



Community Improvement Corporation
Meeting Minutes
May 26, 2020

In accordance with HB 197 this was a virtual meeting that was open to the public to watch via Zoom.

CIC Board Members in attendance:

Jim Clawson	Absent	Norma Pennock	x
Pam Collins	x	Ted Pickerill	x
Richard Daniels	x	David Prytherch	x
Glenn Ellerbe	x	JC Rupel	x
Kevin McKeehan	x	Randi Thomas	x
Joe Newlin	x	Kelley Umbstead	Absent

City Staff Members in attendance: Doug Elliott, City Manager. Jessica Greene, Assistant City Manager

Call to Order at 10:01 am by JC Rupel

Approval of Minutes from May 12, 2020. Motion to approve, Glenn Ellerbe, seconded by David Prytherch. Motion passed unanimously.

Old Business:

None.

New Business:

Discussion of Gift Card Business Stimulus Program

Board reviewed applicants for the 2nd round of the gift card stimulus funds. 7 new businesses applied and 28 businesses applied for more funding. All combined, 76 businesses applied for and will be awarded gift card stimulus funds between the first and second rounds.

All 76 businesses will get an initial \$2,000 in gift card purchases. The remaining funds will be distributed to the 35 businesses that applied for the 2nd round, based on the following factors:

- \$500 bonus if the business owner lives within City limits
- \$1,000 bonus if the business was forced to be closed by State Health Orders
- \$100 per FTE

The Board asked that Jessica review the FTE count with businesses claiming 20 or more FTE employees. If their number of FTE changes, the formula will give them less funding, not more.



Motion made to approve the 2nd round of business gift card stimulus funds using the above formula and checking with business FTE counts for businesses claiming 20 or more FTEs made by David Prytherch, seconded by Kevin McKeehan. Motion passed unanimously.

It was decided that the gift cards may be used immediately instead of July 1. That way money can start coming into businesses immediately. The deadline of the gift cards was discussed and it was decided we will use federal guidelines for expiration dates.

The next steps of the gift card program include the following steps:

- Communicate with businesses about amounts to be purchased and get W9 tax form completed for each business.
- Work with businesses to get their gift cards or create gift cards for them
- Purchase lock boxes for gift cards to be held on site at Chamber of Commerce, Enjoy Oxford and City Finance Department.
- Finalize the E-Commerce site and promote it.

Discussion about E-Commerce Site:

The gift card website has been quietly launched for the CIC Board to review and use. Minor edits will be made as needed. The gift card website will be launched with a full marketing campaign, once we have gift cards in hand.

The goal of this is within 1 week.

Changes to be made to the gift card program include taking off the start and end dates of the cards. Also adding a disclaimer that if a business goes out of business, the CIC will not refund the gift cards.

This important information will be added to the first page of the website.

The MU PSE organization is working on the marketing campaign and materials for us to use.

A PR campaign will be created to promote this website. It will include:

- A general press release
- All community email
- Communications with Miami to then share with their students, families and staff.
- Social Media campaign

Each business receiving gift card funds will be asked to help promote the reselling of these gift cards as well.

Discussion of Emergency Small Business Loans:

Jessica shared that City Council approved the 4 emergency loans and that she will be following up with the loan paperwork this week.



As of the meeting no other RLF applications had been submitted.

Other discussion:

None.

The next meeting will be set at the end June, unless it is needed earlier. Jessica will send out an email to schedule.

Motion to adjourn made by Kevin McKeehan at 10:46am. Seconded by JC Rupel. Motion Passed.