



AGENDA

Meeting of the Scotts Valley Economic Development Committee

Date: December 15, 2025

Time: 2:30 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	Agenda posted on 12-12-2025 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at: www.scottsvalley.gov
ELECTED OFFICIALS		CITY STAFF MEMBERS
Derek Timm, Mayor Steve Clark, City Council Member		Mali LaGoe, City Manager Jordan Taylor, Administrative Analyst II

CALL TO ORDER 2:30 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 11-19-2025
2. Business Relations
3. Business License Program Update
4. City/Chamber Update
5. City Branding Project Update

ADJOURNMENT



MINUTES

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	The agenda was posted on 11-17-2025 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvally.gov .

CALL TO ORDER 3:00 PM

The meeting was called to order at 3:03 PM

ROLL CALL

ELECTED OFFICIALS PRESENT:

Derek Timm, Mayor
Steve Clark, Councilmember

CITY STAFF MEMBERS PRESENT:

Mali LaGoe, City Manager
Jordan Taylor, Administrative Analyst II

PUBLIC COMMENT

None.

ALTERATIONS TO REGULAR AGENDA

None.

REGULAR AGENDA

1. Economic Development Committee Meeting minutes for 8-12-2025

M/S: Clark/Timm

To approve Economic Development Committee Meeting minutes for 8-12-2025.

Carried 2/0 (AYES: Timm, Clark)

2. Business Check In Update

Committee members gave a report on outreach done to local businesses since the last committee meeting.

3. Business Support Discussion

The Committee discussed business support, including plans for a holiday shop local campaign.

4. City/Chamber Updates

Councilmember Clark and Analyst Taylor reported out on recent meetings with the Chamber.

5. Strategic Workplan Q1 Report

The committee reviewed the Q1 Strategic Plan update and provided feedback on strategies and tactics for completing strategic goals outlined in the plan.

ADJOURNMENT

The meeting adjourned at 4:28 PM.

City of Scotts Valley ECONOMIC DEVELOPMENT COMMITTEE STAFF REPORT

DATE: 12/15/2025
TO: Honorable Mayor and City Council
FROM:
APPROVED: Mali LaGoe, City Manager
SUBJECT: **Business License Program Update**

SUMMARY OF ISSUE

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STAFF RECOMMENDATION

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SUBJECT: City/Chamber Update

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