



Special Meeting

1:00pm-2:30pm Tuesday, November 15, 2022 | 3180 Imjin Rd., Marina CA 93933

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

MINUTES

Attendees: Josh Metz, Matt Mogensen, Andy Myrick, Michael Gomez, Jen Simon, Alyssa Kroeger, Shari Tavaf; via Zoom: Richard Vaughn, Lawrence Acosta.

1. Call to Order – 1:09 pm

2. Introductions were made.

3. Acknowledgements, Announcements, and Correspondence – Round Table

Josh Metz states that each member agency council will receive an invitation to the DART Symposium. He states the symposium will be a great opportunity to grow CCMT. There was an eVTOL company (Archer Aviation) testing at the Salinas Airport, but they have chosen to make permanent residency in Georgia. Metz states this is a wake-up call that we need to be more proactive in trying to keep these types of businesses in the State. CERF listening session will be available on November 17 at 10:00 a.m. to discuss the economic diversification framework. There will be a PG&E panelist at the Symposium.

4. Approval of Draft Minutes – October 19, 2022

Motion made by Matt Mogensen and seconded by Michael Gomez to approve minutes of from the October 19 meeting; all ayes.

5. Treasurers Report

- a. \$22,743.00 (as of 11/14/22)
- b. FY 22/23 invoices – Invoices were distributed for FY 22/23 dues.

6. Business Items –

- a. CCMT Strategic Planning –
 - i. Purpose (Mission and Vision) – Metz discusses the original founding ideologies that lead to the formation of CCMT. Josh questions where the group would like to go from here and what are some growth opportunities? Richard Vaughn states he does not have a large budget for economic development and has been utilizing CCMT for outreach. Andy Myrick states they have a challenge with business attraction due to lack of site locations and California's water challenges. Matt Mogensen agrees with Myrick and states that if the group can focus on supporting each other that should help with outreach and retention. Mogensen proposes regional meetups.
 - ii. Membership – Richard Vaughn updates a member of the Monterey County Business Council should be reaching out to Josh soon to discuss sponsorship.

- iii. Budget – General discussion was made on the relatively small budgets and staff within the County and city agencies for outreach. Richard stated he would like to better utilize CCMT for outreach.
- iv. Marketing Focus
 - a. Refine Target Industries – Metz states the group has focused on the newsletter distribution to attract target industries. Group suggests a focus on cities rather than counties and have each economic developer and city manager listed for easier communication from interested parties.
 - b. Refine Email and Social Media – Current distribution list is just over 600 recipients. Metz states they would like to refine the list by removing inactive accounts and adding active ones for better engagement.

7. Adjournment – 2:30 pm