

Malibu City Council
Administration and Finance Subcommittee
Special Meeting Agenda

Wednesday, July 30, 2025

10:00 A.M.

City Hall – Surfrider Room
23825 Stuart Ranch Road

Mayor Pro Tem Bruce Silverstein
Councilmember Doug Stewart

Call to Order

Roll Call

Report on Posting of the Agenda – Tuesday, July 29, 2025

Approval of Agenda

Public Comment *This is the time for the public to comment on any items not appearing on this agenda. Each public speaker shall be allowed up to three (3) minutes for comments. The Subcommittee may not discuss or act on any matter not specifically identified on this agenda, pursuant to the Ralph M. Brown Act.*

Discussion Items

1. Presentations/Staff Updates

None.

2. Old Business

None.

3. New Business

A. Discussion and Allocation of Funds for the Small Business Micro Stabilization Grant Program

Recommended Action: Review applications and allocate funds to recipients for the Small Business Micro Stabilization Grant Program.

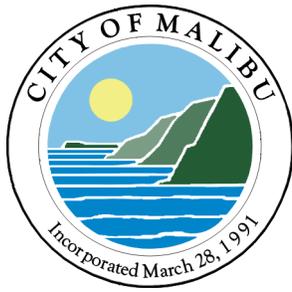
Staff Contact: Richard Rojas, Interim Deputy City Manager, Ext. 300

Adjournment

I hereby certify under penalty of perjury, under the laws of the State of California, that the foregoing agenda was posted in accordance with the applicable legal requirements. Special meeting agendas may be amended up to 24 hours in advance of the meeting. Dated this 30th day of July 2025, at 8:30 a.m.



Cynthia Alba, Management Analyst



Administration and Finance Subcommittee Agenda Report

To: Mayor Pro Tem Silverstein and Councilmember Stewart

Prepared by: Cynthia Alba, Management Analyst

Approved by: Richard Rojas, Interim Deputy City Manager

Date prepared: July 28, 2025 Meeting date: July 30, 2025

Subject: Discussion and Allocation of Funds for the Small Business Micro Stabilization Grant Program

RECOMMENDED ACTION: Review applications and allocate funds to recipients for the Small Business Micro Stabilization Grant Program.

DISCUSSION: At its April 28, 2025 meeting, the City Council approved the creation of the Small Business Micro Stabilization Grant Program to assist local businesses impacted by the recent fires, winter storms, and prolonged Pacific Coast Highway (PCH) closure. The Council allocated \$300,000 from the General Fund to provide grants ranging from \$5,000 to \$20,000 and authorized the Administration and Finance Subcommittee to grant these funds. Applications were accepted between May 1, 2025 through May 31, 2025. The City received 157 applications totaling \$2,816,762.

The selection process was guided by eligibility criteria (Attachment 1) approved at the July 14, 2025, Malibu City Council meeting. Final decisions were made by the City Council Administration and Finance Subcommittee at the direction of the Malibu City Council at its July 21, 2025 Administration and Finance Subcommittee meeting. The Administration and Finance Subcommittee approved grant allocation for 45 businesses (Attachment 2).

Due to an administrative error, one business was omitted from final approval for funding. Although it was included in the discussion, it was not formally approved at the end of the meeting. Staff requests that the Administration and Finance Subcommittee review and approve of funding for one additional grant; \$7,500 for Malibu Divers, Inc. located at 21231 Pacific Coast Hwy Malibu CA 90265 United States.

ATTACHMENTS:

1. Updated Small Business Micro Stabilization Grant Criteria
2. List of Small Business Micro Stabilization Grant Awards Made on 7/21/25

Small Business Micro Stabilization Grant Program Application Criteria

Primary Objective:

To assist Malibu businesses to remain open when impacted by the Palisades, Franklin, or Broad fires.

Criteria For Approval:

1. Consistent generator of sales tax revenue for the City of Malibu.
2. The business must be located and operating within the Malibu City Limits.
3. One year or more of operation in the City with easy and active public access to their business location.
4. The purpose is to help businesses remain open following the recent fires. Therefore, grant funds should be used as financial assistance—not as a form of investment or to replace the owner’s own capital contribution into the business.
5. The business must not operate more than three locations of the same or similar type, and must not be regulated under Malibu’s formula retail ordinance.
6. The business must not have any current violations of Malibu’s zoning or municipal code.

Criteria For Denial

1. Construction rehab or similar businesses and those who work there, even as independent contractors, are not eligible.
2. Employees or independent contractors of a business are not eligible. The business should be making the application for a grant.
3. The business must be in operation at the time the grant is awarded.
4. Residential or commercial rental property operators are not eligible. This includes short-term rental operators.

Criteria For Size of Grant

1. The amount of the grant should be balanced with the applicant’s statement of need and/or use of the funds.
2. Minimum grant size is \$5,000 or one month's lease rate, whichever is less.
3. The maximum grant size is \$20,000.
4. Entities with common ownership shall be eligible for a single grant award. Multiple grants will not be permitted.

