

**Monterey County Board of Supervisors
Referral Submittal Form**

**Referral No. 2025.07
Assignment Date: 08/5/25**

SUBMITTAL - Completed by referring Board office and returned to CAO no later than noon on Thursday prior to Board meeting:

Date: 7/29/2025	Submitted By: Luis Alejo	District #: 1
Referral Title: The Alisal Arch of East Salinas		
Referral Purpose: The purpose of this referral is to have the Board of Supervisors official support for the construction of an Alisal Arch in East Salinas and to financially contribute to the project.		
Brief Referral Description: The construction of an iconic Alisal Arch will serve as a lasting tribute to the hardworking people, families, organizations, and small businesses that form the heart of East Salinas. This landmark will not only celebrate the community's resilience and vibrant history, but also inspire greater neighborhood pride and unity. Designed as a beautification project for one of Salinas' most vital business corridors, the Alisal Arch will become a symbolic gathering place and an inviting photo destination for both residents and visitors alike.		
This effort envisions a collaborative partnership between the City of Salinas, the County of Monterey, the Salinas-area Rotary Clubs, and generous individual donors from the community. Together, these partners can bring to life a project that reflects the spirit and legacy of East Salinas.		
A successful example of such a project is the Salinas Rotary Arch, constructed in 2021 through a joint effort between the Salinas-area Rotaries and the City of Salinas. Located on Main Street, that arch has quickly become a beloved and iconic location, frequently visited and photographed by community members and tourists each week. The Alisal deserves something equally meaningful.		
The Alisal community holds a rich and powerful history. Originally part of unincorporated Monterey County, it was a multiethnic community of Mexican, Filipino, Japanese, Chinese, and Dust Bowl-era migrants from Oklahoma, Arkansas, and Texas. The area was officially annexed into the City of Salinas on August 5, 1963, following a successful vote by Alisal residents on June 11 of that year, after three prior annexation attempts dating back to 1949. This historic annexation added nearly 20,000 residents to the city, increasing Salinas' population to over 53,000 at the time.		
The name "Alisal" comes from the Spanish word for sycamore trees, native to this region. The area was once part of Rancho El Alisal, an 8,912-acre Mexican land grant given in 1833 by Governor José Figueroa to Feliciano and Mariano Soberanes and William Edward Petty Hartnell. Later, Bruno Bernal and Judge James A. Bardin acquired portions of the ranch, laying the foundation for the Alisal's agricultural and residential development. A post office opened in 1868, and the Alisal Homestead Association began building homes in the hope of establishing a thriving town.		
Alisal also played a significant role in the farmworker movement. In 1969, labor leader César Chávez came to the Salinas Valley to organize farmworkers and opened a local office of the United Farm Workers Organizing Committee (UFWOC) at 14 South Wood Street, next to Sherwood Elementary School. That office remained in the Alisal until the mid-2000s, reinforcing its place in labor history.		
Today, the Alisal remains a diverse, culturally rich, and economically vital part of the Salinas Valley. This future arch will serve as a beacon of identity and unity, a symbol of the Alisal's past, present, and future. It will honor the generations who built this community and serve as a proud landmark for future generations to come.		
By creating a space that highlights the Alisal's legacy and encourages civic pride, the Alisal Arch will help uplift East Salinas and cement its rightful place among the iconic landmarks of Monterey County.		
Classification - Implication		Mode of Response
☐ Ministerial / Minor		☐ Memo ☒ Board Report ☒ Presentation

☐ Land Use Policy ☐ Social Policy ☐ Budget Policy ☒ Other: <u>Community Beautification and CDBG</u>	Requested Response Timeline ☐ 2 weeks ☐ 1 month ☒ 8 weeks ☐ Status reports until completed ☐ Other: _____ ☐ Specific Date: _____
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ASSIGNMENT – Provided by CAO at Board Meeting. Copied to Board Offices and Department Head(s) Completed by CAO’s Office:

Department(s): Public Works, Facilities, and Parks	Referral Lead: Randy Ishii	Board Date: 8/5/25
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REASSIGNMENT – Provided by CAO. Copied to Board Offices and Department Head(s). Completed by CAO’s Office:

Department(s):	Referral Lead:	Original Date:
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ANALYSIS - Completed by Department and copied to Board Offices and CAO:

Department analysis of resources required/impact on existing department priorities to complete referral:	
Analysis Completed By: _____ Date: _____	Department’s Recommended Response Timeline ☐ By requested date ☐ 2 weeks ☐ 1 month ☐ 6 weeks ☐ 6 months ☐ 1 year ☐ Other/Specific Date: _____

REFERRAL RESPONSE/COMPLETION - Provided by Department to Board Offices and CAO:

Referral Response Date:	Board Item No.:	Referrals List Deletion:
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