



MINUTES

Minutes of the Economic Development Committee

Date: April 28, 2023

Time: 11:00 AM

CITY OF SCOTTS VALLEY 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	MEETING LOCATION City Hall Conference Room 1 Civic Center Drive Scotts Valley, CA 95066	POSTING: The agenda was posted 03-27-23 at City Hall, SV Senior Center, SV Public Works and on the Internet at www.scottsvalley.org
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CALL TO ORDER

The meeting was called to order at 11:05 AM.

ROLL CALL

Elected and Appointed Officials	City and Support Staff Members
Jack Dilles, Mayor Allan Timms, City Council Member	Mali LaGoe, City Manager Ali Robinson, Recreation Division Manager Cathie Simonovich, City Clerk

PUBLIC COMMENT

None.

ALTERATIONS TO REGULAR AGENDA

Approval of Regular Agenda with addition of the discussion of adding a volunteer to the subcommittee (Item 4).

M/S: Dilles/Timms

To approve the Regular Agenda.

Carried 2/0 (AYES: Dilles, Timms)

REGULAR AGENDA

1. Approve meeting minutes of 03-31-2023
Timms/Dilles

M/S: Dilles/Timms

To approve the Minutes of 03-31-2023

Carried 2/0 (AYES: Dilles, Timms)

2. Business update

The subcommittee discussed the following items:

- Closure of Vista (Giro/Bell) at the corner of Scotts Valley Drive and Victor Lane with respect to exploring options for that building, as well as potentially scheduling an exit-type interview with Vista leadership. Santa Cruz Workforce potentially could assist with displaced staff.
- Brief discussion of options for the property near the corner of Mt. Hermon and Skypark Drive.
- Business license structure for companies, including moving away from the calculation based solely on the number of employees.
- Potential revenue from short-term vacation rentals.

Next steps: Talk to Scotts Valley business owners regarding their needs and report at the next meeting.

3. Scotts Valley's Brand

CM Timms submitted a list of tagline ideas generated by ChatGPT, and the subcommittee determined that a tagline should encompass attracting visitors, employees, residents, and businesses; should reflect the uniqueness of Scotts Valley; and should differentiate Scotts Valley from other coastal towns. Several of the taglines were discussed.

Next steps:

- Meet with the leadership of several of the larger businesses in Scotts Valley (refer to ACFR page 201 for list) to explore topics such as what attracted them to Scotts Valley, what challenges they are facing, and what they feel are the pros and cons of the current business licensing structure.
- Further refine concepts and narrow down options.
- Eventually, select top taglines to do a Flashvote survey to seek community input.

4. Opportunity to invite a volunteer to participate on the Economic Development Subcommittee

The subcommittee discussed inviting Barbara Ferguson to support the subcommittee's work with business outreach as a volunteer.

5. Future Agenda Items

Mayor Dilles suggested a discussion surrounding the Police Department Bike Patrol as a future agenda item.

ADJOURNMENT

The meeting adjourned at 12:33 PM.

DocuSigned by:
Jack Dilles
Approved: D5514C37479F46E...
Jack Dilles, Mayor

DocuSigned by:
Cathie Simonovich
Attest: 00BDB2B26C07422...
Cathie Simonovich, City Clerk