List of Small Business Micro Stabilization Grant Awards Made on 7/21/25

Business Name	Grant Allocation	Business Address
Abierto	5000	29169 Heathercliff Road #111 Malibu California 90265 United States
AJK NOI, LLC dba OLLO	15000	23750 PACIFIC COAST HWY MALIBU CA 90265 United States
Beaton Orthopedic Physical Therapy Malibu Rehabilitation Center	7500	24955 Pacific Coast Hwy, Ste. C-102 Malibu CA 90265 United States
BLEUSALT Retail, LLC	5000	9200 SUNSET BLVD SUITE 600 LOS ANGELES CA 90069 United States
blue malibu	5000	21219 pacific coast highway malibu CA 90265 United States
Cie Salon	4000	3835 Cross Creek Rd. Ste 22 Malibu CA 90265 United States
Colony Cleaners	5000	3890 Cross Creek Rd Malibu CA 90265 United States
CROWN	5000	23410 Civic Center Way 23410 Civic Center Way MALIBU CA 90265 United States
Daily Calm Wellness	4000	23410 Civic Center Way, E-1 Malibu Country Mart Malibu CA 90265 United States
Glamifornia	5000	21323 Pacific Coast Highway Suite 103 MALIBU CA 90265 United States
Good Point Pilates	5000	29169 Heathercliff RD Suite 217 Malibu CA 90265 United States
Gravina Malibu	7500	28925 Pacific Coast Highway Malibu California 90265 United States
Howdy 14 LLC	15000	23401 Civic Center Way Suite 3A Malibu CA 90265 United States
JOHN'S GARDEN	7500	3835 cross creek rd 1 Malibu CA 90265 US Minor Outlying Islands
lily malibu	7500	29211 Heathercliff Heathercliff Rd Mabilu California 90265 United States
Madison Et Cie Inc.	5000	3835 Cross Creek Road, Unit 5 Malibu CA 90265 United States
Malibu Bliss Massage & Spa, Inc.	4000	22637 Pacific Coast Hyw Malibu CA 90265 United States
Malibu Dog Hotel	5000	3946 Puerco Canyon Rd Malibu Ca 90265 United States

Business Name	Grant Allocation	Business Address
Malibu Farm Cafe	7500	23000 Pacific Coast Highway Building C Malibu California 90265 United States
Malibu Farm Restaurant at the Pier	7500	23000 Pacific Coast Highway Bldg A Malibu California 90265 United States
Malibu Gallery	5000	22625 Pacific Coast Hwy Malibu California 90265 United States
Malibu Seafood INC	12500	25653 Pacific Coast Hwy Malibu CA 90265 United States
MALIBU YOGURT AND ICE CREAM	7500	23755 MALIBU RD # 600 MALIBU CALIFORNIA 90265 United States
MMK ENTERPRISES INC (Malibu Mart)	5000	21216 Pacific Coast Highway, Malibu Ca 90265 21216 Pacific Coast Highway Malibu California 90265 United States
Nati Trancas Malibu Inc (Nati Boutique)	5000	3835 Cross Creek Rd Space Space 14 Malibu California 90265 United States
Pacific Coast Pets, Inc.	7500	23705 Malibu Rd Suite 300 Malibu CA 90265 United States
Peterson Enterprises, LLC/Geoffrey's Malibu, dba	12500	27400 Pacific Coast Hwy, #12 Malibu CA 90265 United States
Pitabu	5000	22935 PACIFIC COAST HWY MALIBU California 90265 United States
Ranch at the Pier	4000	23000 Pacific Coast Hwy Suite D Malibu CA 90265 United States
RES IPSA	5000	3826 Cross Creek Road Malibu CA 90265 United States
Salon by the Sea	4000	28925 Pacific Coast Highway #100 Malibu California 90265 United States
Salon Jazmeina	4000	29575 Pacific Coast Highway Suit M Malibu California 90265 United States
Salt Salon Malibu	4000	29169 Heathercliff RD STE #220 Malibu CA 90265 United States
Seventy Enterprises dba Kristy's Village Cafe	10000	30745 Pacific Coast Hwy Bldg B Malibu CA 90265 United States
SUNROOM	5000	3900 Cross Creek Rd 3-A Malibu CA 90265- 4944 United States
the Alcove Stores Inc	4000	3838 Cross Creek Rd Malibu CA 90265 United States
THE COUNTRY KITCHEN	7500	21239 Pacific Coast Hwy Malibu CA 90265 United States

Business Name	Grant Allocation	Business Address
The Malibu Motel	7500	22541 Pacific Coast Highway Malibu CA 90265 United States
The MINDRY LLC	4000	3874B Cross Creek Rd Malibu CA 90265 United States
The Sunset Restaurant	15000	6800 Westward Beach Road Malibu California 90265 United States
TRA DI NOI	7500	3835 Cross creek rd #8a Malibu CA 90265 United States
Traveler Surf Club & Coastal Outpost	5000	3862 Cross Creek Rd Malibu CA 90265 United States
Veritas Yoga, LLC	4000	2341 Civic Center Way Malibu California 90265 United States
Vivid Candi, Inc.	2500	22917 Pacific Coast Highway, Suite 200 Malibu CA 90265 United States
V's restaurant	7500	22821 Pacific Coast Hwy Malibu California 90265 United States
Total		292500