



City of San Juan Bautista  
JUNE 2021

**Community Liaison**

**Monthly Update**

**Background:**

**Title: Community Liaison**

**Dept: Economic Development**

**Reports to: Assistant City Manager/Community Development Director**

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 June 2021

By: Lizz Sánchez Turner

Grants & Funding Ops/ Meetings and Trainings	Meetings/Trainings Facilitate/ Attend	Events Contact/Facilitator	My Current/Ongoing Projects	New Businesses & Planning Projects
SBC Small Business Grants	SJB Business Community Focus Group Meeting-Weekly	COSB- Workforce Development Meeting to Discuss Labor issues in SJB	Parklet Guidelines Amendments continuous	Ongoing "Customer Service" to Business Inquires, Phone & Email
South Valley Community Church & SBC Chamber Foundation Grant	Parklet Subcommittee- Weekly	How to Build your Brand through Events & Experiences		"The Water Store" "Notably Noble Men's Store" "Timeless Treasures Event Center Re-opening"
Marc Fontes & Kathy Johnson- Overview	SBC Business Council Meeting-		New Business Applications follow through & Set-up & Call backs	Bliss Blendz-Marketing Facilitate
HDC Econ Dev	Chamber Tourism & Hospitality	COSJB-Staff Meeting	Maintaining Business Entity Report	Meetings with Plaza Market Owner -Email/Phone; Michael McCandless
Restaurant Recovery Grant Follow-up	BAC-Recurring Monthly Business Advocacy Committee Meeting		Face to Face Individual Meetings	Facilitate Meeting with Property owner & New Bus- Mission Café & McCandless
SBA PPP Forgiveness New Round	HRB-Planning Commission Reception Planning & Execution	AMBAG Sustainable Communities Strategies Workshop	Records Maintenance for meetings I facilitate	New Applications: In Process/Apprv Leslie August San Juan Living Jorge Diaz
Phone Meetings- Shawn Pillow & Kevin	CMTC Meeting Christina Chavez- Wyatt-	SJB Site Visits Food ware and Bag Ordinance	Biz to Biz Services Marketing Consulting	Smoke Point- Meeting with New Manager Tanya Timeless Treasures Event Center