

**CITY OF SAN CARLOS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Approved Minutes of June 21, 2017 Special Meeting**

1. Call to Order

Chair McDowell called the meeting to order at 4:30 p.m.

Commissioners present (4):

Sara McDowell, Chair
Josh Zaroor
Nancy Luscri
Don Mancini

Absent (3):

Daniel Guhr, Vice Chair
Greg Matter
Leah McMurtry

Advisory:

Al Savay, Community and Economic Development Director
Nell Selander, Housing & Economic Development Manager

2. Pledge of Allegiance

3. Agenda Review

4. Public Comment

No public comment.

5. New Business

a. Participate in Economic Development Partnership reception and conversation on marketing and growing the building materials and construction industry.

Building materials and construction industry members were invited to a reception and conversation at Devil's Canyon Brewing Company to discuss challenges and opportunities for their industry in San Carlos. Measures to improve marketing were discussed at the meeting along with key issues facing the area and potential resolutions to improve customer turnout in the

Industrial Arts district and incentivize returned patronage. Over thirty business representatives attended the event.

Many challenges were raised by the industry representatives attending the event. The challenges of greatest concern were:

- Parking space availability, both for customers and employees;
- Street and sidewalk cleaning;
- Geographic isolation from other commercial districts in San Carlos due to its westerly location from the Caltrain tracks;
- Marketing efforts to San Carlos homeowners and regionally; and
- Promotion of local businesses over large companies that relocate locally.

Opportunities for Improvement Discussed

Businesses in the building materials and construction industry shared many common concerns that they believed could be addressed if resources were made available. Discussed opportunities for improvement included:

- Attracting more San Carlos homeowners to shop locally;
- Connecting customers with all of their needs in the area through business-to-business promoting;
- Considering coordinated branding and marketing strategies for the area; and
- Building an identifiable destination around the Industrial Arts district.

6. Old Business and Reports

a. General Updates

No updates.

b. Subcommittee Reports

No updates.

7. Future Meeting Dates and Agenda Items

August 22, 2017 – Topics to be decided.

8. Adjournment

Meeting adjourned at 6:45 PM.