

DRAFT

SMALL BUSINESS AND ECONOMIC RECOVERY TASKFORCE:

Objective: The objective of this Taskforce would be to support small businesses as the economy slowly re-opens. As the County of Monterey Shelter in Place Order is lifted, it is anticipated that businesses will need support understanding federal, state and local guidelines and requirements and developing and implementing strategies to re-open their business. This includes but is not limited to, securing required personal protective equipment (PPE) and cleaning supplies, operation protocols and developing online marketing campaigns and sales platforms. Connecting businesses to available small business assistance resources and access to local lending programs will continue to be a focus as many local microbusinesses have not been able to receive federal assistance.

Formation: It is recommended that the Taskforce be comprised of technical professionals (small business support, finance, marketing, health), representatives from business associations (ie: Salinas United Business Association and Salinas Valley Chamber of Commerce), and small business owner representative of different business types and geographical areas of the City. Establishment of the Taskforce would follow the same process as the formation of the Technical Advisory Committee (TAC) Housing Policies and Programs. Staff would develop a list of 10 recommended members (goal of a minimum of five (5) business owners) to be appointed by the Housing and Land Use Committee and ratified by City Council. It should be noted other jurisdictions' COVID-19 response taskforces researched were mostly comprised of municipalities, business associations and chambers, as businesses are currently focused on survival.

Term: The Taskforce would be established for six (6) months, from the date of appointment. Prior to its expiration, staff would return to the Committee and/or City Council with an update and recommendation as to whether or not the Taskforce should continue and present any change in Taskforce objective.