



AGENDA

Meeting of the Scotts Valley Economic Development Committee

Date: November 19, 2025

Time: 3:00 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 11-17-2025 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 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. Economic Development Committee Meeting minutes for 8-12-2025
2. Business Check In Update
3. Business Support Discussion
4. City/Chamber Updates
5. Strategic Workplan Q1 Report

ADJOURNMENT

City of Scotts Valley
ECONOMIC DEVELOPMENT COMMITTEE STAFF REPORT

DATE: 11/19/2025
TO: Honorable Mayor and City Council
FROM:
APPROVED:
SUBJECT: Economic Development Committee Meeting minutes for 8-12-2025

SUMMARY OF ISSUE

FISCAL IMPACT

STAFF RECOMMENDATION

TABLE OF CONTENTS

1. 8-12-2025 Economic Development Committee Meeting Minutes



MINUTES

Meeting of the Scotts Valley Economic Development Committee

Date: August 12, 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	City Hall Conference Room 1 Civic Center Drive Scotts Valley, CA 95066	The agenda was posted on 8-11-2025 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvally.gov .

CALL TO ORDER 3:30 PM

The meeting was called to order at 3:32 PM.

ROLL CALL

ELECTED OFFICIALS PRESENT:

Vice Mayor Allan Timms
Council Member Steve Clark

CITY STAFF MEMBERS PRESENT:

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

PUBLIC COMMENT

None.

ALTERATIONS TO REGULAR AGENDA

REGULAR AGENDA

1. Economic Development Committee Meeting Minutes for 6-11-2025

M/S: Clark/Timms

To Approve Economic Development Committee Meeting Minutes for 6-11-2025

Carried 2/0

2. Update on Residence Inn Project

Bijal Patel and team gave the committee an update, including an introduction to Highside company. The team talked the committee through where the project currently stands and what is needed from the City to advance the project.

3. Wine Improvement District Discussion

City Manager LaGoe gave an update to the committee on the creation of a local Wine Improvement District.

4. Chamber Outreach Update

Councilmember Clark updated the committee on the past Chamber board meeting.

5. Business Outreach Update

The Committee discussed outreach to businesses that has been done around the Business License Tax.

6. Arts Commission Update

The committee received an update on the Arts Commission and provided feedback on the commission's direction, including a branding project.

ADJOURNMENT

The meeting adjourned at 5:13 PM.

City of Scotts Valley ECONOMIC DEVELOPMENT COMMITTEE STAFF REPORT

DATE: 11/19/2025
TO: Honorable Mayor and City Council
FROM:
APPROVED:
SUBJECT: Business Check In Update

SUMMARY OF ISSUE

FISCAL IMPACT

STAFF RECOMMENDATION

TABLE OF CONTENTS

None

City of Scotts Valley

ECONOMIC DEVELOPMENT COMMITTEE STAFF REPORT

DATE: 11/19/2025
TO: Honorable Mayor and City Council
FROM:
APPROVED:
SUBJECT: Business Support Discussion

SUMMARY OF ISSUE

FISCAL IMPACT

STAFF RECOMMENDATION

TABLE OF CONTENTS

None

City of Scotts Valley ECONOMIC DEVELOPMENT COMMITTEE STAFF REPORT

DATE: 11/19/2025
TO: Honorable Mayor and City Council
FROM:
APPROVED:
SUBJECT: City/Chamber Updates

SUMMARY OF ISSUE

FISCAL IMPACT

STAFF RECOMMENDATION

TABLE OF CONTENTS

None

City of Scotts Valley ECONOMIC DEVELOPMENT COMMITTEE STAFF REPORT

DATE: 11/19/2025
TO: Honorable Mayor and City Council
FROM:
APPROVED:
SUBJECT: Strategic Workplan Q1 Report

SUMMARY OF ISSUE

FISCAL IMPACT

STAFF RECOMMENDATION

TABLE OF CONTENTS

1. Scotts Valley Strategic Workplan FY25-26 Q1 Final Report (1)



2nd Annual Family Campout at Siltanen Park, Sept 2025



FISCAL YEAR 2025/26 STRATEGIC WORK PLAN

Q1 REPORT ~ October 2025

INTRODUCTION

In February 2025, the Scotts Valley City Council met to review the strategic goals for FY 2024/25 and to provide direction to staff regarding the City's priorities move forward. The Council directed five bi-annual goals to guide the FY 2025/26 and FY2026/27 budget development and organizational priorities. In June of 2025, the Council approved the City's FY2025/26 budget covering the time period of July 1, 2025 to June 30, 2026. This continuous cycle ensures the alignment between the City Council and staff and budget priorities as each year progresses.

