



ECONOMIC DEVELOPMENT ACTION COUNCIL

CITY OF ALBUQUERQUE

CHAIRMAN: DON POWER
VICE CHAIRMAN: DEBORAH JOHNSON
EX-OFFICIO: GARY OPPEDAHL

MEMBERS: ISAAC BENTON
TRUDY JONES
GILBERT MONTANO

MINUTES from Wednesday, December 21, 2016

ATTENDEES:	STAFF:	GUEST:
Chairman Power	Gary Oppedahl	Vanessa Roanhorse, SBRC
Vice Chair Johnson	Deirdre Firth	Tim Nisly, SINC
Councilor Jones	Dora Dominguez	
Councilor Benton	Chris Tebo, City Legal	
Gilbert Montano	Jenny Walters	

Call to Order—the meeting was called to order by Vice Chair Johnson at 11:45 AM.

Additions/Changes of Agenda and/or Minutes—There were no other changes or additions to the agenda.

MOTION: Approval of May 18, 2015 Meeting Minutes by Vice Chair Johnson
SECOND: Councilor Benton
MOTION PASSED

Small Business Resource Collaborative (SBRC) –

The presentation was made by Vanessa Roanhorse, SBRC Program Manager.

The Small Business Resource Collaborative (SBRC), is an Albuquerque business initiative created to bring resources to the independent small businesses along Central Avenue Corridor during the Albuquerque Rapid Transit (ART) construction. The SBRC launched on February 15, 2016. The project set a goal of introducing the program to the 400 eligible businesses on Central Avenue. Eligible businesses defined as:

- Small independent businesses
- Be Central Avenue facing
- Rely on walk-in traffic
- Make no more than \$2 million in annual gross sales

To date, the program has met and provided services to 380 businesses and contacted 420 businesses along Central Avenue. Currently, the list of active clients is 124. Active clients are businesses working directly with SBRC to implement various business strategies.

The Small Business Resource Collaborative (SBRC) is an alliance of Albuquerque's leading nonprofit small business development organizations, local business advocates, business consultants, and small business owners. Program now employs four business navigators that provide direct on-on-one business counseling at their place of business. SBRC was formed as a mechanism to help prepare independent Small Businesses along the Central Avenue Corridor during the Albuquerque Rapid Transit (ART)

construction project by providing resources and tools to sustain and grow their businesses. The SBRC is an initiative out of the City of Albuquerque's Economic Development Department together with support from our resource partner, the Neighborhood Development Center (NDC) out of the City of Minneapolis, MN. SBRC took NDC's U7 model implemented when Minneapolis and St. Paul began major construction work on their Green Light Rail transit project and tailored the model to fit the Albuquerque environment.

The proposed use of EDAct funding is to:

- Increase and retain customer counts by creating robust marketing and communications strategies.
- Minimize the potential decrease of revenue by initiating proven management controls.
- Anticipate the potential loss of revenue due to construction by helping businesses create cash flow projections and financial scenarios to plan for the period of disruption.

The continuation of the project will take the already successful program that the SBRC built and expanding it to be more cohesive and widespread. This program solidifies a curriculum and helps us define the knowledge we are sharing with our businesses. The SBRC team consist of a very talented staff, a group of knowledgeable partners, and the drive to make this program succeed in Albuquerque. The work performed is innovative in many ways. The project is already tracking data that has never been collected, we are helping businesses who have typically been left to their own devices, and we are helping create a city-wide initiative that will help keep Albuquerque unique, local and livable.

Project Budget:

	FY 2017	FY 2018	FY 2019
Revenue			
CABQ Economic Development Department (awarded)	117,900.00	0.00	0.00
EDAct (prospecting)	193,650.00	56,350.00	0.00
Living Cities Integration Initiative (prospecting)	0	196,200.00	68,200.00
Revenue Total	311,550.00	252,550.00	68,200.00
Expenses - SBRC P2T Budget			
Personnel			
SBRC Program Manager	84,000.00	84,000.00	36,750.00
SBRC/Mainstreet Nav 1	57,600.00	57,600.00	28,800.00
SBRC/Mainstreet Nav 2	48,000.00	48,000.00	0.00
SBRC/Mainstreet Nav 3	57,600.00	28,800.00	0.00
SBRC/Mainstreet Nav 4	57,600.00	28,800.00	0.00
Personnel Total	304,800.00	247,200.00	65,550.00
Supplies / Contingency			
Printing and Supplies	3,600.00	2,700.00	1,500.00
Website	150.00	150.00	150.00
Contingency	3,000.00	2,500.00	1,000.00

Supplies / Contingency Total	6,750.00	5,350.00	2,650.00
Expenses Total	311,550.00	252,550.00	68,200.00

The EDAct request for funding is not for a new program but for the continuation of a successful existing business resource program for an additional three years.


The SBRC is requesting \$250,000. The amount requested from the EDAct Fund is \$250,000 to sustain operations along the Central Corridor for 18 months. After that, the goal is to take the program citywide with other funding partners.

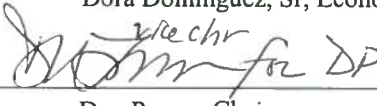
MOTION: The motion by Councilor Jones to award the contract (\$250,000)
 SECOND: Vice Chair Johnson
 MOTION PASSED UNANIMOUSLY

Rio Grande Community Development Corporation, DBA SINC – Tim Nisly

The presentation was deferred to the next EDACT Meeting to be scheduled at a later date.

The meeting adjourned at 12:55PM.

Minutes Submitted By:  Date 5/24/17
 Dora Dominguez, Sr, Economic Developer

Minutes Approved By:  ^{vice chr} DP Date 5/24/17
 Don Power, Chairman