



Regular Meeting

1: 00pm-2:30pm Wednesday, March 16, 2022 | Online

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

MINUTES

Attendees: Josh Metz, Richard Vaughn, Matt Mogensen, Trevin Barber, Danna Stroud, Andy Myrick, Michael Gomez, Dan Ripke, Lawrence Acosta.

1. Call to Order – 1:02 pm

2. Acknowledgements, Announcements, and Correspondence – Round Table

Matt Mogensen updates FORA Blight Removal Funds are being utilized for current development projects. Dan Ripke states the Startup Challenge is in application mode and there are opportunities for prize money with several divisions available. Ripke requests the group forward him any interested businesses. Grant funding has been made available through the remainder of the year for new data systems to track clients, rebuild websites and social media channels. Lawrence Acosta states there will be a relaunch of the Economic Development Electric Rate (EDR) program and he will provide a presentation to the group soon. Andy Myrick updates Salinas is busy putting together the budget. Richard Vaughn updates there is an agreement going to the Board next week for an ARPA funding program to spearhead additional types of marketing and attraction for tourism and hospitality within the region. Vaughn attended the ICSC Monterey last week and got some great leads on retailers and gas stations looking to break into the area. Trevin Barber updates the Campus Town project is moving forward with a demo this year including the Army Visitor Center.

- a. Go-Biz, Monterey County – Danna Stroud updates Brian Coleman has joined the Go-Biz team as the new Economic Development Director. Coleman will join next month's CCMT meeting. Recent update out of OPR regarding the CERF process. Guidelines regarding comment submission will be redistributed. Many new members have been onboarded and Stroud will introduce them within the next few meetings. Stroud reports on attending a Startup session and made connection a with Tahra Goraya, and appreciates future opportunity to engage with MBEP.

3. Approval of Draft Minutes (February 16, 2022)

Motion made by Andy Myrick and seconded by Richard Vaughn to approve minutes on February 16, 2022; All ayes.

4. Treasurers Report

- b. \$56,863.07 (as of 03/15/22) – Additional invoice for this month totaling approximately \$7,500.00.

5. Business Items –

- a. XCharge USA RFI (Attachment B) –
Dana Stroud updates XCharge is looking to find a headquarters location in California. This will be a large project. Mogensen questions the hotel request of an additional 1,500 rooms within the proposal as being wasteful given the amount of hotels already in the area. Stroud states this is the part of the process that is confidential in nature. Trevin states Seaside has 700 acres available for development. Myrick expresses concern for the challenge of overcoming public opposition. Trevin agrees but recommends the cities and counties coming together to show regional support for projects that benefit the region economically. Applicant webinars available in March. Deadline is March 28: <https://business.ca.gov/california-competes-tax-credit/>
- b. Membership Features & Benefits (Attachment C)
Group reviews a 2-page draft of membership features and benefits. Mogensen suggests not being so specific on exact meeting date/times and substitute with “regular” meetings. Will new members be looked at as an affiliate, similar to PG&E? Myrick suggests a level not the same as full member with minimal participation required. Vaughn recommends a Pro-rated option. Mogensen proposes having conversations with potential members to gauge interest. He further recommends bringing this item back to the April meeting for discussion on membership levels. In the meantime, will produce version 1.0 with suggested changes for distribution.
- c. Digital Marketing Strategies
 - i. Website Progress
Group reviews targeted industries draft page and potential ways to expand in the future.
 - ii. Newsletter & Social Media
Group reviews draft newsletter and determines this will be on hold until further discussion and refinement. Josh Metz suggests members send him suggestions via email. Group agrees to send suggestion between now and April and further expresses excitement with getting the newsletter out in hopes of expanding CCMT.
- c. Spring planning
 - i. City invitations
When should invitations for this meeting be sent to interested parties? Vaughn suggests May and states he will reach out to 3 cities for interest.
 - ii. Contracting
Josh reports the RGS contract ends in May. Myrick would like to see an RGS proposal but has no problem continuing with RGS should the reserves cover to end of fiscal year. Mogensen suggests 13-month contract to get through July. Josh will provide a summary of RGS activities at the April meeting and the board can decide on items.

6. Other Items – March Meeting Agenda.

- PG&E Presentation on EDR Program
- RGS contract and summary of activities

7. Adjournment – 2:33 pm