

# ***CENTRAL COAST MARKETING TEAM***

## ***SPECIAL MEETING MINUTES*** **Friday, June 18, 2021; 11:00 a.m.**

### **CCMT Members Present Via Teleconference:**

Kate Roberts, Monterey Bay Economic Partnership	Melanie McNulty, Monterey Bay Economic Partnership
Matt Mogensen, City of Marina	Anastacia Wyatt, County of Monterey
Andy Myrick, City of Salinas	

### **1. CALL TO ORDER:**

The meeting is called to order at 11:15 a.m.

Roll call:

President Roberts	Present
Director Mogensen	Present
Director Myrick	Present
Director Wyatt	Absent
MBEP Staff McNulty	Present (non-voting)

### **2. ACKNOWLEDGEMENTS, ANNOUNCEMENTS, AND CORRESPONDENCE – ROUND TABLE**

Matt Mogensen reports the budget will be complete next month. Group discusses the Economic Development Administration (EDA) process of allocating funds, and understanding what projects will qualify. Josh Metz states that engaging with Economic Development Association will come with strings attached and parameters on how grant money can be used. Salinas budget was adopted on June 8, 2021.

### **3. APPROVAL OF DRAFT MINUTES (MAY 26, 2021)**

Motion is made by Andy Myrick and seconded by Matt Mogensen to approve Minutes of the May 26, 2021 Regular Board Meeting:

Motion carries by the following vote:

President Roberts	Aye
Director Mogensen	Aye
Director Myrick	Aye
Director Wyatt	Absent

### **4. TREASURERS REPORT**

- a. \$65, 248.13 was the account balance as of June 15, 2021. Kate and Andy have been added as signers on the account. April Keigwin from Regional Government Services has been brought on board to reconcile the QuickBooks account. The \$10,000.00 invoice from Pacific Gas & Electric (PG&E) remains outstanding.

### **5. BUSINESS ITEMS**

- a. Monterey County CEDS Review –  
Chuck Depew joins the group to discuss the Comprehensive Economic Development Strategy (CEDS). Depew clarifies CEDS is a document specific to supporting Economic Development Administration (EDA). CEDS was adopted by Monterey County on May 4, 2021. Depew states EDA provides program dollars for capital projects to assist with development and implementation. Investing in such projects supports economic growth by investing in infrastructure and creating jobs. Depew confirms the program

contains a number of strategy areas that fit CCMT's goal of economic development. Matt Mogensen confirms with Depew that CEDS could assist with funding the National Environment Protections Act (NEPA) compliance expansion of the Marina Airport; Depew confirms. Roberts states that CCMT is reemerging and has broken up into subgroups that will specialize on potential areas of development in a specified location. Metz stresses the importance for this group to remain focused on EDA funding. Depew agrees with Metz and further explains the EDA is funding projects they've never funded before and those sitting at the table will be first to engage in funding discussions. Andy Myrick highlights the Salinas Crown Castle broadband line that comes into the city could be a focus for an expansion project to provide access to underserved areas.

b. 2021 / 2022 Marketing Plan Draft –

The draft marketing Plan has been redefined and updated from its previous version. Melanie McNulty suggests reconstructing the brand all together; Group agrees. Council has assigned themselves to provide a Strengths, Weakness, Opportunities, and Threats (SWOT) Analysis. Metz feels that the group could use a new name; Group agrees. Metz states the group needs to focus on objectives and strategies that benefit each member area as the needs of each member are unique.

**6. DATE OF NEXT MEETING** – July 21, 2021 at 10:30 a.m.

**7. ADJOURN:**

Meeting adjourns at 12:27 p.m. on June 18, 2021.

Respectfully submitted,

*April Keigwin*  
Project Coordinator  
Regional Government Services