

Board and Commission Application 2025

Submitted by:

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Submission IP:

Status: Open

Priority: Normal

Assigned To: City Clerk City Clerk

Due Date: Open

This form may be used to apply for one or more Board/Commission positions.

All fields marked with * are required and must be filled.

* **First Name**

Vincent

* **Last Name**

Gritsch

* **Street Address**

Street Number and Name

Unit Number

* **City**

* **State**

* **Postal Zip Code**

* **Preferred Phone Number**

Alternate Phone Number

* **Email**

* **What is your occupation?**

Retired Marketing Executive

* **Who is your employer?**

Last position was with CloudPro, prior to that I was with Logitech, NetApp, and Hewlett-Packard

* **Board/Commission of interest**

☒ **Economic Development & Advisory Commission (EDAC)**

☐ **Museum of San Carlos History Board (Museum)**

☒ **Parks, Recreation & Culture Commission (PR&C)**

☒ **Planning and Transportation Commission (PTC)**

* **If you selected more than one Board/Commission of interest above, please rank your preferences here, starting with your first choice.**

Planning and Transportation Commission, Parks, Recreation & Culture Commission, Economic Development & Advisory Commission

If only interested in one Board/Commission, enter N/A

*** What community activities are you presently involved in, or have been in the past?**

Board Member/VP of San Carlos Little League. SCLL coach at all levels. Coach for multiple teams in AYSO boys and girls soccer. Coach for San Carlos youth basketball.

*** How much time do you envision giving to the Board/Commission? How often are you out of town? What other commitments might affect your attendance to Board/Commission meetings?**

I can give the time needed to be an informed member of the Board/Commission. I am out of town during the week 3 4 times per year. There are no other commitments that might effect my attendance at meetings or my ability to do needed research and follow up.

*** Why do you want to be a member of a Board or Commission? What do you feel you could contribute to the Board or Commission?**

I have benefited from all that San Carlos offers and now it is my turn to give back and make sure the city is meeting the needs of current families while also being well positioned to meet future needs. I bring experience working with and leading teams in collaborative environments so I understand how to function well in diverse group environments made up of strong individuals. I have extensive real world involvement in the San Carlos experience, what works, and what could be improved. I can offer the viewpoint of having been a teenager, a young professional, a parent, and a retiree, all in San Carlos. How San Carlos functions for each of those stages of life and how to preserve the best parts of those experiences while adapting to the changes being driven by changing lifestyles and demographics. My degree in economics also helps me understand the economic challenges faced by cities, and by the business's that drive their economic futures.

*** Do you have any particular perspective on how the City should grow in the next five to ten years? Required if interested in Planning and Transportation Commission, otherwise enter N/A.**

The challenge for San Carlos is to maintain the positive small town feeling it has while growing it's economic and housing base fast enough to keep up with increasing costs and demand. Having Planning and Transportation together is a great start as a major challenge is how to grow without putting too much pressure on current infrastructure. Also, how to preserve that small town feel while increasing the business tax revenue base to keep up with increasing demand for city services. This is most likely done like it is being done today, driving commercial development in specific zones east of El Camino, but having convenient links to the small business zone that is downtown, and the suburban housing zone that is west of Laurel Avenue. The focus on development around biotech for the eastern zone is smart. While it will be made up of many companies, the development should take on the personality of a single company developing a campus of interconnected buildings. This will make for a unique and very desirable feeling that will draw companies to want to join either with new development of their own, or filling building built by developers. This increases the tax base while also bringing job opportunities for current and future residents. The small business area around Laurel Street again must be preserved but linked to the new daytime commercial population while being convenient and the appropriate mix to support the suburban resident population. Housing of appropriate scale close to downtown is imperative to provide enough daily demand to help those business's thrive. I have seen downtown transition from predominantly hair salons and bakeries to predominantly restaurants. A better balance is needed with a more diverse mix of business's to keep downtown San Carlos attractive and desirable. The housing portion must be linked to the capability of schools to accommodate an expected increase since a major draw for San Carlos now is the high quality of the school system. All of this should be done with transportation needs at the forefront to link the areas together while offering attractive alternatives to cars as the mode of transportation. In the end, just as in society in general, the driving of more personal interaction and connection amongst neighbors in residential areas, owners and workers in business areas, and employees in commercial areas should be a common goal as it is the greatest way to ensure a safe and positive environment for all. People looking out for others, feeling a sense of connection, and caring about the environment around them is the best way to create and maintain a safe and thriving community.