The City Manager and Executive Team are responsible for developing the strategies, tactics and projects that are achievable and realistic and will drive the City's progress toward these goals. The City Manager reports to the City Council on a quarterly basis on the progress achieved, challenges and setbacks as related to these goals.

This report summarizes the first quarter's progress and activities related to the strategic priorities. It includes the specific strategies, tactics and projects the Executive Team has identified as key leverage points for success.

The status of each project or tactic is described as follows using the following graphic:



Grey = Not started

Red = Behind Plan/schedule

Yellow = In planning/queued up

Light green = In process/on track

Dark green = Complete

OVERVIEW OF GOALS



Maximize citywide high performance through efficient use of resources, proactive revenue development, adaptability and strategic thinking across all operational areas.



Promote safety across the City through improving road conditions including safe routes for cyclists and pedestrians, preparing for and preventing wildfire impacts, and continuing proactive, community-based policing.



Support a thriving city through economic development, diverse and affordable housing, recreation programs, promoting the City's brand and supporting community building events.



Improve City facilities to meet the needs of a modern workforce and community services.



Invest in and continue planning the City's Town Center.

RESULT HIGHLIGHTS

SUCCESSSES

To fulfill the City Council's five strategic priorities, staff identified 23 strategies and 58 total tactics to focus our efforts on. Areas of success include the implementation of Measure X, the City's modernized business license tax, progress on the Town Center Specific Plan update and EIR and kicking off the largest pavement improvement project the city has completed in over a decade with 13 lane miles resurfaced. In addition, staffing remained stable across the City as indicated with zero staff leaving the city during this quarter and two new staff starting. This facilitated improved operational efficiencies and project progress such as on roadway repairs, park maintenance and increased overall community safety. We also celebrated another successful 4th of July, and many signature summer events at Skypark enjoyed by thousands of Scotts Valley residents and visitors.

CHALLENGES

This quarter, two positions remain vacant in our Wastewater Division, leaving the team shorthanded. Development review demands driven by state housing laws continue to stress the capacity of our Planning and Engineering teams coupled with extensive, time-consuming review and input on the Town Center Specific Plan, EIR, and related reports.

NEXT STEPS

Q2 will focus on adoption of the Town Center Specific Plan and EIR approval along with transitioning to winter activities across all teams.



STAFFING STATUS

The City can't achieve these goals without adequate and consistent staffing.

In Q1 FY25/26, the City's vacancy rate was **4%**.

We filled **2** vacant positions &

0 staff left the City.

The average tenure of all City staff is **5.5 years**.

Scotts Valley Strategic Workplan for Fiscal Years 25/26 & 26/27 Report [Q1]



GOAL 1: Maximize citywide high performance through efficient use of resources, proactive revenue development, adaptability, and strategic thinking across all operational areas.

STRATEGIES	TACTICS	STATUS
1. Implement Business License Changes	- Review gross receipts-based model results against estimates - Identify compliance review to ensure consistency - Propose modifications as needed to ordinance, fee schedule, or administration	
2. Streamline Procurement Processes	- Identify and implement a compatible procurement/contract management system to reduce manual processes and secure improved pricing - Create standard solicitation and contract templates - Train staff on utilization of system and templates	
3. Review Transient Occupancy Tax (TOT)	- Conduct study benchmarking the City's 11% TOT rate against peer jurisdictions - Review potential revenue scenarios and solicit community input - If feasible, proceed with 2026 ballot measure for voter consideration	
4. Maximize Fund Utilization	- Identify qualifying special revenue funds for eligible projects and staffing - Streamline staff time tracking against qualifying projects - Track and report utilization of special funds to preserve General Fund use	
5. Standardize Cross Department Procedures	- Train leadership team on process improvement tools and best practices - Implement a standardized workflow template for department use - Develop systems/forms to streamline recurring processes - Enhance onboarding programs and create succession planning tools	

