



City of San Juan Bautista

February 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 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

February 2021

## Grants & Funding Opportunities

- **SBC Small Business Grant II (County General Fund) Serving on Grant Review Committee**
  - Attended Brainstorming meetings with the County Committee (representing SJB)
  - Assisted with input in creating the Grant application
  - Hands on help with SJB applicants with scanning & uploading info before deadline
  - Worked with County Admin staff to update the spread sheet for the 140+ Applicants
  - This project will continue in March as we are only half way through the process
- **Research additional funding opportunities**
  - Follow-up and attend informational meetings

## Meetings

- **SJB Business Community Focus Group – Meets every Wednesday at 9am**
  - Facilitates meetings on Zoom, Contributes and participates
  - Prepares agenda & arranges for guests
  - Researches and Creates Topics of interest for meetings
- **SJB Parklet Subcommittee- Meets every Thursday**
  - Facilitates meetings on Zoom, Contributes and participates
  - Prepares agenda & arranges for guests
  - Extensive follow-up with meeting minutes and follow-up work to prep for next meeting
- **SJB City Council – Meets 1-4 times per mos.**
  - Facilitates meetings on Zoom
- **Planning Commission/HRB-**
  - Facilitates meetings on Zoom
  - Assists City Planner in prepping for Planning related hearings
- **SBC Tourism Committee- Meets Monthly**
  - Participate & Sub Committee Contributor
- **SBC Tourism & Hospitality Meetings-Meets Monthly**
  - Savor San Benito CSA Meal Committee
- **SBC Business Council- Meets Monthly**
  - Participate- Contribute
- **SBC Integrated Waste Management Ordinance Meeting**

## Current & Ongoing Projects

- Planning Dept Work- Working with Business Applicants & Follow-up
- IWorq- Updates for Planning Dept & Business Lic Files
- City Website updates for Business section
- Plastic Ordinance Follow-up Prepping for City Council Meeting
- New Business Applications/Follow-up