



## ECONOMIC DEVELOPMENT COMMITTEE MEETING

550 E. 6th Street, Beaumont, CA

Wednesday, December 08, 2021 - 4:00 PM

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Materials related to an item on this agenda submitted to the Economic Development Committee after distribution of the agenda packets are available for public inspection in the City Clerk's office at 550 E. 6th Street during normal business hours.

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### AGENDA

#### MEETING PARTICIPATION NOTICE

This meeting will be conducted utilizing teleconference communications and will be recorded for live streaming as well as open to public attendance subject to social distancing and applicable health orders. All City of Beaumont public meetings will be available via live streaming and made available on the City's official YouTube webpage. Please use the following link during the meeting for live stream access.

[beaumontca.gov/livestream](https://beaumontca.gov/livestream)

Public comments will be accepted using the following options.

1. Written comments will be accepted via email and will be read aloud during the corresponding item of the meeting. Public comments shall not exceed three (3) minutes unless otherwise authorized by City Council. Comments can be submitted anytime prior to the meeting as well as during the meeting up until the end of the corresponding item. Please submit your comments to: [nicolew@beaumontca.gov](mailto:nicolew@beaumontca.gov)
2. Phone-in comments will be accepted by joining a conference line prior to the corresponding item of the meeting. Public comments shall not exceed three (3) minutes unless otherwise authorized by City Council. Please use the following phone number to join the call **(951) 922 - 4845**.
3. In person comments subject to the adherence of the applicable health orders and social distancing requirements.

In compliance with the American Disabilities Act, if you require special assistance to participate in this meeting, please contact the City Clerk's office using the above email or call **(951) 572 - 3196**. Notification 48 hours prior to a meeting will ensure the best reasonable accommodation arrangements.

## **REGULAR SESSION**

4:00 PM

### **CALL TO ORDER**

Committee Members: Council Member Rey Santos, Council Member David Fenn, City Manager Todd Parton, Economic Development Manager Kyle Warsinski, Member Monir Ahmed, Member Richard Bennecke, Member Ebon Brown, Member David Getka, Member Allen Koblin, Member Von Lawson, Member Rob Moran, Member Bette Rader, Member Carl Vince, BUSD Student Angelina Segovia, Alternate Member Casshandra Samuel and Alternate Member Trina Fregozo

Action of any Requests for Excused Absence

Pledge of Allegiance

Adjustments to Agenda

Conflict of Interest Disclosure

### **PUBLIC COMMENT PERIOD (ITEMS NOT ON THE AGENDA):**

*Any one person may address the Committee on any matter not on this agenda. If you wish to speak, please fill out a "Public Comment Form" provided at the back table and give it to the Committee Chair or Secretary. There is a three (3) minute limit on public comments. There will be no sharing or passing of time to another person. State Law prohibits the Committee from discussing or taking actions brought up by your comments.*

### **ACTION ITEMS/PUBLIC HEARINGS / REQUESTS**

#### **1. Approval of Minutes**

##### **Recommended Action:**

Approval of Minutes dated:

October 13, 2021

#### **2. Update of Projects from City Staff**

#### **3. Mt. San Jacinto College Business Incubator Presentation**

### **TOPICS FOR FUTURE AGENDAS**

#### **4. Intro to New Business Program**

#### **5. Workforce Development/Apprenticeship Program**

### **REPORTS**

### **ADJOURNMENT**

The next regular meeting of the Beaumont Economic Development Committee Meeting is scheduled for Wednesday, January 12, 2022 at 4:00 p.m.

Beaumont City Hall – Online [www.BeaumontCa.gov](http://www.BeaumontCa.gov)



### **Committee Vision Statement:**

The Beaumont Economic Development Committee shall work to create a balanced, sustainable and diverse business base that leverages existing local business while filling in gaps by creating a plan to recruit and market to new business that will benefit Beaumont's growth, quality of life and values that Beaumont City Council sets forth.

### **Committee Goals:**

- Develop an Economically Balanced Community.
- Recruit New Business, while retaining and expanding local business, that promote growth of primary jobs and/or sales tax revenue.
- Create a Quality of place that establishes Beaumont as a community to establish or grow a business.
- Leverage the City's Strengths to maximize Business opportunities.

