



AGENDA

Meeting of the Scotts Valley Economic Development Committee

Date: April 15, 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	Agenda posted on 4-11-2025 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 2:00 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. Economic Development Committee Meeting Minutes for 3-20-2025.
2. Chamber Outreach Update
3. Town Center Temporary Activation Update
4. Business Outreach Update
5. Autism Certification Update

6. Arts Commission

ADJOURNMENT



MINUTES

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	The agenda was posted on Agenda posted on 3/19/2025 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at: www.scottsvalley.gov at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvalley.gov .

CALL TO ORDER 3:30 PM

The Economic Development Committee meeting was called to order at 3:33 PM.

ROLL CALL

ELECTED OFFICIALS PRESENT:

Allan Timms, Vice Mayor
Steve Clark, Council Member

CITY STAFF MEMBERS PRESENT:

Mali LaGoe, City Manager
Stephanie Hill, Administrative Services Director
Jordan Taylor, Administrative Secretary/Analyst

PUBLIC COMMENT

None.

ALTERATIONS TO REGULAR AGENDA

None.

REGULAR AGENDA

M/S: Timma/Clark

To approve the Regular Agenda with no alterations.

Carried 2/0 (AYES: Timms, Clark)

1. Economic Development Committee Meeting Minutes for 2-12-2025

M/S: Timms/Clark

To approve the 3-20-25 Economic Development Committee Meeting Minutes.

Carried 2/0 (AYES: Timms, Clark)

2. Chamber Updates

Councilmember Clark briefed committee on the last Chamber Economic Development Committee meeting and highlighted some upcoming events.

3. Business Outreach Update

Councilmember Clark shared his business outreach activities with the rest of the committee. Vice Mayor Timms did not have any updates to share.

4. Business License Tax Outreach Update

ASD Hill updated the committee on Business License Tax implementation progress and answered questions from committee members.

5. Town Center Temporary Activation Update

City Manager LaGoe briefed the committee on developments on the Town Center Temporary Activation.

6. City Branding Discussion

CM LaGoe shared updates on the City's branding efforts.

7. Autism Certification Update

CM LaGoe briefed the committee on the City's Autism Certification Outreach and process for the City itself becoming an Autism Certified Center.

ADJOURNMENT

The meeting adjourned at 4:12 PM.

City of Scotts Valley

ECONOMIC DEVELOPMENT COMMITTEE

STAFF REPORT

DATE: April 15th, 2025

TO: Economic Development Committee

FROM: Jordan Taylor, Administrative Secretary/Analyst

APPROVED: Mali LaGoe, City Manager

SUBJECT: Town Center Temporary Activation Update

SUMMARY OF ISSUE

As the City continues to move forward with long-term plans for the Scotts Valley Town Center, staff is actively working to prepare the recently acquired Town Center land for temporary public use. The intent is to activate the space for interim community events and activities, creating vibrancy and public engagement in advance of permanent development.

Staff has made several key strides toward preparing the site for temporary activation:

- **Dog Park Improvements:** The fence line for the dog park has been relocated, which opens up additional usable space and improves site flow.
- **Wood Chip Area Cleanup:** The area between the dog park and the pump track, previously covered with wood chips, is being cleared and cleaned to ensure it's passable and safe for public use.
- **Debris Removal:** All large debris has been removed from the Town Center lot, significantly improving the appearance and safety of the site.
- **Parking Improvements:** Public Works is exploring cost-effective strategies to enhance temporary parking on-site. This includes the creative use of recycled materials from upcoming roadwork projects throughout the City to reduce costs and environmental impact.
- **Grant Application for Activation Amenities:** The Recreation Division has submitted a grant application to T-Mobile, which—if awarded—would help fund improvements to the “airstrip” area, supporting infrastructure for food trucks and future events.

- **Electrical Upgrades for Events:** Power has been restored to the back corner of Skypark, allowing it to better support special events and temporary activation needs in that section of the site.
- **Wi-Fi:** Staff are exploring ways to extend the city's Wi-Fi to the airstrip area for use by vendors that need internet to process transactions.

