



Regular Meeting

1: 00pm-2:30pm Wednesday, June 15, 2022 | Online

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

MINUTES

Attendees: Josh Metz, Michael Gomez, Matt Mogensen, Jessica Gilden, Brian Coleman, Richard Vaughn, Danna Stroud, Andy Myrick, Jen Simon, and Dan Ripke.

1. Call to Order – 1:01 pm

2. Acknowledgements, Announcements, and Correspondence – Round Table

Metz updates an RFP was received from the County for a small business loan fund. Metz connected with Tencia Vargas, the Soledad Economic Development & Housing Program Coordinator to join a future CCMT meeting. Andy Myrick updates they are doing a re-organization and he will be moving to the Community Development Department. Richard Vaughn updates the Economic Developing Team has added an Accounting Analyst to assist with funding and governmental reporting. Dan Ripke updates CSUMB has been working with young entrepreneurs looking for spaces to open new businesses. CSUMB currently has 3 grant applications pending.

- a. Go-Biz – Brian Coleman states CERF is currently in the solicitation for proposal application process to appoint regional conveners and fiscal agents. EDD hosted an event today to answer preproposal questions by interested parties; Responses will be posted soon. Coleman updates the agency recently rolled out a community based place and data tool to provide various amounts of data and information pertaining to local demographics. Danna Stroud updates CALOSBA has released their performing arts program.

3. Approval of Draft Minutes (May 18, 2022)

Motion made by Andy Myrick and seconded by Richard Vaughn to approve minutes on May 18, 2022; All ayes.

4. Treasurers Report

- b. \$49,359.81 (as of 06/09/22) – FY 2022-2023 will be released in September.

5. Business Items –

- a. CERF Status and Planning –
Substantial amounts of work will be available through the various agencies but Metz states CCMT should try to establish itself in the stakeholder process to have the ability to propose funding.
- b. Marketing Update
 - i. Newsletter –

Jen Simon states 143 out of the 643 distributed have been opened since the newsletter was released yesterday. Next newsletter release is TBD. Metz states the newsletters created by CCMT are put together using a combination of content from surrounding areas and the member agencies.

- ii. Video Production Concept –
Metz provides video concept highlighting potential content. Suggests CCMT begin working with Farmer and Richard Vaughn. Dan Ripke suggests adding in an item to discuss innovative technologies. Vaughn recommends involving the county workforce board to video concept discussions.

c. Monterey County Economic Development Update

- i. County Budget –
Richard Vaughn states the county budget hearings took place early June to discuss funding. Board decided to move forward with proposed budget with final approval coming June 21st.
- ii. Economic Opportunity Committee (EOC) –
First meeting was held internally with two supervisors. Group discussed administrative decisions on best practices moving forward for the committee. Item going before the board of supervisors to amend the committee bylaws. Next meeting will be held July 27. Expanding from 12 to 14 committee members. Members of the public will be able to apply for a spot on the committee.
- iii. American Recovery Act (ARPA) –
Four programs currently using ARPA funding; 1) Park It will be a six-month study in the Big Sur area to review and analyze traffic issues; 2) Monterey County Business and Convention Bureau to assist with tourism and hospitality businesses; 3) Line Signage Update Program through wine country to assist visitors in finding businesses easier; 4) Build Business Back Program is a 3-year program to assist with business retention and funding support for underserved communities and minority owned businesses.
- iv. DSA –
Development Set Aside Agencies. Funding received from a portion of the Transient Occupancy Tax. Group received ARPA funding. Monterey Board suggested looking into adding other agencies to the group.
- v. Projects –
Small Business Revolving Loan Fund available. Vendor solicitations through County website to download the RFP application.

c. Other Items

- i. July Meeting Agenda –
Refined Video Concept, Introduction of new County employee, Salinas Update, and CERF Update.

6. Adjournment – 2:06 pm