# ECONOMIC DEVELOPMENT COMMITTEE MEETING

550 E. 6th Street, Beaumont, CA

Wednesday, October 13, 2021 - 4:00 PM

## MINUTES

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### REGULAR SESSION

4:00 PM

#### **CALL TO ORDER at 4:09 p.m.**

**Present:** Council Member David Fenn, Economic Development Manager Kyle Warsinski, Member Ebon Brown, Member David Getka, Member Allen Koblin, Member Von Lawson, and Member Rob Moran

**Absent:** Council Member Rey Santos, City Manager Todd Parton, Member Monir Ahmed, Member Richard Bennecke, Member Bette Rader, Member Carl Vince, BUSD Student Angelina Segovia, Alternate Member Casshandra Samuel and Alternate Member Trina Fregozo

Action of any Requests for Excused Absence: **Santos, Bennecke, Samuel, Vince, Rader**

Pledge of Allegiance

Adjustments to Agenda: Moved item 2 to allow time to meet quorum.

Conflict of Interest Disclosure: **None**

#### **PUBLIC COMMENT PERIOD (ITEMS NOT ON THE AGENDA):**

**No comments.**

#### **ACTION ITEMS/PUBLIC HEARINGS / REQUESTS**

1. Update of Projects from City Staff

Economic Development Manager gave an update of upcoming City Events and outreach.

2. Approval of Minutes

**Motion by Council Member Fenn**

**Second by Member Koblin**

**To approve minutes dated September 8, 2021.**

**Approved by a 7-0 vote.**

3. Economic Development Tools and Incentives

Economic Development Manager Warsinski listed some tools and incentives for businesses looking to come to Beaumont.

## **REPORTS**

**Moran** - *Gave a report out of current federal grants and how Riverside County is applying for funds.*

**Brown** - *Gave a report out regarding a new position at BUSD that works with businesses and students to create an internship program.*

## **TOPICS FOR FUTURE AGENDAS**

**4. Intro to New Business Program**

**5. Workforce Development / Apprenticeship Program**

**ADJOURNMENT at 4:32 p.m.**

# Welcome to the Enterprise Resource and Innovation Center (ERIC)

The MSJC Business “Incubator” located at the San Geronio  
Pass Campus.

# Background

- Mt. San Jacinto College is a comprehensive single community college district that is one of California's 115 community colleges.
- MSJC serves a 1,700 square mile area from the San Geronio Pass to Temecula.
- MSJC serves students throughout the region from San Jacinto, Menifee Valley and San Geronio Pass campuses; and now the new Temecula Valley Campus Center, as well as many off-site locations and partnerships.



# Executive Summary

- The MSJC Incubator, the ERIC, is intended to serve as the catalyst for the Institution's commitment to regional economic development and serves as part of our overall Career Education vision to serve the needs of business and industry while building a well-trained workforce.

# The Problem

- A lack of economic and business growth and development in the “Pass” area.
- Many startup companies are launched by aspiring entrepreneurs who have had no previous experience, possibly even little exposure to a mature business environment.
- The enterprises often lack adequate planning, market assessment, marketing, and product or service commercialization strategy.
- Entrepreneurs often have little access to financial products and services, little training in project management, and are unaware of basic business practices. They frequently are unaware of the people, networks and support programs that could be of assistance.

# The Solution

- A Business incubator/resource/innovation center for area and MSJC student entrepreneurs.



Coaching and Mentoring



Platform to exchange and share experiences



Support in searching for funding



Network of Experts

## The Solution (cont.)

- A key element in the development of an entrepreneur is their exposure to other professionals. This can be in the form of employment opportunities where they are exposed to best practices in business, but more often this experience comes from a mentoring relationship between an accomplished professional and a bright, ambitious entrepreneur; sharing ideas, techniques, visions, or feedback. These relationships can frequently reveal funding opportunities and/or business contracts.

# Background for Incubation

Business incubation formally began in the US in the 1960s and later developed in Europe and other regions of the world. It is widely recognized as a way of meeting a variety of economic and socio-economic policies which include but are not limited to:

- Employment and wealth creation
- Increased Diversity and Inclusion for under-represented population segments
- Support for small firms with high growth potential
- Transfer of Technology
- Innovation promotion
- Enhanced links between colleges, university, research institutions and the general business community
- Industry “cluster” developments

# Why Business Incubation?

- Young companies are particularly vulnerable in their early/start-up years. Incubation programs can increase survival rates dramatically. In some cases, tenant success rates top 65% in a four-year span. Many companies start with a laptop and a dream. In addition to providing physical space, clearly there are critical interventions that can be made by the incubator programs that significantly help these individuals, such as management coaching, mentors, help in preparing effective business plans, administration services, tech support, business networking, advice on IP, and help in finding sources of financing (key support issue).
- NOTE: The ERIC business plan is a dynamic document and the center's main management tool. As such, the business plan must be constantly monitored in order to be effective, so that updates and modifications can be introduced rapidly, adapting to market demands and prospects. Thus, ensuring that the incubator offers competitive, timely, and relevant services to the cohort enterprises.

# Welcome to the ERIC!

**MSJC** | Enterprise Resource  
& Innovation Center