Notes: The City is currently reviewing the FY 2025/26 Business License Tax results following the recent voter-approved transition to a gross receipt-based model. Once the review is complete, staff will initiate compliance evaluations for accounts meeting certain criteria. Implementation of the OpenGov Procurement Suite is underway and will streamline processes for solicitations, contracts, purchase orders, and related activities. Additionally, staff have begun allocating and tracking time and expenses against qualifying special revenue funds. This information will be incorporated into the City's annual reporting to improve transparency and accountability.

Scotts Valley Strategic Workplan for Fiscal Years 25/26 & 26/27 Report [Q1]



GOAL 2: Promote safety across the City through improving road conditions including safe routes for cyclists and pedestrians, preparing for and preventing wildfire impacts, and continuing proactive, community-based policing.

STRATEGIES	TACTICS	STATUS
1. Improve roadway and multimodal safety	- Complete design and secure funding for Mount Hermon Road and SV Drive Complete Streets Projects - Begin construction of Mt Hermon and Scotts Valley Drive Complete Streets Projects - Resurface at least 5 lane miles of roadway annually - Implement 2+ crosswalk/bike/ped safety projects per year - Submit Scotts Valley priority corridors for Countywide Safety Action Plan	
2. Enhance community safety through proactive policing and education	- Increase annual traffic enforcement operations by 10% over 2025 - Launch e-bike safety education program with 4+ school/community events per year - Conduct 1 citywide safety campaign per year (speeding, helmets, DUI, etc.)	
3. Strengthen wildfire and hazard preparedness	- Finalize Scotts Valley annex for Multijurisdictional Hazard Mitigation Plan - Host biennial wildfire preparedness event and maintain resources webpage	
4. Support safe access on private roads	- Develop webpage with links to external resources - Provide a short guide summarizing general considerations for private road safety and maintenance	

Notes: The City continues to prioritize roadway and multimodal safety through ongoing design and funding efforts for the Scotts Valley Drive and Mount Hermon Road Complete Streets Projects, while maintaining an annual resurfacing goal of more than five lane miles. Staff will implement new crosswalk and pedestrian safety improvements near schools and key corridors and have submitted priority corridors for inclusion in the Countywide Safety Action Plan. The Police Department is expanding proactive enforcement and e-bike safety education programs through community and school-based outreach events. The Police Department continues to send new officers to RADAR certification training so they can enforce speed laws. The Police Department has a dedicated motor officer Monday-Thursday to focus on traffic complaints throughout the city. The Scotts Valley annex to the Multi-Jurisdictional Hazard Mitigation Plan is nearing completion and will guide future hazard mitigation and wildfire preparedness activities, supported by a biennial community wildfire preparedness event. Public Works is also developing a webpage, guide, and mapping resource to assist private road associations and residents with improving safety and emergency access.

Scotts Valley Strategic Workplan for Fiscal Years 25/26 & 26/27 Report [Q1]



GOAL 3: Support a thriving city through economic development, diverse and affordable housing, recreation programs, (protecting and) promoting the City's brand and supporting community building events.

STRATEGIES	TACTICS	STATUS
1. Continue investing in affordable housing programs	- Develop ADU program guidelines - Pursue expanding the Inclusionary Housing Boundary to be Citywide - Utilize PLHA program funding to support affordable housing at the Town Center and to assist seniors to safely stay in their homes	
2. Support Tourism industry and events that draw tourists	- Explore development of an Economic Development Incentive Program - Support and encourage events like festivals and sports competitions which draw overnight stays - Collaborate regionally to host special events related to the 2026 World Cup	
3. Develop new ways to brand and celebrate our sense of community	- Plan special events or themes for events to celebrate the City's 60th Anniversary of Incorporation - Continue exploring ways to articulate Scotts Valley's brand and identity - Provide and support signature recreation, art and cultural events	
4. Identify opportunities to assist small businesses to thrive	- Partner with the Chamber of Commerce, commercial property managers, and small businesses to assess needs and opportunities - Consider small business assistance program	

