



Staff Report

TO: City Council

FROM: Elizabeth Gibbs, City Manager
Darron Usher, Principal Management Analyst

DATE August 19, 2025

SUBJECT: Discussion and Direction Regarding Elected Official Attendance at the 2026 ICSC “Innovating Commerce Serving Communities” Conference

Description A discussion item to receive City Council direction on attendance at the Innovating Commerce Serving Communities (ICSC) Conference held annually in May in Las Vegas, Nevada.

Background and Analysis:

Each year, a team of City staff and two assigned City Council members attend the ICSC Conference to network with retailers, developers, and brokers, and promote economic development opportunities within the City. The event has proven valuable for fostering relationships that support commercial growth, retail attraction, and overall economic vitality.

At the June 17, 2025, City Council meeting, staff provided a recap of this year’s ICSC conference. During this recap, Councilmember White expressed interest in allowing more than two members of the City Council to attend future ICSC conferences. His suggestion stemmed from the belief that expanding attendance may increase the City’s visibility, create more connection opportunities, and further economic development objectives. Concerns about a potential Brown Act violation were raised by the City Attorney. It was determined that an item be brought back before the City Council for further discussion and direction to staff.

Fiscal Impact:

The estimated cost of this staff report is \$350.

Expanded participation would result in increased travel, registration, lodging, and per diem costs. Estimated costs for each attendee average between \$2,000 – \$3,000 depending on location and registration timelines. The current approved budget for ICSC for City Council is \$4,178.00.

Recommended Action:

Discuss and provide direction to staff.