



**Incentive Review Committee Meeting
MINUTES
9:00 AM on April 7, 2021
Zoom Meeting**

Committee Attendees: Susan Prince, Daniel Parra, Dan Mallon, Ken Sonner

Staff: Cindy Rivarde, Richelle Wilson, Martha Jimenez

Not Present: Kimberly Kelley

1. Welcome and Introduction - Call to Order 9:05 4M
2. Discussion Items

i. Introduction:

1. Operational Items:

a. Approval of Minutes:

- i. **ACTION: Mr. Mallon made a motion to accept the December 6, 2021, minutes and was seconded by Mr. Daniel Parra and passed unanimously by the committee.**

- b. Ms. Wilson went over the current applicants for the April 30 deadline. She informed the committee that at the time there were five applicants.

2. Small Business Impact Fund Program -

- a. Ms. Wilson went over the Small Business Impact Fund (SBIF) details. She explained to the group the original purpose of the grant and then presented suggestions the committee should consider about the program's purpose. One of the suggestions was made to create marketing materials and market the program in the Shop Local store.
- b. Next, Ms. Willson went over the requirements of the SBIF for the program and some suggestions to consider for the future. One of the suggestions was to

add additional commercial districts or to consider expanding the program to the rest of the city. The committee decided to hold off on adding additional commercial districts.

- c. The committee discussed which industries should receive assistance. It was agreed that the MOVE program should be geared toward office, industrial, and flex space users and that the SBIF should be promoted to assist retail businesses.
- d. The committee then discussed that we should ask Mayor and Council for additional funds since we are considering adding districts and since the program has increased in applicants.

Adjourn: 10:15 PM

Next meeting: TBD

Next Application Deadline: April 30, 2022