



City of San Juan Bautista

January 2021

Community Liaison Monthly Update

Background:

Title: Community Liaison

Dept: Economic Development

Reports to: City Manager

The Community Liaison serves as a link between the City and the businesses and merchants of San Juan Bautista. Helping to establish and implement, the economic development programs and goals of the City by overseeing and coordinating business and economic development programs and activities that help retain local businesses, and attract new business to the City.

Serving as a point of contact with Local Cities, County, State and Federal Government contacts, and other private organizations as well. The Community Liaison advocates on behalf of the City and the local businesses and property owners. Connecting the regulatory process and framework of the City and other Governmental agencies with the business and property owners. The Community Liaison builds and maintains relationships with these organizations that will benefit and support the economic development of the businesses within our City.

In addition, the Community Liaison holds Community Outreach meetings and trainings, handles Marketing & Public Relations, Local Events and Fundraising Activities.

Activity Report

January 2021

Grants & Funding Opportunities

- **State of Ca Covid-19 Small Business Grant Round 1 & 2**
 - Distributed Documentation online and in person
 - Attended Webinars & Distributed/Conducted Training with Business owners.
 - Facilitated Applications; completions and uploading of documents and help to connect
 - with State reps to help with technical issues.
- **SJB City Small Business Reimbursement Grant (Cares Act Funds)**
 - Managed Funding Distribution Program from start to finish (2 Rounds of funding)
 - Created & Sent out application, sorted and qualified applications,
 - Created & Balanced Spreadsheets
 - Check Requests and Funding Distribution
- **SBC Small Business Grant II (County General Fund) *Will be serving on review committee**
 - Attended Informational Brainstorming meeting with the County
 - Provided SJB Business Lic List to County
 - Emailed Information and Application
 - Printed and Hand delivered hard copies of application and instructions

Meetings

- **SJB Business Community Focus Group – Meets every Wednesday at 9am**
 - Facilitates meetings on Zoom, Contributes and participates
 - Prepares agenda & arranges for guests
- **SJB Parklet Subcommittee- Meets every Thursday**
 - Facilitates meetings on Zoom, Contributes and participates
 - Prepares agenda & arranges for guests
- **SJB City Council – Meets 1-4 times per mos.**
 - Facilitates meetings on Zoom
- **Planning Commission/HRB-**
 - Facilitates meetings on Zoom
- **SBC Tourism Committee- Meets Monthly**
 - Participate & Sub Committee Contributor
- **SBC Business Council- Meets Monthly**
 - Participate- Contribute
- **SBC Integrated Waste Management Ordinance Meeting**

Current Ongoing Projects

- Parklet Inspections
- Plastic Ordinance Follow-up
- New Business Applications/Follow-up