



AGENDA

Meeting of the Scotts Valley Economic Development Committee

Date: March 20, 2025

Time: 3:30 PM

CONTACT INFORMATION	MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	This meeting will be held remotely on Zoom. To join, click here: https://us02web.zoom.us/j/86078214229	Agenda posted on 3/19/2025 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at: www.scottsvalley.gov
ELECTED OFFICIALS		CITY STAFF MEMBERS
Allan Timms, Vice Mayor Steve Clark, City Council Member		Mali LaGoe, City Manager Jordan Taylor, Administrative Secretary/Analyst II

CALL TO ORDER 3:30 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. Economic Development Committee Meeting Minutes for 2-12-2025
2. Chamber Updates
3. Business Outreach Update

4. Business License Tax Outreach Update
5. Town Center Temporary Activation Update
6. City Branding Discussion
7. Autism Certification Update

ADJOURNMENT



MINUTES

Meeting of the Scotts Valley Economic Development Committee

Date: February 12, 2025

Time: 2:00 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 2-10-2025 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvally.gov .

CALL TO ORDER 2:00 PM

The Economic Development Committee meeting was called to order at 2:01 PM.

ROLL CALL

ELECTED OFFICIALS

PRESENT:

Allan Timms, Vice Mayor
Steve Clark, Council Member

CITY STAFF MEMBERS PRESENT:

Mali LaGoe, City Manager
Jordan Taylor, Administrative Secretary/Analyst

PUBLIC COMMENT

None.

ALTERATIONS TO REGULAR AGENDA

None.

REGULAR AGENDA

1. Economic Development Meeting Minutes for 11-25-2024

M/S: Clark/Timms

To approve the 11-25-2024 Minutes.

Carried 2/0 (AYES: Timms, Clark)

2. Chamber Updates

No specific updates from Chamber. CM LaGoe updated committee that she spoke with Chamber about future solutions for events on the grass. Councilmember Clark is now the Chamber designated liaison from the City Council and he attended the Chamber Economic Development Committee meeting along with CM LaGoe.

3. Business Outreach

No updates on business outreach. Discussion on how to reinvigorate business outreach program.

4. Arts Commission Discussion

Discussion around putting Arts Commission under Economic Development instead of Recreation. General consensus to move forward with that.

5. Meeting Schedule 2025

Discussion of meeting schedule for 2025.

ADJOURNMENT

The meeting adjourned at 3:01PM.