

ECONOMIC VITALITY COMMITTEE MEETING MINUTES

February 18, 2021

7:30 a.m.

Via Zoom – Recording Link

https://cityofpleasanton.zoom.us/rec/share/UGGm5PMq1dzd4zwRnMHNkLJ-IHiwSJHDNubTVdmy-SA9dFOzXGJ3TiNWQlwykJYA.aq5_AGLdcZFTwTY0

CALL TO ORDER/INTRODUCTIONS

Meeting called to order at 7:33 a.m. by EVC Chair Steve Van Dorn. Committee members present were Councilmember Jack Balch, Steve Van Dorn, Daniel Watson, Ellen Pensky McGraw, Harsh Gohil, Michael Li, Roderick O'Brian, Shareef Mahdavi, Steve Baker, Steve Berberich, Steve McCoy-Thompson, Tracy Farhad, and Will Doerlich. City staff present were Economic Development Manager Lisa Adamos and Deputy City Manager Pamela Ott. Committee members that joined the meeting after roll call include PUSD Board Trustee Kelly Mokashi, Lee Slimm and Tiffany Cadrette.

AGENDA AMENDMENTS

No agenda amendments were made.

PUBLIC COMMENT

There was no public comment.

CONSENT CALENDAR

The January 21, 2021, meeting minutes were approved as presented on motion by Will Doerlich and second by Steve McCoy Thompson by a vote of 14-0-0.

PUBLIC HEARINGS AND OTHER MATTERS

City Council Liaison Report

Councilmember Jack Balch provided the following City Council updates:

- At the February 2 meeting, the City Council voted 4-1 not to participate with other regional agencies in water supply alternatives studies which includes potable reuse, which would have required a \$300,000 contribution by the City.
- At the February 16 meeting, City Council received the Comprehensive Annual Financial Report (CAFR), which is dated through June 30, 2020. The CAFR revealed an overall growth in the city and stable position compared to the prior nine months. The effects of the COVID-19 pandemic remain to be seen.

- The Council received an update on the post-retirement benefits obligations and CalPERS unfunded liabilities. Costs continue to increase, with the City able to address the costs until 2027 at which time the City's budget will not sufficiently cover these costs and other funding sources – such as the 115 Trust – will be utilized.
- Changes to the second reading of the proposed ordinance to enact City standards for Accessory Dwelling Units (ADUs) that are consistent with State requirements was brought to the City Council, which included consideration to move away from the existing allowance for a 1,200 square foot (or smaller) dwelling unit in exchange for two options: 1) 850 square foot one-bedroom dwelling unit and 2) 1,000 square foot two-bedroom dwelling unit. The updated second reading and final adoption will take place at an upcoming Council meeting.
- The City Council voted to continue an educational approach to encourage mask wearing via signage and other messaging, in lieu of setting an administrative citation/fine penalty.
- The Mayor and City Council ratified three Planning Commissioners, from the 17 interested community members who applied.

City Council Work Plan 2021-2022 Recommendations

Deputy City Manager Pamela Ott requested the committee members confirm the EVC's recommendations for the City Council Work Plan. She provided an overview of the committee's actions at the February 18 meeting as follows:

Retain these existing economic development related priorities:

1. *Expand Pleasanton's Life Sciences Sector*
2. *Develop Coordinated Business Support Program*

Combine three existing economic development related priorities and add support to an existing community development related priority as one priority titled *Business Infrastructure*:

1. *Complete Johnson Drive Economic Development Zone*
2. *Develop a Fiber Master Plan*
3. *Update Business Improvement District Structure*
4. *Develop a Stoneridge Mall Framework (existing priority under Community Development Department)*

Ms. Ott shared that after further staff review, it was determined that combining several priorities into one would be impractical since large scale projects, such as *Stoneridge Mall Framework* and *Johnson Drive Economic Development Zone*, exist as individual projects for which the City plans and allocates funding through the Capital Improvement Program.

Further, Ms. Ott explained how fiber planning is dependent on service providers and that City staff in Engineering and other departments was already coordinating applications for infrastructure upgrades, such that and it would be appropriate to consider removing this priority from the recommendations.

Committee member Steve McCoy-Thompson and PUSD Board Trustee Kelly Mokashi requested that considerations be taken relative to expanding services to youth for job and development opportunities possibly related to the *Expand Pleasanton's Life Sciences Sector* priority. Ms. Ott responded that she will bring these comments to Library and Recreation Department staff where two existing priorities under Youth Programs address these suggestions: 1) *Expand Recruitment Strategies for Youth and Young Adults* and 2) *Expand Connections to Youth and Teen Services*.

After discussion concluded, Steve McCoy-Thompson made a motion to include the following as EVC's recommendations:

1. *Complete Johnson Drive Economic Development Zone*
2. *Expand Pleasanton Life Sciences Sector*
3. *Develop Coordinated Business Support Program*
4. *Update Business Improvement District Structure*

PUSD Board Trustee Kelly Mokashi seconded the motion. Will Doerlich amended the motion to add support for:

5. *Develop a Stoneridge Mall Framework (existing priority under Community Development Department)*

Steve McCoy-Thompson accepted the amendment. Steve Baker seconded the motion, which passed with a vote of 14-0-1 with Councilmember Jack Balch abstaining.

