confirm it as modified. Adoption of the resolution confirming the FY 2016-2017 Annual Report shall constitute the levy of assessment for FY 2017-2018.

CEQA CONSIDERATION:

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).

STRATEGIC PLAN INITIATIVE:

SUBA remains a partner in carrying out the City Council's goals of "Economic Diversity and Prosperity", as well as a "Safe, Livable Community."

FISCAL AND SUSTAINABILITY IMPACT:

The levy of assessment will have no fiscal impact on the City's Budget, except for an administrative charge of 5%. FY 2017-2018 assessments are estimated to be \$181,373, assuming the City successfully collects 100 % of the billed assessments. Since the actual collected amount over the past several years has averaged \$80,000, SUBA is conservatively projecting FY 2017-2018 assessment revenue to be \$80,000.

ATTACHMENTS:

1. Resolution
2. 2016-2017 SUBA Annual Report
3. Map – SUBA Boundaries