Notes: Staff are actively working with consultants on updated ADU program guidelines and are on track to have that released in early 2026. The City's Economic Development Committee, with enhanced staff support, continues to meet and strategize on supporting tourism in Scotts Valley, including collaborating with the Chamber of Commerce and other Regional Chambers to capitalize on potential tourism from the Superbowl and World Cup. Staff are also exploring the feasibility of an economic incentive program, currently exploring the structure and local opportunities, especially as it ties into the City's Town Center Project. Staff have utilized volunteer support from the Arts Commission to develop and grow the City's brand presence and strategy. Scotts Valley's Recreation Department continues to plan and host signature events while also supporting other local events with staff time and resources.

Scotts Valley Strategic Workplan for Fiscal Years 25/26 & 26/27 Report [Q1]



GOAL 4: Improve City facilities to meet the needs of a modern workforce and community services.

STRATEGIES	TACTICS	STATUS
1. Consider facility consolidation for more efficient use of existing City Facilities	- Convert the office space at the Community Center to house Recreation staff and provide recreation programming space - Consolidate Public Works staff at the Skypark Office - Assess opportunities to more efficiently utilize City Hall	
2. Explore existing vacant commercial properties for potential relocation	- Develop requirements list to guide property evaluation - Engage with a commercial realtor to monitor available inventory - Consider short term relocation as an interim solution	
3. Explore funding strategies for new facilities	- Assess value of existing City property for potential sale - Assess debt financing opportunities - Update development impact fees to cover expansion costs related to new developments	
4. Explore opportunities with private developers to replace or enhance facilities	- Explore potential new police station at La Madrona development. - Consider potential affordable senior housing project on City property including improved Senior Center facility - Consider improving City facilities as part of the Town Center	
5. Continue design and planning for Wastewater Treatment Plant improvements	- Advance 30% preliminary design for the package plan, including vendor selection and cost estimates - Initiate vendor evaluation and identify preferred design and delivery approach - Develop funding strategy and pursue eligible grant opportunities - Complete 100% design and secure funding - Prepare implementation plan and schedule project delivery	
6. Continue planned upgrades to existing park facilities	- Replace big-kid playground at Skypark - Complete court resurfacing at Hocus Pocus and Skypark basketball, tennis and pickleball facilities. - Design and bid construction for Al Shugart Park Dog Park Facility	

Notes: Staff continue to explore options for modernizing and expanding City facilities. This quarter, several strategies were identified and other projects continue to make progress. The Wastewater Treatment Plant and park projects are moving along. Meetings have been held and next steps identified regarding strategies 1 and 4.

Scotts Valley Strategic Workplan for Fiscal Years 25/26 & 26/27 Report [Q1]



GOAL 5: Invest in and continue planning the City's Town Center.

STRATEGIES	TACTICS	STATUS
1. Complete the Specific Plan and EIR by the end of 2025	• Complete Draft Specific Plan and EIR by October 10th for 45 day Public Comment period • Respond to comments and prepare final EIR by December 5th • Council hearing for EIR certification and plan adoption December 17th • Implement zoning changes called for in the plan	
2. Execute a developer selection process in alignment with the Surplus Lands Act	• Draft and release RFQ for private developer partnership • Evaluate responses and select preferred developer • Negotiate terms with selected developer • Draft Development Agreement • Execute Development Agreement	
3. Conduct outreach with stakeholders	• Meet with neighboring property owners as needed to further collaboration around the Town Center • Maintain the Town Center webpage with current information	
4. Pursue development of an Enhanced Infrastructure Financing District (EIFD)	• Meet with County and SV Fire District staff to review potential of forming a joint agency EIFD to support infrastructure projects that support the development of the town center. • Adopt a resolution of Intent to form the district • Complete required steps to set up the EIFD	

Notes: The Town Center project will continue to take shape in the next two years. Once the Specific Plan and EIR are adopted by the City Council, developer engagement can begin. Formation of the EIFD will take shape by the end of 2025 and much of 2026 will be spent forming the district including public hearings, formation documents, etc. Stakeholder outreach is ongoing as each milestone is achieved in the project.