Business Assistance Program Activities for 2021

Based on the interest of the EVC to provide input on the Coordinated Business Support Program after receiving a Business Assistance Program activities update at the January 21 meeting, Ms. Adamos provided a short overview of how the current activities support the Coordinated Business Support Program framework. The framework activities support the Economic Development Strategic Plan Priority Areas, which are:

- Priority Area A: Business Development and Communication
- Priority Area B: Built Environment and Workforce
- Priority Area C: Economic Health and Resilience

The framework for the business support program was presented which provides the programs and activities currently in the Economic Development work plan. The primary activities for each pillar were noted as "in place," "planned," or "to be developed."

EVC member questions and comments included:

- How does ombudsman support work and does it address the suggestion of a designated staff for small business projects?
 - Ombudsman support provides a point of contact for business inquiries and those seeking approvals. Both the Deputy City Manager and Economic Development Manager, in addition to Planning, Engineering, and Code Enforcement staff offer support to businesses that have inquiries and need focused assistance.

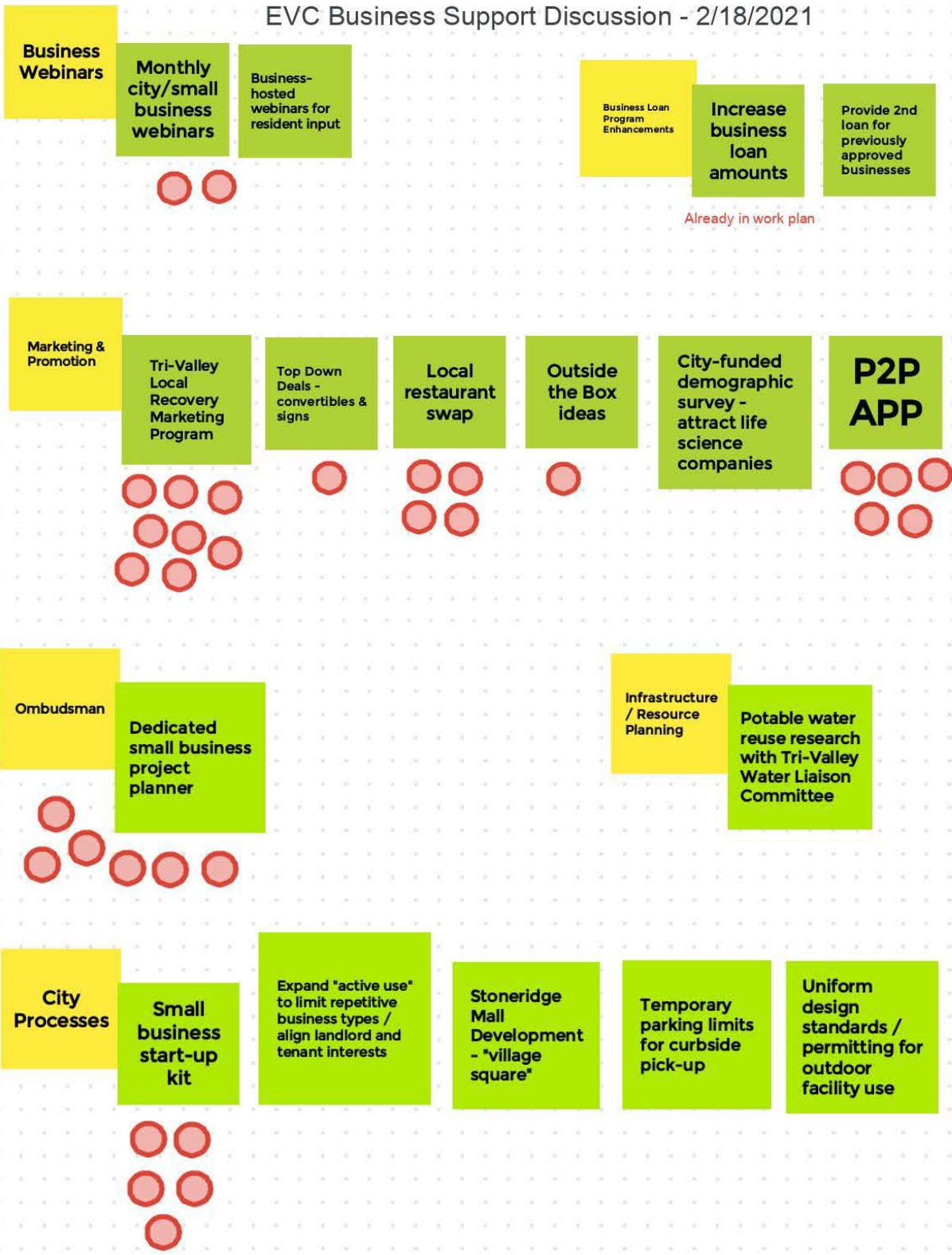
- Response to inquiries and issues occurs on an ongoing basis.
- Which activities and programs are most effective, therefore worth the time and effort of City staff?
 - From a City standpoint, many of the activities are deemed important for a particular audience.
- A Business Needs Survey is crucial to determine which programs and activities to focus on in order to help businesses.
 - Previously, a Business Needs Survey was conducted every three years. Staff was directed to consider surveying every 3-5 years as differences in survey results received from year to year were not significant.
 - It is important to have EVC's feedback that a Business Needs Survey is suggested.
 - Consider a recovery-focused survey with specific questions relative to post-pandemic business support.
- Consider support for youth and young adult business opportunities under the Resident Awareness pillar.
- What does the City do for the Life Sciences Summit and what is the infographic?
 - The City partners with various organizations to implement programs, including i-GATE for the Life Sciences Summit and Innovation Tri-Valley to create materials.
- Prioritize activities for short- and long-term effectiveness to create a balance for the work plan and staff resources.
- Leverage partnerships to accomplish items on the work plan.

