

**Meeting Minutes of the San Marcos Economic Development Corporation**  
**WEDNESDAY, JULY 16, 2013 | 8 TO 9:30 AM**  
**San Marcos City Hall, San Marcos Room 1 Civic Center Drive, San Marcos, CA 92069**

1. **CALL TO ORDER:** Communications and Economic Development Program Manager Jenny Windle called the meeting to order at 8:10 am. SMEDC Board members in attendance include C. Williams, M. Sanella (via conference call), P. Schulederberg, P. Khoury, C. Zahl, J. Diaz, V. Graham, D. Grant, A. Iravani, K. Effinger, and C. Benson.

**2. ORAL COMMUNICATIONS**

None

3. **APPROVAL OF MINUTES.** Ms. Khoury has been omitted from minutes. Minutes were amended to reflect this change. Charles Zahl motioned to approve minutes as amended and Charles Benson seconded the motion. Minutes were passed as amended.

4. **TREASURER'S REPORT.** Note and file report from SMEDC Treasurer. Treasurer Peter Schulederberg reviewed the report and indicated the group's current budget did not include outstanding receipts from the previous month's SMEDC luncheon. SMEDC's current assets are \$7,278.59. Considering the Corporation's recent decision to transition the corporation to an advisory body to the City, there was a discussion on distributing remaining assets and potential dissolution fees.

Outstanding questions include:

- How will SMEDC wrap up existing business and accomplish desired transition to serve as an advisory body to the City?
- Are there dissolution fees SMEDC should budget for?
- How will remaining assets be distributed and what is the legal process for doing so?

5. **UPDATE ON TRANSITION FROM CORPORATION TO ADVISORY COMMISSION.** The corporation considered a report from Management Analyst Sarah Divan on logistics of transition and pending items to address. Discussion revolved around defining "member" and reviewing corporation bylaws and state and federal requirements to legally dissolve the organization. President Chris Williams discussed the importance of communicating the transition with corporation members. There was also general discussion about transitioning remaining corporation assets and considering those members who recently registered. There was a recommendation to utilize founding member Darius who will have insights on the documentation and origins of the SMEDC. SMEDC would like to present to the San Marcos City Council by September.

Outstanding items are as follows

- Define "member"
- Determine if SMEDC is a Public Benefit Corporation
- Seek legal counsel during dissolution process
- Paulette Khoury will provide Jenny Windle with a full SMEDC membership list.

6. **REPORT ON NORTH COUNTY REGIONAL BRANDING INITIATIVE.** J. Windle provided a status report on San Marcos' participation in regional initiative. A stakeholder list has been developed with input from the SMEDC and the San Marcos City Council has been briefed. Next steps in the branding process include a large stakeholder survey, focus groups and one-on-one group meetings. Windle indicated the five participating cities are confident the process will provide the SMEDC strong economic market research for our region. North Star, the consultant for the branding process, will be on-site in late August to spend a portion of the visit touring San Marcos. Windle requested SMEDC board members submit feedback on what this site-visit should include. Overall, the North County branding research phase should be wrapped up by the year's end.

North Star Consultants will be responsible for managing survey compliance and focus group and interview participation. The effort will create a five-county economic development program but it is unclear at this juncture what that effort looks like. The information received for North Star's economic market research will drive and inform a regional implementation plan.

Vision Survey Feedback: SMEDC board members were asked to submit input on the North County Vision draft survey.

- C. Zahl: "What is the purpose of the question "Who is considered North County?""
  - C. Williams: indicated he sees North County as more than the five participating cities and that the point of the question is to collect all the perspectives on this topic.
  - J. Windle posed the question if there was anyone missing from the list of cities
    - K. Effinger suggested that Valley Center needs to be included and also indicated Indian reservations might be considered as an addition
- C. Williams: Question # 15—how were the "ancillary communities" selected in the answer choice options? Recommended clustering the Orange County cities
  - J. Windle responded and indicated North Star would like input on these option. The purpose of the question is to tease out who are North County competitors. Windle will look into this question more with the North Star team.

**7. BUSINESS RETENTION VISIT REPORT.** The SMEDC board received a report on business retention visit(s) conducted since last Commission meeting and provide feedback on future visits from Communications and Economic Development Program Manager Jenny Windle. Mayor Jim Desmond visited with Clinica, a biotech diagnostics company for a variety of medical tests. The company did not have specific feedback or questions for the City but did reference a permitting issue that had already been resolved. SMEDC board members acknowledged opportunities for improvement and made two recommendations as follows for the business retention visits:

- V. Graham will develop a business questionnaire to equip the Mayor and City representatives with a dialogue platform as they conduct business visits.
- The City can consider partnering with SMEDC and other Council members to accommodate more than one business visit per quarter.

**8. DAILY TRANSCRIPT ADVERTORIAL OPPORTUNITY.** Communications and Economic Development Program Manager Jenny Windle about opportunities for SMEDC to utilize advertorials (paid advertisement and news space in media publications). Ms. Windle had been solicited by the Daily Transcript to submit an advertorial this August at a cost of \$3,000 for one full-page spread. The board agreed the advertorial will be a good tool moving forward but the group must first determine an article focus and develop a clear strategy before moving forward. SMEDC board members agreed to hold off on the August advertorial but consider advertorial opportunities in the future.

## **9. MEMBER COMMENTARY**

- SMEDC President Chris Williams is encouraged with the direction of the organization and progress towards facilitating true economic development in the area.

**10. ADJOURNMENT.** The meeting was adjourned with the next meeting of the San Marcos Economic Development Corporation scheduled for Wednesday, October 16, 2013 from 8 to 9:30 am in the San Marcos Room at San Marcos City Hall, Second Floor, 1 Civic Center Drive, San Marcos, CA 92069.