Chairman Mitchell called the meeting to order and asked the audience to introduce themselves. He turned the meeting over to Assistant City Manager Tracy Dodson to introduce the agenda items.

Opportunity Zones Update
Tracy Dodson introduced the item and turned it over to Todd DeLong to give the presentation.

Mr. DeLong provided an update on the October 24th on Opportunity Zone Awareness Convenings held in October. A survey was sent out from the October 8th and 9th community meetings to approximately 80 attendees with a 23% response rate. Most were from neighborhoods located within Opportunity Zones who felt they understood opportunity zones better after attending the events. The October 19th convening was a collaborative effort between the City, LISC, the Knight Foundation, Federal Reserve
Bank of Richmond and community leaders from the Historic West End and Beatties Ford Road corridors to discuss how landowners and businesses can leverage Opportunity Zones to generate wealth and advance the corridor. Next steps include a roundtable discussion on social impact funds and Think Tank Advisory Group meetings to help guide the City’s discussion of partnership opportunities with developers and investors.

**Small Business Support and Advocacy Update**

Assistant City Manager Tracy Dodson introduced the topic and reminded the Committee of the Economic Development Strategic Plan they approved last year. In particular, she noted the need to have more conversations around Business Innovation and the work being done in the City’s organization around small business and entrepreneurship initiatives. The goal is to bring our efforts together into one cohesive story about what we’re doing for small businesses. She turned it over to Holly Eskridge to give the presentation.

Ms. Eskridge provided an update on small business support and advocacy services through the Economic Development Department, which included CharlotteBusinessResources.com improvements, B2U Podcasts revamp, AMP Up Charlotte impact stories, and a new inclusive entrepreneurship initiative to support the City’s growing ecosystem and economic mobility. A Design Team including the City Manager’s Office, Office of Equity, Mobility, and Immigrant Integration, and Procurement/CBI, along with our external stakeholders will continue their efforts to create business model canvases for a small business incubator, Joint-Venture & CEO mindset training, business development series and a P3 disruptor lab.

**UrbanMain Initiative**

Kevin Dick provided an update on the Urban Main Initiative, accomplishments to date and goals through January of 2020. Staff and the Urban Main Advisory Committee hosted several community meetings with the National Main Street Center Team to engage neighborhoods and businesses in conversations about strategies to revitalize the Beatties Ford-LaSalle commercial district, including the creation of an economic vitality work plan. The Pro Neighborhoods discussion was deferred to the November 18th meeting.

Councilmember Mitchell asked staff to change the UrbanMain meeting scheduled for November 9th due to several community conflicts.

**Next Meeting Date**

The next meeting is scheduled for Monday, November 18, 2019 at 2:00pm in Room 267.

The meeting adjourned at 1:50pm.