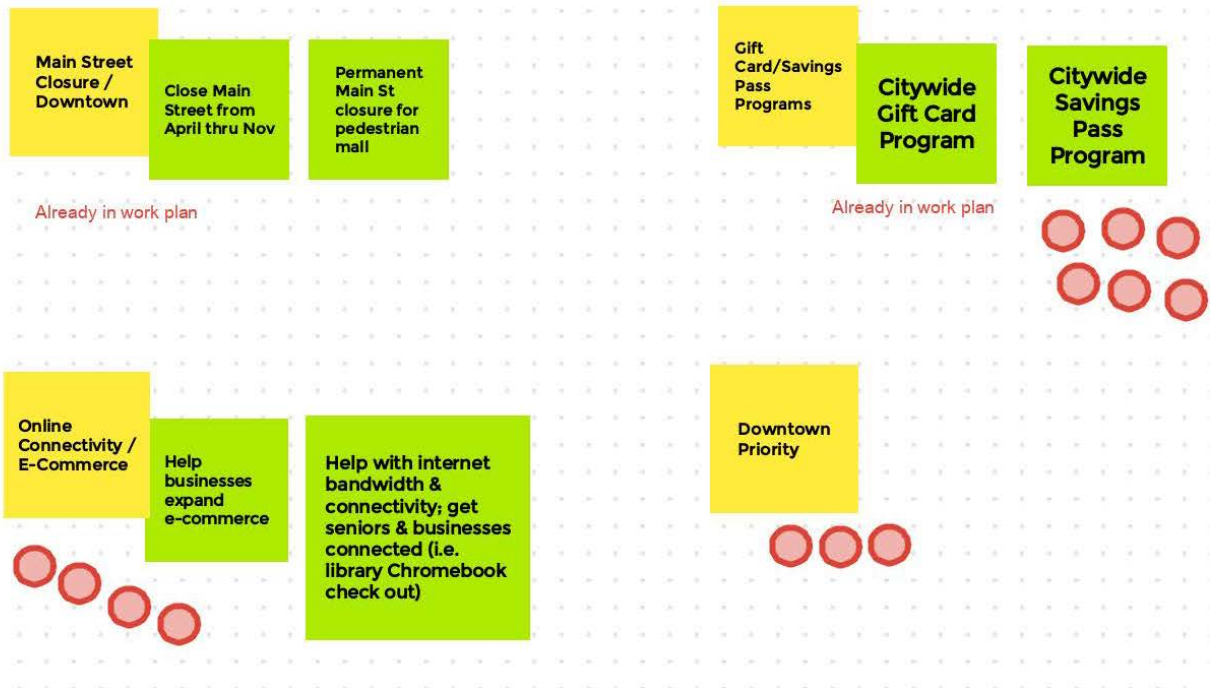
Ms. Ott introduced how the ideas suggested by EVC were incorporated for future consideration and how they fit within the framework. She invited questions or specific clarifications offered by any of the committee members:

- P2P App – Ellen Pensky provided an explanation for the app, which promotes business-to-business services (e.g., printing, insurance, etc.) so that Pleasanton businesses are aware of local service providers.
- Ombudsman for dedicated planning staff for small business projects – how does this differ from what is already in place?
 - Planning Division has an informal designated staff person that responds to more complex Downtown Pleasanton business inquiries and applications, and also draws from expertise of other Planning staff. This would likely be similar in nature for small business projects.

EVC Vice Chair Shareef Mahdavi provided an overview on how the EVC will provide three votes on proposed activities and conducted the voting while Ms. Adamos read the activities and recorded the votes. The results were provided on a Google Jamboard (images provided below):

EVC Business Support Discussion - 2/18/2021





Staff will take note of the results and consider a prioritization of activities deemed a high priority by the EVC. All suggestions will be kept on record for future discussion.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

No matters were initiated.

Mr. Van Dorn informed the committee that next month’s main presentation is the City’s Climate Action Plan 2.0. Ms. Ott added that the EVC will be asked for feedback on the City’s Housing Element at a future meeting.

MEETING ADJOURNED

The meeting was adjourned at 9:03 a.m.