



**Incentive Review Committee Meeting
MINUTES
2:00 PM on May 20, 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 2:05 PM
2. Discussion Items
 - i. **Introduction:**
 1. Operational Items:
 - a. Approval of Minutes:
 - i. **ACTION: Ms. Prince made a motion to accept the April 7th, 2022 minutes and was seconded by Mr. Daniel Parra and passed unanimously by the committee.**
 2. **MOVE/Expansion Program-**
 - a. **NeroVision**
 - i. New healthcare business that focuses on head trauma patients with traumatic brain injury/concussion, strokes and neurodegenerative disorders.
 - ii. Leasing 3,000 SF on a 5-year lease
 - iii. Adding 2 employees and expect to add up to 8 employees by year 3
 - b. **Protect A Child Fencing**
 - i. Sale and installation of a mesh pool fence system to protect babies and children from drowning
 - ii. Leased 1,200 SF at 1174 TAFT ST

- iii. Only location and will have 2 employees, projected to add 5 employees by year 3
- c. **ACTION: Mr. Mallon made a motion to approve both applicants for the full amount they qualify for and was seconded by Ms. Prince and passed unanimously by the committee.**

3. Small Business Impact Fund Program -

- a. Ms. Wilson went over the Small Business Impact Fund spreadsheet that provided detailed information for each applicant.

b. Chaney Communications

- i. Chaney Communications is a marketing firm located in Rockville, Maryland that serves small- and medium-sized companies, universities, and entrepreneurs nationwide
- ii. Located at Regus in Town Center
- iii. Their financials were reviewed by Martha & her documents are compliant with the requirements
- iv. Use of funds will include: Website revamp, hiring additional staff (Operations Mgr, PT Executive Assistant & SM intern)
- v. They requested \$75K, but or recommendation to the committee is \$50K

c. Cottage Monet

- i. Cottage Monet is a specialty shop located in Town Square
- ii. Cottage Monet has received the SBIF grant three times prior and this is their fourth time applying
- iii. Funds will be used to: Further develop social media campaigns and photography, enhance and continue to improve the company website and maintenance; repairs and display replacements

d. Cutesy Celebrations

- i. Begun in 2007 Cutesy celebrations and Boutique is a business focused on families looking for regular activities for their kids, such as playdays, special classes, and a unique offer for their special events like Birthdays parties, graduations
- ii. They also pride themselves as an inclusive business that creates concepts for all income levels

- iii. Funds will be used towards advertising expenses, contract labor expenses, & educational materials for activities

e. Pour Vino n’Hops

- i. Pour Vino n’ Hops is a full-service retail merchant of Beer, fine wines with sit-down environment, tastings.
 - ii. Funds will be used towards working capital for sales growth, primarily accounts receivable, inventory, rent, job training, and marketing.
 - iii. It was recommended that they speak to Martha concerning some of their needs.
4. The committee did not vote on any of the SBIF applicants and opted to adjourn this meeting and meet again to discuss the applications and make final decisions.

Adjourn: 2:07 PM

Next meeting: TBD

Next Application Deadline: April 30, 2022