

City Council
Small Business Recovery Task Force

Tuesday, April 28, 2020 at 10:30am
Streamed Live from the Charlotte-Mecklenburg Government Center, Room CH-14

The public and the media can view the meeting on
the [Government Channel](#), the [City's Facebook page](#) or on the [City's YouTube page](#)

City Council Members: Julie Eiselt, Co-Coordinator
James Mitchell, Co-Coordinator
Dimple Ajmera
Tariq Bokhari

Task Force Members: Sarah Baucom, Girl Tribe, Co-Founder and Owner
Malcomb Coley, Ernst & Young, Managing Partner
Dave Matthews, Bank of America, CIO
Vinay Patel, SREE Hotels LLC, President
Chad Turner, LGBT Chamber of Commerce, President
Mark Vitner, Wells Fargo, Chief Economist
DeAlva Wilson, Business Advisory Committee, Chair

City Staff Resources: Tracy Dodson, Assistant City Manager
Holly Eskridge, Assistant Economic Development Director

AGENDA

I. Introduction

Recap last week's conversation and frame today's conversation
Charlottesupportsmallbusiness@charlottenc.gov

II. Other efforts in the Community

- a. County Small Business Roundtable
- b. Alliance Regional Economic Stabilization and Advancement Task Force
 - i. Regional effort to connect PPE from production to business
- c. Center City Small Business Adaptation and Resilience Program
- d. Other

III. Thoughts/Recommendations

- a. Short-Term
 - i. Preparing to Reopen – Business Resumption
 - 1. Resources needed (financial to PPE)
 - 2. Rehiring support
 - 3. Workforce Safety - Best practices for various industry (retail, office, restaurants etc.)
 - ii. Consumer/Citizen Confidence
 - 1. Making consumers feel comfortable going out to businesses
 - 2. Riding transit
 - iii. Tracking Small Business Assistance (who has received and who hasn't)
 - iv. Support of Business Counseling/Assistance Partners
 - 1. Should we establish a command center or support partners who are already doing this?
 - v. City Services/Policies
 - b. Mid-Term
 - vi. Consumer Confidence – Open for Business Campaign
 - vii. Transitioning business support (helping them pivot)
 - viii. Technology Support
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- c. Long-Term
 - ix. Building Business Resiliency

IV. Next Steps/Action Items

What actions should the we be taking in the short, mid, and long-term?

- a. Task Force
- b. City Staff

V. Next Meeting Date

Tuesday May 5th, 10:30am – 11:30am