



SANTA CRUZ COUNTY BUSINESS COUNCIL

December 2013

Government Affairs & Economic Development Committee

Members Present

Tom Hart (Chair), Palo Alto Medical Foundation
Peggy Dolgenos, Cruzio Internet
Sid Slatter, Slatter Construction
Mickey Holzman, Pajaro Dunes Resort
Jon Lee, Barry Swenson Builder
Barbara Mason, County of Santa Cruz
Joe Foster, SCCBC

Discussion Items

1. County Economic Vitality Strategy

1.1. Update from 12/10 Board of Supervisors Meeting

1.1.1. The Committee discussed the lengthy document that was prepared by the County Administrative Office for review by the County Board of Supervisors on 12/10. Mr. Foster said that he spoke before the Board of Supervisors at the 12/10 meeting in order to continue voicing our support for the process. Mr. Foster reported that the Board of Supervisors would revisit the topic in late January 2014 upon the completion of the first draft of the County's *Economic Vitality Strategy* document.

1.2. *Economic Vitality Strategy* Draft Review—January 2014

1.2.1. Ms. Mason briefed the Committee on the fact that the first draft of the *Economic Vitality Strategy* should be ready for review in January 2014. The plan is to have this Committee, and other interested SCCBC, participate in a formal review/edit process. The purpose of this is to ensure the business voice in the final draft of the *Strategy*. Ms. Mason will keep the group informed as things move forward in the process surrounding this specific project.

2. Regional Water Discussion

2.1. Soquel Creek Water District (SCWD)

2.1.1. Updates/Recent Conversations

2.1.1.1. Since the City's move to a "reset" on the regional desalination project, SCWD has begun to explore additional supplemental supply options. The process they have established is to holding one



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exploratory meeting at the beginning of each month at Capitola City Hall. These meetings are open to the public, and are addressing a different supplemental supply option each time. The next exploratory meeting will be Tuesday, January 7th.

- 2.1.1.2. Kim Adamson, SCWD General Manager, will be meeting with the Infrastructure Committee in January

2.2. City of Santa Cruz

2.2.1. Water Solutions Citizens Advisory Committee

- 2.2.1.1. The next step for the City's water exploratory process is the establishment of this *Advisory Committee*. The open application period will begin later this month, and SCCBC is expected to apply for seat on the 14 member *Committee*. The GA/ED Committee discussed the merits of applying for representation on the City's Committee, and discussed a couple of potential SCCBC members to serve in this capacity. Mr. Foster said that he would work with the SCCBC Executive Committee to identify and approach the proper candidate for nomination. The plan is to have this in place by next month's Committee meeting. The application is due by January 15, 2014.

2.2.2. SCCBC Communication to the S.C. City Council

- 2.2.2.1. Mr. Foster sent correspondence to the City Council regarding our desire to serve on the *Advisory Committee*. The letter also stated our concern about outcomes from the *Advisory Committee*.

3. Committee Work Plan for 2014

3.1. Strategic initiatives/priorities for GA/ED Committee

- 3.1.1. The Committee discussed the draft document that was circulated to all Committee members. This document was originally developed at the Board of Directors planning retreat in October. Since then, the document has been refined a bit by Mr. Foster and some of the Committee members.

3.2. Discussion/Adoption

- 3.2.1. The Committee approved of the items listed in the document. However, the Committee brought up the fact that having measurable goals would be helpful. Mr. Foster said that he would work on extracting/developing a few concrete goals for the Committee to work toward by the end of 2014. He will report back to the Committee in January and will have the goals listed in the 2013/2014 Annual Report that will be published/distributed in late February.

4. Other Business



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4.1. Local Government Roundtables - 2014

4.1.1. The Committee discussed coordinating up to two (2) local government roundtable discussions in 2014. The purpose of these would be to get local business and government leaders to meet face-to-face to discuss one another's priorities and concerns. The group said that instead of holding two (2) of these, it would be better to hold one (1) meeting that would have measurable/tangible outcomes associated with it. The Committee agreed to visit more about this at next month's meeting.

4.2. 2014 Annual Membership Meeting—February 2014

4.2.1. Mr. Foster mentioned to the group that the 2014 Annual Meeting would take place in late February. He mentioned that the formally adopted Committee work plan would be presented at this meeting. He also asked those around the table to save the date for the event (February 27th).

4.3. Next meeting date/time

Next Meeting: Wednesday, January 8, 2014 @ 8:00 AM (PAMF)