



# AGENDA

## Meeting of the Scotts Valley Economic Development Committee

**In-Person and Remote Access**

**Date: October 3, 2024**

**Time: 3:00 PM**

| CONTACT INFORMATION                                                                        | MEETING LOCATION                                                                  | POSTING                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| City of Scotts Valley<br>1 Civic Center Drive<br>Scotts Valley, CA 95066<br>(831) 440-5600 | City Hall Conference Room<br>1 Civic Center Drive<br>Scotts Valley, CA 95066      | Agenda posted on _____<br>at City Hall, SV Senior Center,<br>SV Public Works Building, and<br>on the Internet<br>at: <a href="http://www.scottsvalley.gov">www.scottsvalley.gov</a> |
| ELECTED OFFICIALS                                                                          | CITY STAFF MEMBERS                                                                |                                                                                                                                                                                     |
| Jack Dilles, City Council Member<br>Allan Timms, City Council Member                       | Mali LaGoe, City Manager<br>Jordan Taylor, Administrative<br>Secretary/Analyst II |                                                                                                                                                                                     |

### CALL TO ORDER 3:00 PM

### 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 09-05-2024 Economic Development Subcommittee Meeting Minutes
2. Business Outreach Update

3. Banner Policy Discussion
4. Shop Local Campaign Discussion

**ADJOURNMENT**



# MINUTES

## Meeting of the Scotts Valley Economic Development Committee

**Date: September 5, 2024**

**Time: 3:00 PM**

| CONTACT INFORMATION                                                                           | MEETING LOCATION                                                             | POSTING                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| City of Scotts Valley<br>1 Civic Center Drive<br>Scotts Valley, CA<br>95066<br>(831) 440-5600 | City Hall Conference Room<br>1 Civic Center Drive<br>Scotts Valley, CA 95066 | The agenda was posted on Agenda posted on 8/30/2024 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at: <a href="http://www.scottsvally.gov">www.scottsvally.gov</a> at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at <a href="http://www.scottsvally.gov">www.scottsvally.gov</a> . |

### CALL TO ORDER 3:00 PM

The City Council meeting was called to order at 3:01 PM

### ROLL CALL

|                                                                                                     |                                                                                                                   |
|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <b>ELECTED OFFICIALS<br/>PRESENT:</b><br>Jack Dilles, Council Member<br>Allan Timms, Council Member | <b>CITY STAFF MEMBERS PRESENT:</b><br>Mali LaGoe, City Manager<br>Jordan Taylor, Administrative Secretary/Analyst |
|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|

### PUBLIC COMMENT

None.

### ALTERATIONS TO REGULAR AGENDA

There were no alterations to the agenda.

## REGULAR AGENDA

1. Approve 08-01-2024 Economic Development Committee Meeting Minutes

**M/S: Dilles/Timms**

**To Approve 08-01-2024 Economic Development Committee Meeting Minutes.**

**Carried 2/0 (AYES: Dilles, Timms)**

2. Business Outreach Update

Committee did not have any notable updates to share on Business Outreach.

3. Economic Development Webpage Review

Committee reviewed Economic Development Webpage and approved of the content.  
No feedback was given.

4. Strategic Plan Goals 9 & 10 check in

Committee reviewed Strategic Plan goals 9 & 10, and gave feedback on possible additions and strategies for advancing goals.

## ADJOURNMENT

The meeting adjourned at 4:02 PM.