

Minutes
San Juan Bautista Economic Development Citizens Advisory Committee
August 17, 2022

Chairperson: Heliena Walton called the meeting to order at Vice Chairperson Stephanie Correia called the meeting to order at 6:00 Heliena Walton called the meeting to order at 7:13 PM and conducted the roll call as follows:

Present: Vice Chairperson Stephanie Correia, Darlene Boyd, Patricia Bains, Teresa Lavagnino; Kim Calame; Liz Sanchez Turner

Absent Excused: Suzie Velez;

Absent Unexcused: Luke Kerbs

Guests: Brian Coleman GoBiz; Dana Stroud, GoBiz.

Advisors update: Dana Stroud provided an overview of the many small business programs available via GoBiz. This presentation will be kept on the EDCAC record.

Darlene Boyd provided an update for the Outreach subcommittee including the CERF program and county programs. Darlene suggested that it would be helpful for her to have an in person organizational meeting.

Kim Calame provided a written update for the Community Relations and Resources subcommittee. The subcommittee is identifying organized community groups to schedule a series of meet and greet “think tank” meetings for the purpose of establishing a vision for the community. The meetings would happen in October, November and in January 2023. The City will help some with meeting materials and publication

Patricia Bains provided a written update for the Business Development and Retention subcommittee. The committee is intending to contact all businesses in SJB to determine the nature of assistance and support the might be necessary to build and support the business community as a supportive eco-system. The subcommittee wants to build a business directory and a business resource center. The subcommittee will be taking road trips to evaluate similar situations. The SJB model might be organized similar to the GoBiz model as a way of streamlining the local permitting process.

Danna Stroud suggested that this is like establishing a business support tool kit and different types of businesses might have similar needs and solutions, or a cluster approach.

Heliena Walton suggested that the Committee review the minutes on the agenda. It was moved by Darlene Boyd and seconded by Patricia Bains to table the minutes until next meeting.

Renee’ Wells stated that she would provide an update at the next meeting regarding the CEDS program.

Patricia Bains moved to accept subcommittee reports, seconded by Kim Calame. The motion passed unanimously.

Lizz Sanchez Turner moved to adjourn the meeting seconded by Kim Calame. The motion passed and the meeting was adjourned at 7:26 PM.

A presentation will be kept in the Renee' Wells provided an update regarding CEDS in that the EDA has provided \$80,000 in funding to support the update. Brian Coleman provided an update regarding CERF. By July 25 applications for funding for the regional organizing entity. After that there will planning activities begin in October. Brian Coleman also summarized the Cal Compete program which has been re-funded by the Governor. Tax credits and grants will be available for applications starting July 25, 2022.

There was discussion about the EDCAC role in the CEDS program relative to the CEDS Strategy Committee.

There was discussion about off street parking in the downtown area and coordination with the City to improve and maintain public parking areas.

Brian Foucht will continue to provide information from League of California Cities regarding listening program series.

Renee' Wells stated that the LEAP program is being refreshed and will provide information as a prelude to the CEDS program.

Renee' Wells provided several updates including CEDS funding from the EDA regarding preliminary approval and expect CEDS funding approval in August, the CERF program, and the county micro grants program. There was discussion regarding tax revenue and business development. There was discussion about business development and support that the EDC provides, California Competes and the San Juan Bautista Opportunity Zone.

Subcommittees provided brief updates:

Economic Development Outreach: Darlene Boyd stated that she attended a California Main Street meeting about place-based economic development. Darlene has requested the CA Main Street newsletter and other information that she will make available to the committee. Darlene also summarized information from MBEP regarding funding available for transportation and climate change. The subcommittee is looking for a guide regarding how to be more involved with the CEDS program.

Luke Krebs that he is working to establish a website and information repository for the EDCAC. Brian Foucht cautioned that the Committee is actually a government entity rather than community organization and full transparency would necessitate use of the City's website and the City as the repository for all committee related material, rather than a separate, private storage area for the subcommittee. Open meeting laws and the Brown Act would discourage the formation of private website not accessible to the general public and not administered by the City.

Lizz Sanchez-Turner stated that the Workforce Development Board should serve as an advisor to the EDCAC.

Business Development and Retention: Patricia Bains stated the Committee is starting to contact businesses in the community to educate businesses regarding resources and to establish integrated communication between businesses and with the EDCAC.

Community Relations and Resources: Kim Calame summarized that the committee is discussing community engagement and recreation, events identify recreation user groups, business collaborative groups and desire to connect with the Safety Committee. Teresa Lavagnino summarized the subcommittee's effort to link school, state parks and the City to link recreation and cultural resources and opportunities for interconnectivity. Brian Foucht stated that he would work to establish a joint meeting with the Safety Committee.

Brian Foucht suggested that subcommittees provide written reports for the August meeting and there was consensus that could be accomplished.

Brian Foucht suggested that Committee members encourage members of the community to join the EDCAC and contact staff regarding any interest.

There was discussion regarding whether subcommittees can move around and join other subcommittees. Brian Foucht requested the members who want to move between committees to work through staff and the EDCAC.

There was discussion that the San Juan Bautista business groups get together and there was consensus that the two groups should work jointly together and with the EDCAC to benefit of the community as a whole.

The meeting was adjourned by consensus at 7:10 PM.