



CLIMBER Small Business Loan Program  
Oversight Board  
Meeting Minutes  
May 20, 2021

**Board Members in Attendance:**

Treasurer Dave Young, Board Chair  
Akasha Absher  
Monique Lovato  
Doug Price

**Additional Attendees:**

Emily Buckley - Assistant Attorney General  
Jim Eke, Treasury Staff  
Mike Ferrufino – President/CEO, Colorado  
Hispanic  
Chamber of Commerce  
Erin Gallegos, Treasury Staff  
Megan Goss - CHFA  
Sean Gould, OEDIT Staff  
Steve Johnson, CHFA ED  
Jeff Kraft, OEDIT Staff  
Justin Vause, CHFA Staff  
Antonio Soto - OEDIT  
Mary Wickersham, Treasury Staff

**2:05 — 2:06 Welcome, roll call**

**2:06 — 2:07 Meeting Minutes from March 25, 2021**

The Board did not have time to review the meeting minutes so they will be approved during the next meeting.

**2:07 — 2:42 Updates**

- **MFA Status**

The MFA is fully negotiated and completed. Three of the six banks in tranche one are signed off on the MFA and the other three banks should have it signed by June first. Going forward all new banks added to the MFA will be by a joinder.

- **Public Service Announcements**

CHFA and the marketing team are reviewing the public service announcements. Only two announcements are long enough for TV ads, but the other announcements can be used for other platforms. Additionally, the two long announcements will be edited to be used on those platforms. Leah Marvin-Riley and the production crew are working on shortening the videos that need to be edited.

- **CHFA Lenders/Participants and Implementation**

Participating lenders are growing and will be added to the website as they join. CHFA has internally approved First Southwest Community Fund as the first lender for the direct loan program. CHFA has a review period for funders before they are presented to the Oversight Board. Hopefully there will be a second lender by the next meeting. The Board had a discussion on Colorado Lending Sources decision to not participate in the program. It was pointed out that they did not participate in the GAP program either. CHFA has not received an answer from the two additional statewide lenders. The three lenders may not be participating or are taking their time to answer because of the money they are working with through federal legislation. Justin is in the process of setting up workshops for lenders.

- **Tax Credit Sales/Contributors**

The 40-million-dollar tax credit sale for this year closed last week. Next year the sale will be 28 million dollars. They were able to sell them above the 75 cents mentioned in statute, but the brokerage firms had a little bit of trouble selling the tax credits because of their structure. Mary informed the Board that there is a bill being run through the legislature that may affect the tax credits if passed. If passed the bill may help with getting the tax credit legislation restructured before the next years sale. There was a brief discussion on the conflict-of-interest statement and Doug.

- **Semi-Annual Reporting Requirement**

Jim is working on putting the report together. Will have a short meeting next week for the Board to review and approve the report before sending it to the Joint Budget Committee.

- **Timeline**

Jim discussed the timeline and what has been accomplished since the last meeting. Some big highlights are the website, tax credit sales, lenders, and pricing.

## **2:42 —3:03 Funding Allocation for Direct Lending/Participation Loans**

Mary went through the shared document and emphasized that the numbers are an approximation. The program allows two kinds of expenditures first lost capital and expenditures for administration and implementation. The Board members asked questions and commented about the proposal. Jeff and Mary answered.

At 3:02 pm Akasha made a motion for the Board to allocate \$6,875,000 to CHFA, as Loan Program Manager, to be used as first loss capital for the participation and Direct Lending Capital CLIMBER tools, to be used in accordance with policies previously adopted by the Board.

The Board further allocates \$450,000 to CHFA, as Loan Program Manager, to be used for origination fees paid to non-depository, nonprofit lenders as a part of the Direct Lending Capital CLIMBER too in accordance with policies previously adopted by the Board.

Monique seconded the motion.

- Akasha Absher – Yes
- Peter Calamari – Excused
- Monique Lovato – Yes
- Doug Price – Yes
- Dave Young – Yes

### **3:03 — 3:43 Marketing Budget; Budget for Community Outreach**

Megan from CHFA presented the marketing budget and outreach plan. Megan would like to start off doing a lot during the first six months and then hopefully rely on the word of mouth after that. Her hope is to be able to do a layered approach with high reach options with statewide advertisers along with local radio and tv stations. Megan explained what methods are good to use and the budget. She is finding that the ad space has increased because the betting industry has bought a lot of add space.

Monique asked about Spanish language radio stations. Megan said it was an option to investigate, but they have created language for Spanish social media posts.

Antonio Soto introduced himself to the meeting.

Antonio would like to make sure that this marketing plan is inclusive to Spanish and other foreign language speakers. Megan said she is working with Spanish but can look into the other languages. Dave would like to make sure we have enough outreach to hit the benchmarks for the program.

Mike Farrafino explained to Megan and the Board why it is important to have a separate Spanish media plan. Megan said she would go back and look at the numbers and would appreciate any guidance if Mike and Antonio will give it.

The Board discussed passing a budget and then letting the marketing team do their job.

At 3:41 pm Akasha made a motion to approve a budget not to exceed \$350,000 for a media campaign with some adjustments. Monique seconded the motion.

- Akasha Absher – Yes
- Peter Calamari – Excused
- Monique Lovato – Yes
- Doug Price – Yes
- Dave Young – Yes

### **3:43 – 4:09 Guest – Mike Ferrufino – President/CEO, Colorado Hispanic Chamber of Commerce**

Monique invited Mike to talk to Board because they both are members of the GAP fund Board. The GAP fund fell short with the minority communities and they have some ideas and suggestions on what could be improved for CLIMBER. Mike went over some statistics on the Hispanic population in Colorado and emphasized that there are different origin countries and degrees of simulation in this population. He wants to make sure that there is an exact thoughtful and strategic plan to get CLIMBER into all of the minority communities. Mike and Monique would like to know if there are resources to provide some incentives for the businesses that do outreach? If the Board is interested in doing this staff can look for additional funding. The Board and staff would like to discuss and reflect, but it looks like there is great interest in this idea.

**4:09 – 4:11 Public comments:** facilitated by Dave Young

- Written Comments
  - There were no written comments.
- Verbal Comments
  - Doug welcomed Emily Buckley back to the Board.

**4:11 – 4:12 Next Meeting**

- Next Meeting is May 27<sup>th</sup> at 2 pm.

**The meeting was adjourned at 4:12 pm.**