

This CFAC meeting was held to discuss implementing a third wave of Idaho rebound grants as well as a new marketing and public outreach strategy for the State of Idaho related to COVID-19

Chairman Adams called the meeting to order at 4:00pm, all members were present except for Shawn Keough and Representative Youngblood – Shawn Keough was noted as present later in the meeting.

The committee first took up the new, third wave of Idaho rebound grants. Chairman Adams led the discussion, discussing how the first wave of grants had just ended with around 3,200 different businesses applying. The next wave of grants is expected to see less activity, so the committee proposed to open a third wave of applications, starting May 27th and to end July 17th, for any sole proprietors, independent contractors, and self-employed individuals. Lisa Hettinger made the motion to adopt the measure, seconded by Shawn Keough. The motion passed unanimously.

Next, the committee took up the proposed marketing plan. Bobbi-Jo Meuleman started the discussion by outlining the plan to bolster consumer confidence. This plan came from the Economic Rebound Committee, chaired by Darrel Anderson. Anderson emphasized that the campaign's primary goal is to get Idaho back on track. Lt. Governor Janice McGeachin stated that she was concerned about encouraging outside tourism into Idaho's economy. Dennis Johnson made the motion to accept the proposal, seconded by Jani Revier. The committee voted 14 -1 with Lt. Governor Janice McGeachin voting against the measure.

Chairman Adams thanked the committee members and adjourned until the meeting next week, May 20th.