



SANTA CRUZ COUNTY BUSINESS COUNCIL

November 15, 2013

2013 Board of Directors

AT&T

Barry Swenson Builder

Bay Federal Credit Union

Cruzio Internet

Dominican Hospital

First Alarm

Graniterock

Hutchinson & Bloodgood
LLP

Lighthouse Bank

Pajaro Dunes Company

Palo Alto Medical
Foundation

PG&E

Physicians Medical Group
of Santa Cruz County

Plantronics

Santa Cruz County
Association of Realtors

Santa Cruz County Bank

Santa Cruz Sentinel

Shadowbrook/The Crow's
Nest

University of California,
Santa Cruz

Wells Fargo
Commercial Banking

Wells Fargo Insurance
Services

Santa Cruz County Board of Supervisors
701 Ocean Street, Room 500
Santa Cruz, CA 95060

Chair Coonerty and Supervisors:

As we have communicated, the Santa Cruz County Business Council (SCCBC) has a keen interest in the direction you chose to take regarding current/future economic development initiatives. We appreciate your recent outreach to us and your desire to foster a truly collaborative plan of action moving forward. One of the shared goals our entities have for this initiative is to paint Santa Cruz County as a business-friendly, economically vibrant community. By working together, we are sending a strong message that there is a commitment from both the private- and public-sectors to make that a reality.

On November 5th, the County Administrative Office (CAO) provided us with an update acknowledging earlier input we provided, while also laying out steps for our continued involvement in the process. We view this as step in the right direction and would like to acknowledge a few key points of encouragement outlined in the CAO's update:

- The Board of Supervisors and CAO will continue to be receptive of our input and desire to play a key role in the process
- Current economic development efforts will continue to emanate from within the Planning Department where a number of successes have already been achieved and key projects are ongoing
- That specific, revenue generating projects such as the Capitola Road commercial site and the 7th Avenue visitor accommodation site are already underway
- That the negative perception of doing business with the County of Santa Cruz, fair or not, must be addressed in a strategic, collaborative manner

While there are many positives to take away from recent conversations, and from the CAO's update addressed above, we still would like to highlight a few specific items of particular interest to be addressed in the near term:



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- *Promote recent successes:* Publicize a list of the County codes that have been recently updated and those that are in the pipeline. Shedding positive light on completed and ongoing work will be key to changing long held negative perceptions.
- *User testing program:* We recommend forming a work group comprised of local developers/ design professionals and county administrators (planning, environmental and public works) to review construction document submittal and plan check processing steps with the goal of improving the overall process.
- *A collaborative public relations effort:* SCCBC would welcome working in tandem with County staff to begin rolling out “positive” stories about this collaborative initiative.
- *Inclusive draft review process:* Upon the completion of the Economic Vitality Strategy and Sustainable Santa Cruz/Transit Corridor Plan drafts, SCCBC would welcome being involved in a review process aimed at ensuring the outcomes represent the collective voice of the community.

Again, we appreciate the collaborative environment you have created around this initiative, and we look forward to working together moving forward.

Sincerely,

Joe Foster
Executive Director

cc
Santa Cruz County Administrative Office
Santa Cruz County Business Council membership