



MINUTES OF A REGULAR MEETING OF THE SUNSET VALLEY
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, FEBRUARY 3, 2021
6:00 P.M.

This meeting was held virtually via Zoom:
<https://zoom.us/j/96328753978?pwd=N1BDZCtLR3BYaU4vWW9lOG12TGpsQT09>
Meeting ID: 963 2875 3978

Members Present: Clayton Stice (Chair), Horacio Zambrana (Vice Chair), Macy Hurwitz, John Kestner, Mickie Powers, Wanda Reetz (Council Liaison)

Staff Members: Sylvia Carrillo and Matt Lingafelter

1. Call to Order – Chair Stice called the meeting to order at 6:03 P.M.
2. Citizen/Public Comments – none
3. Approval of the minutes from the January 13, 2021 called meeting.

Macy Hurwitz made a motion to approve the minutes, seconded by John Kestner. The three members in attendance voted in favor and the motion carried.

4. Council Liaison Report – Council Member Reetz gave her report
5. Marketing Ad hoc Committee Update
 - Council Member Reetz and Sylvia Carrillo, City Administrator, gave an update from the meetings and presentations with Ampersand
 - Questions and comments from the Committee Members
8. Discussion and possible action on recommending a professional services contract with HDL Companies for sales tax analysis and economic development services.
 - i. Action Sought: discuss on possibly recommend a contract with HDL Co. to the City Council
 - ii. Action Approved: no action, staff direction
 - iii. Next Meeting Steps: bring back 3 quotes for sales tax analysis and ED services
 - iv. Adoption:
 - v. Supporting Documents: [Presentation by HDL Companies](#)
 - The Chair moved this item up on the Agenda
 - Presentation by Sylvia Carrillo
 - Questions and comments from the Committee

- Staff was directed to bring back 3 quotes for sales tax analysis and economic development services at the next CED Committee Meeting
7. Discussion and possible action on the development of a Small Business Grant Program for COVID-19 relief, including a survey to be sent to Sunset Valley small businesses
- i. Action Sought: continued discussion and possible approval of a survey for small businesses
 - ii. Action Approved: Small Business Survey
 - iii. Next Meeting Steps: discuss results
 - iv. Adoption:
 - v. Supporting Documents: survey samples and list of businesses
- The Committee discussed the proposed survey to send to small businesses
 - Deadline for the digital survey will be February 28th

Macy Hurwitz made a motion to approve the survey, removing the question regarding performance measures, and distribute to Sunset Valley small businesses, seconded by John Kestner. All members voted in favor and the motion carried.

8. Upper Cougar Creek Conceptual Development Update
- Updates from staff members
 - Questions and comments from Committee members
9. New Business – none
10. Adjourn – meeting adjourned at 8:00 P.M.

MINUTES APPROVED ON 04.14.2021