



AGENDA

Meeting of the San Marcos Economic Development Corporation

WEDNESDAY, APRIL 16, 2014 | 8 TO 9:30 AM

San Marcos City Hall, San Marcos Room

1 Civic Center Drive, San Marcos, CA 92069

1. **CALL TO ORDER**
2. **ORAL COMMUNICATIONS**
3. **WELCOME NEW BOARD MEMBERS.** Introduce and welcome Katherine Kline and Jay Worrall to the San Marcos Economic Development Corporation.
4. **APPROVAL OF MINUTES.** Consider and approve minutes from the January 15, 2014 meeting of the San Marcos Economic Development Corporation.
5. **TREASURER'S REPORT.** Note and file report from SMEDC Treasurer.
6. **REPORT ON GENERAL PLAN AND ZONING ORDINANCE.** Note and file report by City's Planning Division.
7. **REPORT ON NORTH COUNTY REGIONAL BRANDING INITIATIVE.** Note and file status report on San Marcos' participation in regional initiative.
8. **REPORT ON SAN MARCOS ECONOMIC DEVELOPMENT PLAN.** Review business satisfaction survey and discuss budget requests for FY 2014-15.
9. **BUSINESS RETENTION VISITS.** Receive report on business retention visit(s) conducted.
10. **UPDATE ON SMEDC TRANSITION.** Consider report on transition and pending items to address.
11. **MEMBER COMMENTARY**
12. **ADJOURNMENT.** The next meeting of the San Marcos Economic Development Corporation is scheduled for Wednesday, July 16, 2014 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.