



AGENDA

Meeting 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 04-24-2023 at City Hall, SV Senior Center, SV Public Works and on the Internet at www.scottsvally.org
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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

CALL TO ORDER 11:00 AM

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. Approve meeting minutes of 03-31-2023
2. Business update
3. Scotts Valley's Brand
4. Future Agenda Items

ADJOURNMENT

The Economic Development Committee does not have regular meeting dates, therefore, all meetings are special meetings as defined under the Government Code § 54956 and will be noticed at least 24 hours in advance. Writings that are a public record under Government Code § 54957.5(a), and that relate to an agenda item of a special meeting of the Economic Development Committee, shall be available for public inspection at the City of Scotts Valley, 1 Civic Center Drive, Scotts Valley, CA 95066, and also on the City website at: www.scottsvalley.org

The City of Scotts Valley does not discriminate against persons with disabilities. The Committee meeting locations are accessible facilities. If you wish to attend a Committee meeting and require assistance such as sign language, a translator, or other special assistance or devices in order to attend and participate at the meeting, please call the City Clerk's Office at 831-440-5602 five to seven days in advance of the meeting to make arrangements for assistance. If you require the agenda of a Committee meeting be available in an alternative format consistent with a specific disability, please call the City Clerk's Office. The California State Relay Service (TTY/VCO/HCO to Voice: English 1-800-735-2929, Spanish 1-800-855-3000; or, Voice to TTY/VCO/HCO: English 1-800-735-2922, Spanish 1-800-855-3000), provides Telecommunications Devices for the Deaf and Disabled and will provide a link between the TDD caller and users of telephone equipment.



MINUTES

Minutes of the Economic Development Committee

Date: March 31, 2023

Time: 10:00 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 10:03 AM.

ROLL CALL

Elected and Appointed Officials	City and Support Staff Members
Jack Dilles, Mayor Allan Timms, City Council Member	Mali LaGoe, City Manager Stephanie Hill, Admin Services Director

PUBLIC COMMENT

None.

ALTERATIONS TO REGULAR AGENDA

Approval of Regular Agenda with no alterations.

M/S: Dilles/Timms

To approve the Regular Agenda.

Carried 2/0 (AYES: Dilles, Timms)

REGULAR AGENDA

1. Economic Development goals overview

City Manager LaGoe introduced this item for discussion. The committee members discussed how the committee will operate, ways to create value to the business community, strategies to assist local businesses in taking advantage of the resources that are available to them, business licensing, developing a tagline and branding for the City, business outreach, utilization of Flashvote and next steps.

2. Business License modernization presentation

Steve Toller from Baker Tilly presented this discussion regarding consideration of taking the next steps on restructuring the City's business license program. Potential steps would be to review the existing licensing structure, compare Scotts Valley to similar agencies, preview principles, review alternative tax models for consideration and next steps. Business licenses are considered taxes and therefore changes to the current structure would require approval of the voters. The next ballot would be November 2024, which would require the election documents to be approved by Council by the beginning of August 2024.

3. Future Agenda Items

Branding tagline discussion, and reagendaize Item 1.

ADJOURNMENT

The meeting adjourned at 11:34 AM.

Approved: _____
Jack Dilles, Mayor

Attest: _____
Cathie Simonovich, City Clerk