FISCAL IMPACT

Staff are creatively containing the cost of this work by seeking grants, free materials from construction projects and completing work with existing staff resources. To date, the only paid work was to move the dog park fence at a cost of \$11,431.

STAFF RECOMMENDATION

Staff recommend that the committee receive this update and ask any clarifying questions of staff. Future updates will be provided to the Committee as progress continues.

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None.

City of Scotts Valley ECONOMIC DEVELOPMENT COMMITTEE STAFF REPORT

DATE: April 15th, 2025

TO: Economic Development Committee

FROM: Jordan Taylor, Administrative Secretary/Analyst

APPROVED: Mali LaGoe, City Manager

SUBJECT: Autism Certification

SUMMARY OF ISSUE

The City of Scotts Valley has successfully completed the training required to be recognized as an **Autism Certified Center**, demonstrating a commitment to inclusion and accessibility for individuals with autism and other sensory sensitivities. This recognition positions the City as a leader in creating welcoming environments for neurodiverse individuals.

The next phase in this effort is to encourage and support local businesses in becoming certified, with the broader goal of earning the designation of an Autism Certified City. Achieving this community-wide recognition would reflect a unified commitment to accessibility across sectors and enhance Scotts Valley's appeal as a welcoming destination for all.

To move toward Autism Certified City status, certification efforts must be expanded beyond City operations to include key local sectors. Staff recommends focusing initial outreach efforts on the following public-facing industries:

- **Education**
- **Healthcare**
- **Tourism and Hospitality**
- **Entertainment**
- **Recreation**
- **Retail and Customer Service-Based Businesses**

These sectors have the greatest day-to-day interaction with residents and visitors and can make a meaningful impact by offering environments that are inclusive, sensory-friendly, and autism-aware.

FISCAL IMPACT

At this time, there is minimal fiscal impact associated with the City's outreach. However, to support broader community participation, the Committee may consider recommending to the full City Council an allocation of additional funding or developing a microgrant program to assist local businesses with the cost of certification. This could serve as an incentive and reduce barriers for small or independently owned businesses interested in participating.

Should the Committee express interest in pursuing this option, Staff can return at a future meeting with potential cost estimates and program structure for consideration.

STAFF RECOMMENDATION

Staff recommend the Economic Development Committee **brainstorm outreach strategies** to effectively engage businesses in the targeted sectors listed above. These strategies could include:

- Collaboration with the Chamber of Commerce and business groups
- Informational sessions or certification workshops
- Digital outreach materials and toolkits
- Public recognition for certified businesses (e.g., signage, website features)
- Incentives or support for businesses pursuing certification

Staff will compile and evaluate the committee's input to help guide the outreach and implementation strategy.

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None.

City of Scotts Valley

CITY COUNCIL STAFF REPORT

DATE: April 15th, 2025

TO: Economic Development Committee

FROM: Jordan Taylor, Administrative Secretary/Analyst

APPROVED: Mali LaGoe, City Manager

SUBJECT: Arts Commission Update

SUMMARY OF ISSUE

At a previous Economic Development Committee meeting, members discussed the potential benefits of placing the Arts Commission under the purview of the Economic Development Committee. The purpose of this shift is to better align public art and creative placemaking efforts with the City's broader economic development goals, including downtown vitality, tourism, and community engagement.

As part of this change, it was also proposed that City Manager LaGoe and Administrative Secretary/Analyst Taylor will staff the Arts Commission moving forward, with continued coordination with the Recreation Division.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

Staff recommend that the Economic Development Committee brainstorm a list of projects, assignments, and key focus areas for the Arts Commission to pursue over the next year. This will help establish direction and priorities as the group transitions to new staffing and oversight.

Areas of potential focus may include:

- Public art installations (murals, sculptures, utility box art)
- Partnerships with local artists and schools
- Events or temporary exhibits in public spaces
- Art components in Town Center activation efforts
- Cultural programming tied to tourism and economic vitality
- Artistic projects that celebrate the City's brand and community values

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None.