



## Regular Meeting

1: 00pm-2:30pm Wednesday, January 19, 2022 | Online

<https://us02web.zoom.us/j/87594650131>

### MINUTES

**Attendees:** Josh Metz, Richard Vaughn, Melanie McNulty, Matt Mogensen, Trevin Barber, Danna Stroud, Andy Myrick, Michael Gomez, and Freny Cooper.

**1. Call to Order – 1:00 pm**

**2. Acknowledgements, Announcements, and Correspondence – Round Table**

Richard Vaughn updates ARPA funding for Small Minority Business Owner Program will be brought to the Board for approval. Vaughn states there will be new marketing collateral made available soon. Trevin Barber states City of Seaside is considering a selection of cannabis licenses in downtown Seaside. Matt Mogensen updates the airport work is still underway and they are beginning flight testing. Developer for the hotel construction across from the Dunes has been approved. Hampton Inn construction is close to completion. Andy Myrick introduces Michael Gomez to the group.

- a. Go-Biz, Monterey County – Danna Stroud states comments on the CERF program are due January 28, 2022. The Cal Competes applications for credit and grant are due January 24, 2022. Go-Biz has redrafted and issued the California Comeback Book with updated resources and incentive programs available. Stroud states Derek Kirk has accepted a new position as the Regional Community Based Solutions Coordinator to assist and develop access for community development resources. This new division is designed to support community focused businesses. Stroud updates there was \$450M approved in the recent budget released by the Governor.

**3. Approval of Draft Minutes (December 22, 2021)**

Motion made by Andy Myrick and seconded by Trevin Barber to approve minutes of December 22, 2021; All ayes.

**4. Treasurers Report**

- b. \$51,993.62 (as of 01/12/22) – PG&E dues were paid after the agenda was posted. Cities of Salinas and Marina will be sent invoices for dues.

**5. Business Items –**

- a. 2022 Marketing Plan  
Metz provides presentation on the 2022 Marketing Plan. Matt Mogensen questions if the newsletter should be quarterly rather than monthly. Metz states the monthly makes contact and

community updates between the member agencies easier. Barber states City of Seaside provides a monthly newsletter and there is plenty of content but a newsletter from CCMT would be more useful. Vaughn also states the County may not have enough content monthly but bi-monthly may work. Vaughn further states bi-monthly would allow more time to run things through the Board. Danna Stroud questions who is the audience for the newsletter. Vaughn answers that the information within the newsletter should be provided to all businesses across the county. Board asks that the plan come back to the February meeting to allow more time for review. Metz agrees and will bring the plan and a draft newsletter back to the February meeting.

- i. Website Status <https://SelectCentralCoast.org> – Metz provides PowerPoint presentation and update on the CCMT website.

b. Funding Opportunities

- i. – Community Economic Resiliency Fund (CERF) Program – Metz questions which members of the group are looking into CERF; Mogensen responds it has been looked into but nothing planned. Metz states a redefined proposal may be released under the CERF program to include the aeronautical industry. Danna Stroud encourages the group to revisit the project funding opportunities list under the CERF program.

**6. Other Items – February Meeting Agenda.**

Items to discuss are the Marketing Plan Action, CERF Program updates, and expanding geographical lens and outreach.

**7. Adjournment – 2:23 pm**