

Steve McShane , Salinas City Council, District Three

Serving as a City Councilman for the City of Salinas is both an honor and privilege. Indeed it is a ton of work amounting to about twenty hours a week beyond my daytime job. My mission as a councilman has been to focus on more action and less talk. At the first of the year, I set out a three part plan for my term as councilman and scheduled three community meetings that drew more than 250 people to confirm it. With a few months under my belt, it is with great pleasure that I can report on that plan. I look forward to your continued feedback. One thing is for sure, success in some areas has been greater than others. You have my commitment to continue to work diligently toward all three.

FIRST GOAL - Neighborhood Associations:

Since being elected, it has been my mission to grow and enhance the safety and quality of life on a neighbor to neighbor basis in Salinas. I think a key to achieving this is the establishment, support and development of neighborhood organizations. I helped to establish and served as president of a neighborhood association (www.lorneighborhood.com) in the last year. These groups are born in three ways: fellowship, city issues and public safety. In District Three, Salinas Valley Memorial Hospital has helped to strengthen and surface existing Neighborhood Associations like Monterey Park Neighborhood Watch thanks to mutual concerns like parking and traffic. In the same area, Maple Park has begun a newsletter and some activities. University Park Neighborhood Association has surfaced and I am optimistic we will see more South Salinas organizations in the near future. I am especially excited to be playing a key role to establish a Salinas Neighborhood Council. With the help of Rex McIntosh, the founder of Eagle-Bison Neighborhood Association, we are launching the Salinas Neighborhood Council (www.salinasneighborhoods.com). Since the first of the year, I have played a leadership role in several “community based” activities including Salinas United and the renovation of the Central Park Memorial Rose Garden. I am currently working with PG&E to plan a city-wide Christmas Lighting Competition.

SECOND GOAL - A More Business Friendly Salinas:

I believe strongly that our city is only as strong as our economy. A strong economy supports stronger public safety and city services. Since the first of the year, I have supported stronger tourism for our area. Tourists spend money and don't require much in the way of city services. I have supported efforts to develop a new “brand” for Salinas along with the establishment of a “California Welcome Center” in town. I am a strong supporter of the new Hampton Inn planned for town and the economic incentives that landed it here. I supported efforts to defer permitting expenses for businesses and welcome new businesses locating or re-locating to Salinas. In spring of 2011, I attended a retail developers conference in order to personally visit with retail establishments and the folks that can get them to town. I am a strong supporter of efforts by Taylor Farms to relocate to downtown Salinas. Serving on the Oldtown Salinas Board of Directors, I can say we have much ground to cover to making Oldtown one of our true attractions to town.

THIRD GOAL – Doing More With Less & Private City Support:

I continue to watch out for every dollar the City of Salinas takes in and spends. In the last six months, I supported the city's reorganization. We've also passed a budget with some of the tightest spending in the city's history. Included in the budget are reforms and efficiencies that will save the city millions. In April of 2011, I helped to establish the Salinas Taxpayers Association (www.salinastaxpayers.org). Further, I have played a key role in the development of a Neighborhood Services Division for the City. This new division will give birth to volunteers that help stretch city dollars. I have played a leadership role in the development of a Graffiti Task Force as well. The many dedicated volunteers that are a part of this effort work closely with the city's trash service provider to wipe out graffiti right away.

I continue to realize I am only one person and there are limitations to what I can do. My first priority is a commitment to being responsive to the needs of the folks living and working in the city I love. I use my skills as a small business owner and manager daily to make tough decisions. As councilman, I am at your service and encourage your regular communication with me at steve@mcshanesnursery.com or on my cell phone at (831) 970-4141.