



Santa Cruz County Business Council

Coffee with Bruce McPherson, Santa Cruz County Supervisor, 5th District Wednesday, January 8, 2014 - 8:00 AM

Attendees

Tom Hart, Ted Burke, Doug Kaplan, Bob Murphy, Mickey Holzman, Tom Gill, Dave Regan, Sid Slatter, Peggy Dolgenos, Jon Lee, Richelle Noroyan, Jarl Saal, Charile Wilcox, Joe Foster, Gine Johnson (County Analyst), Barbara Mason (County Economic Development), Kim Adamson (Soquel Creek Water District)

Key Takeaways from Supervisor McPherson's talk

1. County Economic Development
 - a. Budget: \$250k for the budget in 2013; there will be an economic development department of up to three (3) staff members...\$550k in the 2014 budget
 - b. Structure: Barbara Mason will be staying in the Planning Department for now.
 - c. Specific Initiatives
 - i. Economic Vitality Strategy—the initial draft is complete and the Planning Department is editing. There will be outreach to the business community for input on the draft.
 - ii. Sustainable Santa Cruz Transit Corridor Plan—Committee comprised of community members will continue to meet and discuss strategies throughout 2014. Draft plan for the the project will be finalized in early 2015.
 - d. Public Outreach/Communication: The Board of Supervisors wants to make sure that the successes/challenges of the County's work is being communicated to the public so they know what work is being done.
 - i. A recent report from the County Administration Office listed over 100 success stories from the last 1.5 years. Barbara Mason has done a good job at being present in the community. A lot of outreach.
 - e. Next Steps for County Economic Development Effort
 - i. Spend time cleaning up the permitting process, and devote resources to communicating the changes being made.
 - ii. Continued/enhanced outreach to the community. Putting the County's "face" out there as an entity that cares about community/economic vitality.
 - iii. The County wants to focus on business retention efforts - there is a need to retain the businesses that are here...we need to ensure that we do not allow any more people to exit this community on a daily basis for work.
 - f. Final Comment from Supervisor McPherson
 - i. Business community has a responsibility to be more of a resource...and to be more community oriented. The County wants to work in partnership with the private-sector to achieve shared goals.
2. A request was made by Supervisor McPherson and Gine Johnson to set up a time to present their plan for the establishment of a Community Choice Aggregate initiative in Santa Cruz County. Joe Foster will follow up with Gine to figure out the next step in making this happen.