



**STAFF UPDATE: ECONOMIC DEVELOPMENT DEPARTMENT  
SMALL BUSINESS ECONOMIC DEVELOPMENT ADVOCACY (SBEDA)  
COMMITTEE  
October 15, 2021**



**UPCOMING EVENTS**

1. **COVID Business Resource Hour: Holiday Branding Best Practices**, Thursday, October 21<sup>st</sup>, @ 3:00 p.m. Holidays are fast upon us, is your business ready? What promos do you have in the works? What about “Thank you” gifts? Join Dr. Robinson as she discusses Best Practices for Holiday revenue success! <https://www.liftfund.com/event/covid-business-resource-hour-3/>
2. **Intellectual Property within a Business Strategy**. Wednesday, October 20<sup>th</sup> @ 10:00 a.m. Description: Would you like to learn how to use your intellectual property (IP) within a business strategy? Learn how to leverage your IP for the success of your small business! Features a discussion on IP strategies and why businesses should consider them in their entrepreneurial journey. [https://utrgv.zoom.us/webinar/register/4916316328154/WN\\_zD25ahpRQqQeQ7Gx4RdIo6A](https://utrgv.zoom.us/webinar/register/4916316328154/WN_zD25ahpRQqQeQ7Gx4RdIo6A)
3. **COVID Business Resource Hour: Grants for 2022**. Thursday, October 28, 2021. Where does the money reside? That is the big question for a lot of business owners! Get informed on opportunities that are available to small business owners. Learn about some great websites that have grant alerts listed regularly and where to go for tips and tools to apply for these grants! <https://www.liftfund.com/event/covid-business-resource-hour-4/>

**Staff Updates and Board Member Comments**

1. **Disparity Study Update:** Staff continues to pull data from 1/1/2014 to 12/31/2020 for the consultant to evaluate. In addition, the consultant is drafting the website for public information and feedback.
2. **CVR Reverification:** Outreach for vendors to reverify their CVR profile began Wednesday, October 13, 2021. Vendors will receive multiple emails, letters, and text message notifications to reverify or be subject to a potential profile block. Process is expected to conclude on Friday, November 19, 2021.
3. **December 2021 SBEDA Committee Meeting:** Targeting December 17, 2021 for the next SBEDA Committee Meeting. Per the Fiscal Year Meeting Plan, agenda items include 1). FY 21 SBEDA Annual Report Figures; 2). CVR Reverification Overview; 3). Chair and Vice Chair Elections; and 4). General Disparity Study Update.



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4. **DAP Subcommittee Meeting:** Meeting date is TBD due to new member appointments. Subcommittee shall meet before end of calendar year. Topics for the meeting will include: 1). Identify FY 22 Plan Priorities; 2). FY 22 Annual Procurement Guide Overview; and 3). General Plan Update.
  
5. **SBEDA Committee Member Appointments:** Welcome to Diane Sanchez, appointment for the Mayor, and farewell to Melanie Tawil. In addition, farewell to Irene Chavez. EDD staff continues to gather City Council renewal or new member appointments.