



ECONOMIC DEVELOPMENT SUBCOMMITTEE

# Agenda

May 21, 2024, 10 a.m.

Council Chamber  
1200 Carlsbad Village Drive  
Carlsbad, CA 92008

## Welcome to the Economic Development Subcommittee Meeting

We welcome your interest and involvement in the city's legislative process. This agenda includes information about topics coming before the Economic Development Subcommittee and the action recommended by city staff. You can read about each topic in the staff reports, which are available on the city website.

### How to watch

#### In Person



City Council Chamber  
1200 Carlsbad Village Drive

#### Online



Watch the livestream at  
[carlsbadca.gov/watch](https://carlsbadca.gov/watch)

### How to participate

If you would like to provide comments to the Economic Development Subcommittee, please:

- Fill out a speaker request form, located in the foyer.
- Submit the form to the Clerk before the item begins.
- When it's your turn, the Clerk will call your name and invite you to the podium.
- Speakers have three minutes, unless the presiding officer (usually the chair) changes that time.
- You may not give your time to another person, but can create a group. A group must select a single speaker as long as three other members of your group are present. All forms must be submitted to the City Clerk before the item begins and will only be accepted for items listed on the agenda (not for general public comment at the beginning of the meeting). Group representatives have 10 minutes unless that time is changed by the presiding officer or the City Council.
- **In writing:** Email comments to [clerk@carlsbadca.gov](mailto:clerk@carlsbadca.gov). Comments received by 8 a.m. the day of the meeting will be shared with the subcommittee prior to the meeting. When e-mailing comments, please identify in the subject line of the agenda item to which your comments relate. All comments received will be included as part of the official record. **Written comments will not be read out loud.**

### Reasonable accommodations

Persons with a disability may request an agenda packet in appropriate alternative formats as required by the Americans with Disabilities Act of 1990. Reasonable accommodations and auxiliary aids will be provided to effectively allow participation in the meeting. Please contact the City Manager's Office at 442-339-2821 (voice), 711 (free relay service for TTY users), 760-720-9461 (fax) or [manager@carlsbadca.gov](mailto:manager@carlsbadca.gov) by noon on Monday to make arrangements. City staff will respond to, and seek to resolve, requests before the start of the meeting in order to maximize accessibility.

**CALL TO ORDER:**

**ROLL CALL:**

**APPROVAL OF MINUTES:**

Minutes of the Regular Meeting held March 19, 2024

**SUBCOMMITTEE COMMENTS & ANNOUNCEMENTS:**

**NEW BUSINESS:**

1. CARLSBAD BUSINESS ORGANIZATION AND BUSINESS UPDATES – Receive informational reports from Carlsbad business organizations, discuss and provide recommendations. (Staff contact: David Graham, Administrative Services Department)

**Recommendation:** Receive the informational reports and provide feedback.

2. HIGHER EDUCATION INSTITUTION UPDATE – Receive informational reports from North County higher education institutions, discuss and provide recommendations. (Staff contact: David Graham, Administrative Services Department)

**Recommendation:** Receive the informational reports and provide feedback.

3. ECONOMIC DEVELOPMENT STRATEGIC ACTIONS UPDATE – Receive an informational report on the implementation of current economic development strategic actions, discuss and provide recommendations. (Staff contact: David Graham and Matt Sanford, Administrative Services Department)

**Recommendation:** Receive the informational report and provide feedback.

**SUBCOMMITTEE MEMBER REQUESTS FOR FUTURE AGENDA ITEMS:**

**ADJOURN:**