



MINUTES OF A CALLED MEETING OF THE SUNSET VALLEY
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, JANUARY 13, 2021
6:00 P.M.

This meeting was held virtually at: <https://attendee.gototraining.com/r/1242570597374191618>

Members Present: Macy Hurwitz, Clayton Stice, Horacio Zambrana, John Kestner, Mickie Powers, Wanda Reetz

Staff Members: Sylvia Carrillo and Matt Lingafelter

1. Call to Order – Council Liaison Reetz called meeting to order at 6:04 P.M.
2. Citizen Comments – James Hughes, owner of Stouthaus Coffee
3. Introduction of Committee Members and Council Liaison
 - Wanda Reetz
 - Macy Hurwitz
 - Clayton Stice
 - Horacio Zambrana
 - John Kestner
 - Mickie Powers
4. Selection of Committee Officers
 - i. Action Sought: Election of Committee Chair and Vice-Chair, appointment of the Committee Secretary and Honorary Member (if desired)
 - ii. Action Approved: Clayton Stice elected Chair, Horacio Zambrana elected Vice Chair, James Hughes appointed as an Honorary Member
 - iii. Next Meeting Steps: n/a
 - iv. Adoption: n/a
 - v. Supporting Documents: Memo regarding Chair Selection Process
 - Wanda opened the floor for nominations for Chair
 - One nomination for Mickie Powers, and she did not consent to nominations
 - Discussion of Chair duties
 - After discussion, Clayton Stice was nominated and elected as Chair
 - Chair Stice opened the floor for nominations for Vice Chair
 - Horacio Zambrana was nominated and elected as Vice Chair
 - Chair Stice opened the floor for nominations for Honorary Members
 - James Hughes of Stouthaus was nominated to become an Honorary Member of CED
 - All members voted in favor of the appointment
5. Discussion and possible action on adopting Committee Goals and Objectives for 2021

- i. Action Sought: Discuss and possibly adopt goals and objectives for the year
- ii. Action Approved: Adoption of the Committee Goals, as amended
- iii. Next Meeting Steps: n/a
- iv. Adoption: Goals and Objectives for 2021
- v. Supporting Documents: Draft Goals and Objectives

- Wanda introduced the two objectives she drafted for the Committee
- Discussion of the Marketing Ad hoc Committee and the Ampersand Agency
- Discussion of the need for advertising during COVID and the media gap while Ampersand conducts their research, and the following goal was added under Objective #1:
 - Explore ways to encourage new long-term business investments and opportunities

Mickie Powers made a motion to approve the goals, as amended, seconded by Horacio Zambrana. All voted in favor and the motion passed.

6. Discussion and possible action on a Small Business Grant Program for COVID-19 relief

- i. Action Sought: Discussion and possible action on pursuing a small business grant program to assist Sunset Valley small businesses affected by the COVID-19 Pandemic
- ii. Action Approved: Committee to explore options for a Grant Program
- iii. Next Meeting Steps: develop a survey and study small businesses
- iv. Adoption: n/a
- v. Supporting Documents: Categorized list of SV businesses will be distributed at the meeting

- Question regarding parameters and performance metrics for such a program
- Comments from James Hughes from Stouthaus on the need for small businesses assistance

Macy Hurwitz made a motion for the CED Committee to take on the small business program and explore options, seconded by Mickie Powers. All voted in favor and the motion passed.

- Macy Hurwitz and John Kestner to work with staff on developing a survey or questionnaire to get together to small businesses

The Committee revisited the marketing campaign discussion. Horacio Zambrana made a motion to make a recommendation to City Council to take on immediate, short-term marketing efforts, and to work with the Marketing Ad hoc Committee. The motion was seconded by Mickie Powers. All voted in favor and the motion passed.

7. Discussion and possible action on recommending to City Council preliminary concepts for the Upper Cougar Creek Development

- i. Action Sought: Discuss and possibly recommend concepts to the City Council regarding development in the Upper Cougar Creek
- ii. Action Approved: item tabled
- iii. Next Meeting Steps: n/a
- iv. Adoption: n/a
- v. Supporting Documents: Upper Cougar Creek concept plan will be distributed at the meeting

- Introduction and overview of the property and the proposed development by Sylvia
- Questions and comments from Committee Members on the project
- Resident Comments:
 - Katherine Johnson

- Sasha Russell
- Rudi Rosengarten
- Suggestion from Chair Stice to have a joint-Committee meeting for this proposed development

Macy Hurwitz made a motion to table the item to a later meeting, pending being able to discuss the development with the Engineer and Landscape Architect, and recommended a joint meeting with the P&E and any other Committee or Commission interested. The motion was seconded by Mickie Powers. All voted in favor.

8. Discussion and possible action on regular meetings dates for the Committee

- i. Action Sought: Decide on a regular meeting date for the Committee
- ii. Action Approved: n/a
- iii. Next Meeting Steps: n/a
- iv. Adoption: n/a
- v. Supporting Documents: cover page only

- The Committee chose to keep the same regular meeting date, the first Wednesday of the month.

9. Adjourn – Macy Hurwitz made a motion to adjourn, seconded by Horacio Zambrana. All voted in favor, and the meeting adjourned at 8:23 P.M.

MINUTES APPROVED ON 02.03.21