



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
--	---	--

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.

DocuSigned by:

Jack Dilles

D5514C37479F46E...

Approved: _____

Jack Dilles, Mayor

DocuSigned by:

Cathie Simonovich

00BDB2B26C07422...

Attest: _____

Cathie Simonovich, City Clerk