

San Juan Bautista Economic Development Citizens Advisory Committee
Minutes: January 11, 2023
Approved 5.31.23

Chairperson: Heliena Walton called the meeting to order at 6:00. and conducted the roll call as follows:

Present: Fran Fitzharris, Teresa Lavagnino; Kim Calame; Leslie Jordan; Darlene Boyd; Lizz Sanchez-Turner; Heliena Walton; Stephanie Correia

Absent Excused: Patricia Bains; Suzie Velez, Deanna Snyder

Guests: Danna Stroud and Brian Coleman GoBiz; Renee' Wells, San Benito County EDC

Darlene Boyd motion to accept the minutes of December 21, 2022, was seconded by Stephanie Correia. The motion was unanimously approved.

There were no public comments on items Regarding items not on the posted agenda.

Renee' Wells provide information regarding the CEDS program, including projects for San Juan Bautista including a survey link to add projects and there will be more information at February EDCAC meeting. Brian Foucht recommended that members of the EDCAC provide Leslie Jordan and Stephanie Correia with any projects in addition to the Community Plan and the Active Transportation Plan listed projects.

Heliena Walton inquired regarding support for new businesses as part of the CEDS program and bringing more people into the SJB downtown.

Fran Fitzharris recommended that the CEDS program include projects to fix our infrastructure and our streetscape in the downtown area.

Darlene Boyd mentioned that she is looking at main street revitalization and partnerships with Pinnacles National Park.

Renee' Wells stated that the CEDS program should include business and downtown revitalization programs.

Stephanie Correia stated that San Juan Bautista should invest in improved infrastructure, address vacant buildings, parking, and diversity and variety of restaurants and lodging.

Kim Calame asked whether the CEDS program is able to address recreation. Renee' Wells stated that the CEDS may include recreation projects and the City will need to have the vision for recreation improvements.

Dana Stroud stated that there will be grant funding opportunities and the importance of linking and aligning projects within the CEDS and with grant funding from a wide variety of sources.

Fran Fitzharris stated that business climate improvements will take some time to achieve.

Brian Foucht summarized the assistance provided by Cal OSBA from a presentation during the Business Forum that morning. Dana Stroud and Brian Coleman said that she would provide advice regarding how businesses can navigate the businesses resources via Cal OSBA. Danna Stroud discussed CalOSBA presentation on January 11, 2023 and offered to ensure that contact information to CalOSBA representatives is readily available so the businesses can more easily find the resources that are introduced in 2023 by GoBiz and CalOSBA. A business development guide will be available. Brian Coleman provided an update regarding CERF program and via Cal Compete. Brian Foucht stated that he will send a link to the CalOSBA presentation recording that references business resources that are currently available and also resources via CalCompete.

The Committee considered By Laws. Provisions regarding Powers and Duties, Code of Ethics, Membership, Appointments, Terms, Officers and Roles, Meeting Schedule, Rules (for conduct of meetings), and subcommittees were accepted, Quorum, Attendance, Amendments, were accepted. Kim Calame moved to accept the bylaws as presented, Lizz Sanchez – Turner seconded. The motion was approved unanimously.

Brian Foucht requested that the Committee address subcommittee roles and appointments. The Committee confirmed the original role of subcommittees by consensus. Fran Fitzharris volunteered to serve on the Outreach Subcommittee. Stephanie Correia volunteered to serve on the Business Development and Retention subcommittee. Leslie Jordan volunteered to serve on the Outreach Subcommittee. Darlene Boyd recommended that Deanna Snyder be placed on the Outreach Subcommittee in absentia. Darlene Boyd moved in separate motions, seconded by Lizz Sanchez – Turner and Kim Calame separately to enlarge the Outreach Subcommittee consisting of Darlene Boyd, Fran Fitzharris, Lizz-Sanchez Turner, Leslie Jordan, and Deanna Snyder. The Business Development and Retention subcommittee would consist of Heliena Walton, Mrs B and Stephanie Correia, and the Community Relations and Resources subcommittee would include Kim Calame, Teresa Lavagnino, and Suzie Velez. Brian Foucht stated that he would republish the subcommittee roles and assignments memo accordingly.

Brian Foucht requested that subcommittees focus on completing their reports for inclusion in the first EDCAC report to the City Council, understanding that the Community Relations, Business Relations and Outreach subcommittees are still working on their reports.

Darlene Boyd moved to adjourn the meeting, seconded by Lizz Sanchez-Turner was approved unanimously at 7:40 PM.