

# Meeting Minutes

## Meeting of the San Marcos Economic Development Corporation

**WEDNESDAY, JANUARY 15, 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:** President Chris Williams called the meeting to order at approximately 8:05 am.

SMEDC Board members in attendance include: C. Williams, P. Schulederberg, P. Khoury, C. Zahl, V. Graham, D. Grant, A. Iravani, and K. Effinger. City Staff in attendance included J. Windle. K. Schwarm and S. Divan.

**2. ORAL COMMUNICATIONS:**

None

**3. APPROVAL OF MINUTES.** Consider and approve minutes from the October, 2014 meeting of the San Marcos Economic Development Corporation (SMEDC) Executive Committee.

President Williams entertained a motion. Charles Zahl motioned to approve and Victor Graham seconded the motion. Minutes were approved.

**4. TREASURER'S REPORT.** Note and file report from SMEDC Treasurer.

Treasurer Peter Schulederberg reviewed the report for the board members. The primary reoccurring expense for SMEDC is the "Constant Contact" member notification program at \$30 per month.

SMEDC agreed to terminate the SMEDC webpage and have the corporation information included on the City webpage to align with its new role as an advisory entity to the City.

Discussion: During the last meeting, the group had not determined if the maintenance of Constant Contact was still necessary. The group decided that once an official vote was conducted of membership to transition from the corporation to advisory body that this account would no longer be needed as the City could maintain entity information and deliver notices through the existing media platforms at no cost.

**5. REPORT ON WORKFORCE HOUSING IN SAN MARCOS**

SMEDC members heard from the City's Housing and Neighborhood Services Director who provided a report on the provision of workforce housing and affordable housing in San Marcos.

**6. REPORT ON NORTH COUNTY REGIONAL BRANDING INITIATIVE.**

SMEDC members heard from Communications and Economic Development Program Manager Jenny Windle. It was reported that the consulting firm, North Star, was currently working with the north county creative committee comprised of Ms. Windle, Chris Cochran (Stone Brewery), Christina Vincent (Carlsbad Economic Development Manager), Cheryl Broom (Mira Costa College), and Andrea Moser (San Diego Regional Economic Development Corporation) to develop a regional branding platform, creative work and implementation of branding effort. Once the branding platform is developed, Ms. Windle will share with SMEDC.

**7. REPORT ON SAN MARCOS ECONOMIC DEVELOPMENT PLAN.** Note and file status of report on San Marcos' development of economic development plan.

Submitted by Ms. Windle: The plan, previously reviewed by SMEDC, was approved by the San Marcos City Council and included ongoing funding for the regional branding effort along with support for a city-wide business survey. Ms. Windle is working to contract a consultant for the survey and requested feedback from SMEDC about how the survey should be developed.

Mr. Graham and Mr. Diaz provided draft of surveys collected by SMEDC in years past and recommended the City use the business licenses data base as a starting point for business contact information.

SMEDC Board echoed unanimous support of the City's new Economic Development Manager and reiterated the need for City Manager level support for economic development efforts. Like the October meeting, board members adamantly recommend that the economic development program manager be involved, work collaboratively and be able to report back to SMEDC on all of the City's economic development activities.

TASK: President Williams will present an economic development update to San Marcos City Council during the March 25 city council meeting.

**8. BUSINESS RETENTION VISIT REPORT.** Receive report on business retention visit(s) conducted since last Commission meeting and provide feedback on future visits.

Report provided by Ms. Windle: Mayor Jim Desmond visited Flatiron Construction. While the business had no specific feedback, they were thankful for the visit.

SMEDC members discussed the ability for members to also reach out to businesses on a regular basis. Board members would still like to see a follow up survey or feedback from businesses that provides more tangible information for the group.

**9. UPDATE ON TRANSITION FROM CORPORATION TO ADVISORY COMMISSION.** Consider report on transition and pending items to address.

Report provided by Ms. Windle. Currently, the City's attorney is investigating the necessary steps to bring the corporation current with outstanding tax returns. SMEDC cannot dissolve until all tax returns are made current.

Ms. Windle reiterated from the last meeting that dissolution requires a full member vote. The group agreed a mail-in and electronic vote would suffice. A cover letter would also be drafted to members with instructions that a non-submission would be considered an "aye" vote.

#### **10. MEMBER COMMENTARY**

- Mr. Williams reviewed the group's progress and noted how the group is truly focusing on economic development activities.
- Overall discussion focused on defining the role of SMEDC clearly and documents responsibilities as a policy advisory body. Additionally, new member terms will need to be established.
- SMEDC members thought the report on workforce housing by Housing and Neighborhood Services Director Karl Schwarm was beneficial and they would like to hear more from other departments, specifically the Development Services and Real Property Services divisions.

**10. ADJOURNMENT.** The next meeting of the San Marcos Economic Development Corporation is scheduled for Wednesday, April 15, 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.