

DRAFT

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM (DBEDT)

MINUTES OF THE COMMUNITY-BASED ECONOMIC DEVELOPMENT (CBED)
ADVISORY COUNCIL MEETING

TUESDAY, JANUARY 21, 2025, AT 10:00 A.M.

**No. 1 Capitol District Building,
250 South Hotel Street, 5th Floor Conference Room
Honolulu, Hawaii 96813**

AND VIA VIRTUAL APPLICATION ZOOM: VIDEO/AUDIO CONFERENCE

Advisory Members Present were:

Nancy Elvira Lo	-	Advisory Council Member (Oahu)
Karen Barr	-	Advisory Council Member (Oahu)
Roberta Melton	-	Advisory Council Member (Kauai)
Jane Horike	-	Advisory Council Member (Hawaii/Hilo)
Colleen McAluney	-	Advisory Council Member (Oahu)
Teena Rasmussen	-	Advisory Council Member (Maui)
Matthew Loke	-	Department of Agriculture (Ex-Officio)
Mark Ritchie For Dennis Ling (Ex-Officio)	-	Department of Business, Economic Development & Tourism (DBEDT)

Guests:

Lei Riedel	-	Pakini Loan Fund
Eric Bowman	-	Feed the Hunger Fund (FTHF)

Staff:

Elisa Amemiya	-	Attorney General's Office
Timothy Tiu	-	DBEDT
Jason Ushijima	-	DBEDT

Apologies:

Jennifer Wilkinson	-	Advisory Council Member (Hawaii/Kona)
Josephine (Poni) Askew	-	OHA Representative

CALL TO ORDER:

Mr. Ritchie called the meeting to order on Tuesday, January 21, at 10:00 a.m.
All members and guests participated via ZOOM.

- **Welcome Current Council Members and Introduction of any Guests:**

Mr. Ritchie welcomed all present. He then announced that he's officially the DBEDT's Ex-Officio in place of Mr. Dennis Ling.

A roll call vote was conducted, and all members indicated that they were alone at their respective locations.

OLD BUSINESS:

Approval of Minutes of October 15, 2024:

Minutes of the October 15, 2024, meeting were distributed and reviewed by the Council. Mr. Ritchie asked if there were any comments and/or corrections to the Minutes. There were none and he asked for a motion to approve the Minutes.

The motion was made by Ms. Melton and seconded by Ms. Lo to approve the Minutes of the October 15, 2024 meeting, as presented.

A roll call vote was taken with no objections.

The motion to adopt the October 15, 2024 Minutes was approved unanimously.

Public Testimony:

There was no public testimony.

NEW BUSINESS:

Approval of CBED Loan of \$37,500 to Cymz Sweet Kre8tionz, LLC:

Mr. Ritchie outlined that the company, Cymz Sweet Kre8tionz, LLC, a Maui-based business, has applied for a DBEDT/CBED loan in partnership with Feed the Hunger Fund. He invited Mr. Bowman, Loan Officer of Feed the Hunger Fund (FTHF) to present information about Cymz Sweet Kre8tionz, LLC and owner Ms. Cymbree Favella to the committee. He stated that Ms. Favella is a Native Hawaiian woman who has been in business for 10 years and makes desserts with local ingredients and supplies them to hotels and resorts on Maui, such as the Grand Wailea. She would like to grow her business and increase capacity with the purchase of new equipment. With the underwriting that FTHF completed, Mr. Bowman noted that the business is profitable and would be able to support the loan. Mr. Ritchie mentioned that the business is in Kahului and is also in an Enterprise Zone.

Ms. Rasmussen asked for clarification that Cymz Sweet Kre8tionz, LLC.'s business address was on Maa Street in Kahului. Mr. Bowman confirmed that it is.

Ms. Rasmussen asked if the business owner was the only tenant of the commercial kitchen they were using. Mr. Bowman confirmed that she was and that the commercial kitchen would be able to house new equipment that Ms. Favella would be purchasing. Ms. Rasmussen added that the commercial kitchen location in Mauilani was a new area that could be expensive but would be more likely to have newer, quality facilities.

Ms. Rasmussen asked for confirmation that the full amount of the loan was \$75,000 and not \$55,000 that was written on the loan interest form. Mr. Ritchie confirmed this and mentioned that as CBED and Mr. Bowman work more closely with loan applicants it is not uncommon for them to discover the need to amend the amount of the loan request. Mr. Ritchie stated that FTHF had also given Ms. Favella the assurance that if CBED was not able to grant her a loan that FTHF would be willing to assist her. Mr. Bowman noted that this was done to give the business owner assurance that she could make business decisions in a timely manner. He also indicated that in his experience, loan applicants' requests do change during the initial process as they further explore their need together. Additionally, Mr. Bowman added that sometimes business owners are hesitant to ask for a higher amount in their initial request.

Ms. Rasmussen noted that such an expansion might require additional employees and asked if the business owner had plans to hire more people. Mr. Bowman said that she did not at the moment and that the equipment that Ms. Favella would be purchasing would instead help her to streamline her production and free up more of her time to focus on business needs.

Ms. Rasmussen asked if Cymz Sweet Kre8tionz, LLC has a shop or retail location. Mr. Bowman indicated that she did not as her business was comprised of mostly wholesale sales to hotels and retail sales were related to catering with a minimum order required.

Ms. Rasmussen stated that she had met Ms. Favella previously at the 2024 Made In Maui Festival and was very impressed with her display and products.

Mr. Ritchie indicated that Mr. Bowman conducted extensive research and financial analysis and had confidence in Ms. Favella's ability to repay the loan. He also noted that some of the sensitive business information is not included in the loan packet that the council had received because the packet becomes public information.

Mr. Ritche then asked if there were any further questions. Since there were none, he called for a motion on this agenda item.

A motion was made by Ms. Rasmussen and seconded by Ms. Barr to approve the DBED/CBED loan of \$37,500 to Cymz Sweet Kre8tionz, LLC.

A roll call vote was taken with all Council members approving the motion and no objections.

The motion was approved unanimously.

Announcements

Mr. Ritchie said that the 2024 CBED Annual Report was also included in the Meeting Packet for the committee to review. It will be discussed in the next meeting in February.

Mr. Ritchie wished Ms. Rasmussen congratulations on her retirement. The members of the Advisory Committee wished her congratulations. Ms. Rasmussen will continue to serve as a CBED Advisory Committee Member.

Mr. Ritchie stated that for 2025, the CBED Advisory Committee would continue to meet the third Tuesday of each month at 10:00 a.m.

Mr. Ritchie announced that DBEDT's Office of Planning and Sustainable Development received approval on the designation of the entire State of Hawaii as an Economic Development District (EDD). As a result, the whole state could be included in Federally funded grant programs including possible additional EDA funds for CBED. Mr. Ritchie noted that the current CBED EDA fund was in the "Revolving Loan Phase" and the reporting requirements were not as stringent as they had been during the "Draw Down Phase."

NEXT MEETING:

February 18, 2025 at 10:00 a.m.

ADJOURNMENT:

The meeting ended at 10:37 a.m., on a motion by Ms. Horike and seconded by Ms. Melton.

There were no objections and the motion was approved unanimously.

Respectfully submitted,

For 

Nancy Elvira Lo, Chair

Jan 22, 2025

Date