

**Pima County Small Business Commission  
Meeting**

Thursday, January 21, 2021  
3:00 P.M.

Video Conference/Telephonic Meeting

NOTE: The agenda items were taken out of order at the Chairman's discretion and not all agenda items were discussed.

**SUMMARY OF MEETING**

**Committee Members Present**

Kent Blumenthal, Chairman  
Bernie Wiegandt, Vice-Chair  
Jenni Zimmerman  
Josh Jacobsen  
Ken Goodman  
Gabrielle David

**Committee Members Absent**

Mark Miller  
Raul Aguirre  
Guillermo Gallegos

**Staff that Addressed the Committee**

Pima County:  
Patrick Cavanaugh, Economic Development  
Deseret Romero, Economic Development

Guests on the call:

N/A

**MOTIONS**

**MOTION:** Commissioner Gabrielle David moved, seconded by Commissioner Josh Jacobsen, to approve the November 5, 2020 meeting minutes. Motion approved 6-0.

**MOTION:** Commissioner Ken Goodman moved, seconded by Commissioner Josh Jacobsen, to return to the Commission's regular monthly schedule beginning February 18th. Motion approved 6-0.

**MOTION:** Commissioner Ken Goodman moved, seconded by Commissioner Josh Jacobsen, the Commission will hold off on requesting that the 2020 Small Business Commission Award winners be placed on the Board of Supervisors agenda until the Board returns to in-person meetings. Motion approved 6-0.

## **MEETING SUMMARY**

### 1. Call to Order

The meeting began at 3:24 p.m. The meeting start time was delay due to technical difficulties.

### 2. Roll Call

Roll call was conducted by Deseret Romero to start the meeting.

### 3. Approval of Minutes

**MOTION: Commissioner Gabrielle David moved, seconded by Commissioner Josh Jacobsen, to approve the November 5, 2020 meeting minutes. Motion approved 6-0.**

### 4. Chair's Report: Review of the agenda and virtual meeting protocols

Chairman Kent Blumenthal provided a brief overview of the meeting protocols and the review of the meeting agenda. The Chairman also noted the recent Commission resignations by Commissioners Juan Padres and Natasha Herzig.

### 5. Coordinator's report: Update on Federal, State and Local small business COVID-19 assistance

Mr. Patrick Cavanaugh reported on the following items.

- Pima County CARES Small Business Grant Program Completion
- CARES Federal 2.0 (\$9 billion)
- New Stimulus Legislation (New Administration in drafting legislation)
- Vaccines (County Administrator memorandums – rural areas, not receiving allocations from state as expected, working on website issues)

### 12. Next Commission meeting: February 2021

Chairman Blumenthal proposed February 18<sup>th</sup> for the next Commission meeting. Commissioner Goodman suggested reverting back to the normal monthly meeting schedule, which would have the next meeting falling on February 18<sup>th</sup>.

**MOTION: Commissioner Ken Goodman moved, seconded by Commissioner Josh Jacobsen, to return to the Commission's regular monthly schedule beginning February 18th. Motion approved 6-0.**

### 10. Unfinished Business

- a. 2020 Small Business Awards Presentation - BOS Meeting, February 2, 2021 (tentative)

Mr. Cavanaugh reported on the Board of Supervisors recent decision to not hold in-person Board meetings and provided the following options for the 2020 Small Business Commission Award presentations.

- Host award winners in county conference room and patch them via video conference into the Board meeting. (Need to explore with IT)
- Video Conference Chairman into Board meeting.
- Wait until Board returns to in-person meetings.

The Commission discussed the pros and cons of waiting until the Board returned to back in-person meetings.

**MOTION: Commissioner Ken Goodman moved, seconded by Commissioner Josh Jacobsen, the Commission will hold off on requesting that the 2020 Small Business Commission Award winners be placed on the Board of Supervisors agenda until the Board returns to in-person meetings. Motion approved 6-0.**

b. JTED & Dedication of New JTED Facility

No report.

c. Pima County Development Services - Economic Opportunity planning

No report.

13. Agenda items for future meeting

The Commission discussed adding the following items to the February agenda.

- Vaccine Updates
- New Chair and Vice Chair/Nominations and Votes (Nominations – February 18<sup>th</sup> Meeting)

8. Update: 'Ready for You 2.0' (Commissioner Goodman, Chair, Ready for You subcommittee)

Commissioner Goodman provided the Commission with a review of the previous meeting of the Ready for You 2.0 group.

- \$50,000 (CARES funding) for advertisement/marketing for the prevention of the spread of COVID-19
  - Radio/Print Ads (promote safe dining)
  - English/Spanish

Mr. Cavanaugh discussed the timing of the Ready for You 2.0 planning, the COVID plateau and vaccine rollout.

Chairman Blumenthal did not believe that the \$50,000 would not do any good for advertising. He felt the money could be of better use to the businesses and cited a pilot program out of Pierce County Washington.

Mr. Cavanaugh noted that the \$50,000 allocation was only good through December and could not be used for future use.

Chairman Blumenthal felt that the County had already promoted the Ready for You program and restaurants.

Commissioner Goodman noted the monies were already being expended by the contractor Hilton and Myers for the discussed services (development or radio and print ads). He also noted that he would be interested to see what other communities are doing.

Chairman Blumenthal discussed developing a "blueprint" for possible future funding.

Commissioner Jacobsen recommended removing Ready for You in the program.

Commissioner Wiegandt shared his concerns about not including non-restaurants, as these businesses are also hurting. He also, asked that Commission consider if County staff could manage such a program due to their current time constraints.

Mr. Cavanaugh reminded that Commission about the County's recent \$10,000 Small Business Grant program and the current unknown actions/plans of the new Federal Administration.

15. Adjournment (4:49 p.m.)

Commissioner Goodman had to leave the meeting. The meeting was adjourned due to loss of a quorum.