*** What do you think the City of San Carlos should do to attract and retain high quality businesses? Required if interested in Economic Development & Advisory Commission, otherwise enter N/A.**

There are two very different kinds of businesses in this discussion. There is the commercial type business that is being developed east of Laurel, and the small businesses and service type businesses closer to Laurel and the surrounding residential areas. San Carlos is doing the right thing in promoting the development of biotech focused businesses east of Laurel. Developers have told me this is the best type of building for them because it is a type of work that requires the employees to come to the place of employment. You can't do lab work and testing at home. As I mentioned above, the best thing San Carlos can do is to look at that entire area as if it is one company developing a campus type environment connecting many separate buildings. Doing this will create a sense of community amongst the businesses and employees, even though they are with different companies. This creates a unique environment to San Carlos that attracts more businesses, and is consistent with the overall plan for San Carlos to maintain and continue to drive the small town community feeling that sets it apart. Attracting and retaining high quality businesses in the Laurel street areas requires making it easy and desirable for customers to access a diverse mix of high quality service oriented businesses. There needs to be several different reasons people want to go downtown, and offering desirable at different hours in the day. Just having restaurants means there is little traffic during the week, and during the day. You need a mix of business types to draw people in, and it must be easy to move around and accomplish potentially several tasks with one trip. It is now proven that you must have housing close to downtown to provide the weekly foot traffic. San Carlos needs to continue to carefully develop this housing without losing sight of the neighborhood feel that is so valued by current and prospective new residents. Creating connections between the new commercial developments, and the downtown businesses will be vital. Continuing to connect the residential neighborhoods to the downtown businesses is also important. Having things like neighborhood nights downtown, and creating food courts for the new commercial developments that are serviced by the downtown restaurants are just two ideas that I think can help everyone be successful. A more diverse downtown, and a reputation amongst businesses as a city that will invest in helping them be successful is what will keep downtown alive and desirable.

*** What park improvements or recreational activities would be beneficial to the community? Required if interested in Parks, Recreation & Culture Commission, otherwise enter N/A.**

I was a very active participant in the fight for lights at Highlands and Heather. I also have been involved in the youth sports world here in San Carlos so am aware of the fight for field time. The first thing San Carlos needs to do is require direct contribution towards youth playing fields with each new development. Those funds should be used to create and maintain new playing fields in those commercial areas. Fields located amongst the new biotech buildings closer to 101 can be lit up and used 24/7 365 days a year if needed. The hours of usage will obviously most likely be directly opposite to the times the nearby buildings are used by employees so it is a perfect match. Having companies sponsor existing fields and attaching their names to them creates a sense of ownership, connection, and responsibility for the company to the field. A city/commercial company joint arrangement for funding and maintaining fields can be a win/win for everyone. Regarding recreational activities, I believe San Carlos does a good job of providing a good mix of activities for a wide range of ages. I'd like to see San Carlos make sure they keep up with trends in the sporting community. Flag football is growing rapidly, and provides an opportunity for both boys and girls. Obviously Pickleball is the growing senior sport these days so ongoing accommodation for that will be needed. Walking is the other senior activity, and the creation of walking clubs and walking events would be a really good idea. San Carlos will need to keep up with and address any issues that arise from playing on artificial turf. I believe Palo Alto is currently dealing with some community pressure and San Carlos will need to make sure the community feels they are paying attention and doing what's best for the kids. A neighborhood community garden in each of the parks located in a residential neighborhood now could be a great way to get folks who don't use those parks to come out, experience them, and care about their maintenance. Once a year the parks department then helps set up a neighborhood day where the food from the garden is enjoyed in a block party type event creating a link to a broader group of residents for the parks department.

*** Please list any other background information (business, education, personal) that might be useful in determining your eligibility.**

I can certainly be one of the few San Carlos High School residents who is on your board. As I mentioned, my background in working in collaborative environments will help me work constructively and cooperatively with any board. My economics degree, as well as managing corporate budgets, helps me understand the business end of things. Finally, direct experience working with the city regarding youth sports and capital improvement projects has given me an initial look into the challenges faced when trying to please a large and diverse group of residents and businesses.

*** How long have you been a San Carlos resident and/or worked in San Carlos?**

I began attending high school in San Carlos in 1972, and became a resident just after college in 1980, so 45 years.

*** Are you related to a current City of San Carlos employee? If yes, please provide the employee's name.**

No

*** How did you hear about this recruitment?**

- ☐ City website
- ☐ Social media
- ☒ City Newsletter
- ☐ Council, Commission or City Staff referral
- ☐ Other

Acknowledgement of Responsibilities

Commissioners serving on the San Carlos Planning and Transportation Commission and the Economic Development Advisory Commission are designated filing officials required to submit a Statement of Economic Interests (Form 700) upon assuming office, as well as annually thereafter. Form 700 is a public document and will be made available upon request in accordance with disclosure laws.

Furthermore, these designated officials must complete mandatory Ethics Training pursuant to AB 1234.

*** By typing your name below, you confirm that the information provided in this form is true and accurate and acknowledge the above responsibilities and understand that your application is a public document which may be disclosed upon request.**

Vincent W Gritsch
