

CITY COUNCIL AGENDA REPORT

August 17, 2021
Economic Development

TITLE: APPOINTMENT OF 2022 ADVISORY BOARD FOR THE DOWNTOWN PLEASANTON BUSINESS IMPROVEMENT DISTRICT

SUMMARY

State law requires the City Council to annually appoint an advisory board to the Downtown Pleasanton Business Improvement District (BID) to prepare the annual budget and report for determining the annual assessments to be levied on the businesses within the BID. The budget, report and assessments are determined on a calendar year basis and the assessments are collected annually along with the City business license fees. The next collection period will be the 2022 calendar year.

RECOMMENDATION

The Pleasanton Downtown Association met and is recommending to the City Council the PDA Executive Committee comprised of the following individuals to serve as this year's Advisory Board:

President – Terri Terry
President Elect – Todd Utikal
Past President – Bryan Bowers
Secretary – Christina Wahl

Staff recommends the Council appoint these individuals as the 2022 Advisory Board for the Downtown Pleasanton Business Improvement District.

FINANCIAL STATEMENT

The current agreement between the District and the City requires the City to match the annual assessments paid by businesses in the District. In 2021, the City match from the General Fund is estimated to be approximately \$75,000. Staff anticipates the 2022 match (if approved) will similarly be around \$75,000; this is included in the City's and the PDA's budgets. In addition to the direct City contribution, the City provides a significant amount in indirect funding which includes staff time to administer the PDA assessments and contract, assistance and support for events, as well as the cost to maintain downtown planters, cleaning sidewalks, and garbage pickup.

BACKGROUND

Chapter 3, Section 36530 of the Parking and Business Improvement Area Law of 1989 requires the City Council to appoint an advisory board to prepare the annual budget with a report describing the improvements and activities of the downtown improvement district and the related funding sources. The report will also outline any recommended changes to the boundaries of the district and/or the methodology of assessing each business.

DISCUSSION

The City Council’s appointment of the Advisory Board is the first step in a three-step process for establishing and levying the annual assessments in the Downtown Pleasanton Business Improvement District. The members of the Executive Committee of the Pleasanton Downtown Association are the proposed Advisory Board for 2022, which includes:

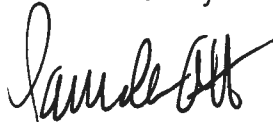
- President – Terri Terry
- President Elect – Todd Utikal
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The second step is the submittal of an annual report and budget, and adoption of a resolution of intention to set a time for a public hearing on the levy of the proposed assessment for calendar year 2022. The final step of the process is to hold a public hearing and approve of the final report adoption of a resolution levying the Downtown Pleasanton Business Improvement District assessment for 2022.

Following is the proposed schedule of events:

Date	Action
8/17/2021	Ratification and Appointment of Advisory Board for 2022
10/19/2021	Acceptance of the 2021 Annual Report and 2022 Budget and Adoption of Resolution of Intent to Levy Assessment for 2022 and Set Public Hearing for 11/16/2021
11/16/2021	Hold Public Hearing and Adoption of Resolution Levying the Pleasanton Downtown Business Improvement District Assessment for 2022

Submitted by:



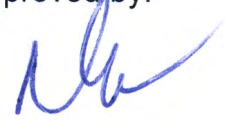
Pamela Ott
Deputy City Manager

Fiscal Review:



Tina Olson
Director of Finance

Approved by:



Nelson Fialho
City Manager