



AGENDA

Meeting of the Scotts Valley Economic Development Committee

Date: October 27, 2023

Time: 11:00 AM

CONTACT INFORMATION	MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	City Hall Conference Room 1 Civic Center Drive Scotts Valley, CA 95066	Agenda posted on 10-24-2023 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at: www.scottsvalley.gov

ELECTED OFFICIALS	CITY STAFF MEMBERS
Jack Dilles, Mayor Allan Timms, City Council Member	Mali LaGoe, City Manager Cathie Simonovich, City Clerk

CALL TO ORDER 11:00 AM

ROLL CALL

PUBLIC COMMENT

This is the opportunity for individuals to make and/or submit written or oral comments to the Committee on any items within the purview of the Committee, which are NOT part of the Agenda. No action on the item may be taken, but the Committee may request the matter be placed on a future agenda.

ALTERATIONS TO REGULAR AGENDA

(Committee Members can remove or add items to the Regular Agenda)

REGULAR AGENDA

(Persons wishing to speak on any item may do so by raising their hand to be recognized by the Chair.)

1. Approve meeting minutes of 06-30-2023

2. Approve meeting minutes of 08-25-2023
3. Business update
4. Scotts Valley's brand
5. Future agenda items

ADJOURNMENT



MINUTES

Meeting of the Scotts Valley Economic Development Committee

Date: June 30, 2023

Time: 1:00 PM

CONTACT INFORMATION	MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	City Hall Conference Room 1 Civic Center Drive Scotts Valley, CA 95066	The agenda was posted on 06-27-2023 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvally.gov .

CALL TO ORDER 1:00 PM

The Economic Development Committee meeting was called to order at 1:03 PM.

ROLL CALL

**ELECTED OFFICIALS
PRESENT:**
Jack Dilles, Mayor
Allan Timms, Council Member

CITY STAFF MEMBERS PRESENT:
Mali LaGoe, City Manager
Cathie Simonovich, City Clerk

PUBLIC COMMENT

None.

ALTERATIONS TO REGULAR AGENDA

None.

REGULAR AGENDA

1. Approve meeting minutes of 05-26-2023

M/S: Dilles/Timms

To approve the meeting minutes of 05-26-2023.

Carried 2/0 (AYES: Dilles, Timms)

2. Community video project

City Manager LaGoe explained the concept of the community video project, and the committee members discussed options for moving forward.

3. Business update

The committee members discussed strategies and next steps for business outreach.

4. Scotts Valley's brand

The committee members discussed the process of determining the City's brand. Barbara Ferguson led the discussion with formulated questions.

5. Future agenda items

None.

ADJOURNMENT

The meeting adjourned at 2:03 PM.



MINUTES

Meeting of the Scotts Valley Economic Development Committee

Date: August 25, 2023

Time: 11:00 AM

CONTACT INFORMATION	MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	City Hall Conference Room 1 Civic Center Drive Scotts Valley, CA 95066	The agenda was posted on 8-22-2023 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvally.gov .

CALL TO ORDER 11:00 AM

The meeting was called to order at 11:04 AM.

ROLL CALL

ELECTED OFFICIALS PRESENT: Jack Dilles, Mayor ABSENT: Allan Timms, Council Member	CITY STAFF MEMBERS PRESENT: Mali LaGoe, City Manager Cathie Simonovich, City Clerk
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PUBLIC COMMENT

Barbara Furgeson mentioned the success of this years Art, Wine, and Beer Festival.

ALTERATIONS TO REGULAR AGENDA

Regular Agenda Item #1 will be moved to the September 22, 2023 meeting of the Economic Development Committee.

REGULAR AGENDA

1. Approve meeting minutes of 6-30-2023

Moved to September 22, 2023 meeting.

2. Community video project update (CGI)

City Manager LaGoe met with CGI to discuss the status of the video project. The next steps will be to review the scripts for the four City Videos and involve the local videographer in this review.

3. Business update

The committee discussed next steps for the business outreach process.

4. Scotts Valley's brand

Barbara Furgeson gave a PowerPoint presentation on the branding process. The committee discussed this process, provided feedback, and identified next steps.

5. Future agenda items

None.

Next steps for the committee members will be to move forward with the business outreach, and to move the video project forward.

ADJOURNMENT

The meeting adjourned at 12:25 PM.