



**ECONOMIC VITALITY COMMITTEE  
MEETING MINUTES**

**February 17, 2022**

**7:30 a.m.**

Via Zoom – Recording Link

[https://cityofpleasanton.zoom.us/rec/share/iIKHEBvn8T7d5mnhSgkAr8T\\_now4RRKWpS7hl\\_o8LA3dNoYlowL6mJizyGZKhF68.VypcSHPr7PP6USJU](https://cityofpleasanton.zoom.us/rec/share/iIKHEBvn8T7d5mnhSgkAr8T_now4RRKWpS7hl_o8LA3dNoYlowL6mJizyGZKhF68.VypcSHPr7PP6USJU)

Passcode: 1cJ\$yA6v

**CALL TO ORDER/PLEDGE OF ALLEGIANCE**

Meeting called to order at 7:32 a.m. by EVC Chair Tracy Farhad followed by the Pledge of Allegiance.

**ROLL CALL**

Present: Councilmember Jack Balch, PUSD Trustee Kelly Mokashi, Steve Van Dorn, Ellen Pensky-McGraw, Shareef Mahdavi, Steve Baker, Tracy Farhad, Will Doerlich, Brian Wilson, Daniel Watson, Michael Li, Steve McCoy-Thompson, Roderick O’Brien, Tiffany Cadrette, and Amos Nugent (non-voting attendee).

Absent: Andres Ripa, Harsh Gohil, Laura Brooks, Reena Gupta, and Sylvia Tian

City staff: Economic Development Manager Lisa Adamos, Deputy City Manager Pamela Ott, and Economic Development Office Assistant Cailin Gavagan

**AGENDA AMENDMENTS**

No agenda amendments were made.

**CONSENT CALENDAR**

The January 20, 2022, meeting minutes were approved as presented on motion by Steve Van Dorn and second by Steve Baker by a vote of 14-0-0.

**PUBLIC COMMENT**

There was no public comment.

**PUBLIC HEARINGS AND OTHER MATTERS**

**City Council Liaison Report**

Councilmember Jack Balch provided the following updates:

- At its February 1 meeting, the City Council:

- Approved funding agreement with the Alameda County Transportation Commission related to the West Las Positas Bicycle and Pedestrian Improvements Project
- Received overview of City's Water Conservation Program and provided direction on the City's Water Efficient Lawn Conversion Rebate Program
- Approved a Downtown Parklet Grant Program to assist businesses approved to participate in the Downtown Parklet Program
- At its February 8 meeting, the City Council:
  - Received composition of draft maps submitted by demographer for City Councilmember district-based elections
  - Continued discussions of potential sites to be considered as part of the Sites Inventory for the 2023-2031 (6<sup>th</sup> Cycle) Housing Element Update
- At its February 15 meeting, the City Council:
  - Adopted the final Climate Action Plan (CAP) 2.0
  - Approved revised Debt Management Policy for the City of Pleasanton
  - Proclaimed February 2022 as Rotary in Pleasanton month
  - Considered a Planned Unit Development (PUD) Plan in the Happy Valley Specific Plan area (Spotorno Ranch), allowing for the development of 22 residential units
  - Approved framework for Weekend on Main Street Closure Program in Downtown Pleasanton
  - Accepted the Annual Comprehensive Financial Report (ACFR) and other related audits for the year ending June 30, 2021
- The Pleasanton Chamber of Commerce held their "State of the Chamber" event on February 16
- Starships Technologies launched a robot delivery service at Lucky California (W Las Positas Blvd) on National Innovation Day, February 16
- Visit Tri-Valley's Taste Tri-Valley Restaurant Week begins February 18
- District Elections will be discussed at the next City Council meeting on February 24

### **Draft Outdoor Dining Installation Program**

Economic Development Manager, Lisa Adamos, provided an overview of the draft Outdoor Dining Installation Grant Program, which is similar to the Downtown Parklet Grant Program in that it provides financial assistance to eating establishments interested in installing a semi-permanent outdoor area for dining.

The draft Outdoor Dining Installation Grant Program will reimburse eligible expenses incurred by the business related to the design and installation of an outdoor eating area. The grant amount will reimburse up to 50 percent of the total cost, not to exceed \$10,000 per business.

