



Regular Meeting

1: 00pm-2:30pm Wednesday, February 16, 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, Dan Ripke, Lawrence Acosta, Michael Gomez and Tahra Goraya.

1. Call to Order – 1:02 pm

2. Acknowledgements, Announcements, and Correspondence – Round Table

Richard Vaughn updates that Monterey County has a revolving loan fund that had an additional \$1.6 million that will go towards small business funding.

- a. Go-Biz, Monterey County – Danna Stroud updates RFP for Regional Convener and Fiscal Agent to be released in March. Derek Kirk, the Community Basis Solutions Coordinator, will be onboarding 13 new regional positions to align with the identified CERF regions. Dream Fund Small Business Assistance Program will be available to assist interested business owners looking to open.

3. Approval of Draft Minutes (January 19, 2022)

Motion made by Andy Myrick and seconded by Melanie McNulty to approve minutes of January 19, 2022; All ayes.

4. Treasurers Report

- b. \$58,910.99 (as of 02/14/22) – Invoiced members for FY 2022 dues.

5. Business Items –

a. 2022 Marketing Plan: (Attachment B)

Metz provides a 2022 Draft Marketing Plan which will provide guidance to CCMT Board and members with a cost-effective strategy to achieve its mission by coordinating stakeholders to align resources and promote regional successes and opportunities. Communication of economic development and projects will be made available on the CCMT website and through a quarterly newsletter distribution. Melanie McNulty would like to see a project timeline with specific project dates as well as a working group.

- i. Website Status <https://SelectCentralCoast.org> – Develop and implement annual website to enhance existing CCMT information by targeting industries and providing information on thriving businesses already in the area.

- ii. Newsletter Draft – Quarterly newsletter produced and managed by CCMT to connect target businesses and share regional site locations opportunities.

Motion made by Andy Myrick and seconded by Melanie McNulty to approve the 2022 Marketing Plan with suggested edits of identifying and targeting a broader audience; Acosta abstains, remainder of group, aye.

b. Site Readiness Inventory:

c. New Members Strategies:

- i. Monterey County Cities - Richard Vaughn reached out to other cities within the County to grow CCMT.
- ii. Central Coast Counties – Vaughn highlights that SLO has hired a new economic director and questions the group as to whether it would be worth reaching out to other Central Coast Counties. Dan Ripke thinks it is a great way to grow CCMT membership.
- iii. Other Sectors – Expanding CCMT to other Central Coast Counties.

- d. Funding Opportunities: REACH, serving as a Regional Economic Development Coordinator, is developing its own marketing plan. Stroud states REACH is floating to the top as the main Regional Convener and Ventura County EDC is most likely going to service as the Fiscal Agent. Stroud suggests members get with their regions and discuss goals for future funds within their communities.

6. Other Items – March Meeting Agenda.

- CCMT membership organization documents to provide to interested parties.
- Board Member bios and photos on CCMT website.

7. Adjournment – 2:47 pm