

MINUTES

**CITY OF CARSON
REGULAR MEETING OF THE
ECONOMIC DEVELOPMENT COMMISSION**

**Carson City Hall
701 E. Carson Street
Carson, CA 90745**

April 7, 2022 – 8:00 AM

I. CALL TO ORDER Chairperson Aldridge called the meeting to order at 8:06 a.m.

II. ROLL CALL Economic Development Commissioners Present: Aldridge, Apodaca, Childers, Cordova, Embry, Pandolfo, Sparrow, Wallace

Economic Development Commissioners Absent: Kelley, Watar

Staff Present: John Raymond, Assistant City Manager of Economic Development; Saied Naaseh, Director of Community Development; LaToya Butler, Business and Employment Development Assistant; Debra Scott,

Let the record show there were three people from the public in attendance.

III. CONSENT CALENDAR

This item was moved to the May 5, 2022 meeting.

IV. INTRODUCTIONS/PRESNTATIONS

None

V. PUBLIC ORAL COMMUNICATIONS ON AGENDA ITEMS

None

VI. NEW BUSINESS

a. Small Business Grants Funds

Assistant City Manager of Economic Development John Raymond reported at the beginning of the pandemic; the City Council created a Disaster Council made up of the Mayor, City Manager, Assistant City Manager, and the Sheriff's Captain. The Disaster Council created a small

business loan program and small business technical assistance program to try to keep businesses alive during the pandemic.

The idea was to have the programs serve a financial bridge loan to help them get into the larger PPP programs and assistance through the SBA. The Disaster Council set aside \$500K for the program and hired a non-profit community development organization with experience in loan underwriting and business credit analysis. In two years, the City spent \$765K of general fund money on the cost of the consultant and the dollar amount of the loans. The City also created a small business grant program with Community Development Block Grant funds. Having survived on the eviction moratorium, a business owner in the Renaissance attended a Council and Economic Development Commission meeting expressing a need for additional assistance. The Council decided to allocate \$765K of the ARPA funds to forgive the loans and pay itself back and allocated an additional \$1 million to create a new grant program.

Development Director Saied Naaseh reported staff would like the Economic Development Commission's input on a series of questions meant to help adopt guidelines for a program so a recommendation can be presented to the Council to start a program.

Mr. Naaseh presented a series of questions that included defining what a small business is, eligibility parameters, administration of the program, and more.

Discussion ensued.

Due to time constraints, staff will send the questions and notes to the Economic Development Commission and the Carson Chamber of Commerce.

VII. UNFINISHED BUSINESS

a. Major Events Task Force Update

Vice-Chairperson Wallace reported there was a suggestion to hire someone to film events in Carson to create a marketing video to showcase Carson. They also discussed different ways to make the City marketable as we move into a time when there are a lot of events coming to the area.

Staff will forward the marketing video used when applying for the Most Business Friendly Award.

VIII. PUBLIC ORAL COMMUNICATIONS FOR MATTERS NOT LISTED ON THE AGENDA

None

IX. COMMISSION MEMBERS ORAL COMMUNICATIONS / ITEMS FOR FUTURE AGENDAS

Chairperson Aldridge requested an update on the Victoria Park project.

Commissioner Pandolfo reported Kimmelman decided to move forward in the City of Westminster. The EIR on the Plentitude Project is complete, but they may not have signed the final lease agreement with the County yet. They are anticipating breaking ground this year.

Commissioner Sparrow requested the Sheriff's Department give an update on crime to the Commission.

X. STAFF ORAL COMMUNICATIONS

None

XI. ADJOURNMENT

Commissioner Pandolfo moved to adjourn to the May 5, 2022 meeting, seconded by Commissioner Sparrow and unanimously carried.

Chairperson

Secretary