Applications will be accepted on a first-come, first-served basis beginning April 1, 2022. The program will end on April 1, 2023, until total funds are exhausted, or a date determined by the City Council. Ms. Adamos reviewed the eligibility criteria for businesses which include, but are not limited to:

- Obtain necessary permits from the City of Pleasanton by submitting plans to the Permit Center
- Not be otherwise eligible for grant funding from the City of Pleasanton through the Downtown Parklet Grant Program
- Be physically located in the City of Pleasanton

- Possess an active City of Pleasanton Business License
- Be in good standing with the City of Pleasanton and demonstrate compliance with the County Health Order
- Be an eating or drinking establishment (e.g., restaurant, bakery, bar, brewery, café, coffee/tea, etc.)

Businesses that are corporately owned chains, franchise establishments, home-based businesses, hotels, or property owners who are not also the owner of the business are not eligible. Ms. Adamos reviewed the eligible expenses which include, but are not limited to:

- Outdoor furniture
- Umbrellas or other City-approved weather protection
- Lights, heaters, menu boards, host stations, planters, etc. that are used within the outdoor dining area
- Construction materials, such as roofing (if permitted), flooring, railing, or barriers around the outdoor dining area, as approved by the City of Pleasanton
- Construction services for outdoor dining improvements or installation
- Cost of architecture/design services with a limit up to \$5,000

Expenses not eligible for reimbursement include, but are not limited to:

- Business furniture that is not associated with and approved as part of the parklet program (i.e., indoor furniture, back patio furniture, etc.)
- Façade and other site improvements not specifically listed or approved as part of the parklet permit
- Branded or sponsor-type products or structures

Ms. Adamos reviewed the process for businesses to apply, which would include an application, itemization of paid expenses, and copies of receipts.

EVC member questions and comments included:

- Suggestion to reverse the process by having businesses apply for the grant program before applying for the permits to build.
  - Ms. Adamos commented that other departments would need to be consulted and shared that a pre-approval model was applied at another city.
- If someone is leasing a space, are they able to apply for the grant program?
  - Ms. Adamos responded that if a business is leasing a space and they have the property owner's and City's approval, the business would be able to apply for the grant program.
  - Ms. Ott added that the intent of this program is to incentivize the business owner, not the property owner.
- How are business owners going to find out about this opportunity?
  - Ms. Adamos responded that information will be shared with the business upon project approval as well as various communication channels, including the City's business newsletter and commercial business license list..
- Is there a way for businesses to submit their plans to build instead of expense receipts, so businesses are not incurring the expense upfront?
  - Ms. Adamos responded that the program is written as a reimbursement of expenses, so the business would need to incur the expenses and then be reimbursed by the City, similar to the Downtown Parklet Grant Program.
  - Ms. Ott added that there is a short turnaround time, typically within a couple of weeks, for businesses to be reimbursed once approved.

- Is there a requirement for the business owner on the installation timeline?
  - Ms. Adamos responded that there is no timeline requirement established for the grant program.
  - Ms. Ott added that the building permit one receives does have an expiration date, so it's not an indefinite approval in that regard.
- Does every business need to remove their parklets in February for the annual tree cleaning and maintenance?
  - Ms. Ott responded that businesses are being instructed to build their parklets so that they can be cleaned underneath. Businesses are aware that there will be times where no patrons can be on the parklets, such as the annual tree cleaning.
- Will there be different rules that would apply to exactly what you can do, and will there be similar instances with the removal of parklets that are on private property versus public right-of-way?
  - Ms. Ott responded that on public land it's the City's responsibility versus on private property, it is the private property owner's responsibility.
  - Ms. Ott added that the difference with the Downtown Parklet Program where there are two parklet options for businesses, these installations are located on private property and will have unique circumstances.
- The Downtown Parklet Grant Program allowed for retail businesses to apply on a case-by-case, is there reason retail businesses were excluded from this program?
  - Ms. Adamos responded that when developing this program, we looked at similar programs in other communities and the number of potential applicants that might take advantage of this grant program and the majority were restaurants.
  - Councilmember Balch noted a point of clarification that the Downtown Parklet Program is not limited to restaurant businesses only, retail businesses may also apply for a parklet.
- For the Downtown Parklet Grant Program, the City is allowing reimbursement for parklets previously constructed if it complies with the guidelines, so will the City reach back a bit as they draft these rules?
  - Ms. Ott confirmed that it is the City's intention to support businesses the best way possible so as some businesses have made an investment and can meet the current guidelines, the same consideration would be true for this program.
- Are the downtown parklets not going to be in the street?
  - Ms. Adamos responded that in reference to the Downtown Parklet Program, parklets will be located in the parking spaces in front of the businesses as approved by the City.
  - Councilmember Balch added that City staff has determined available spaces downtown for the parklets
- If I have space in front of my business that could be used as a parklet, do I have the ability to sell it to an adjoining business owner? Is there any marketing capability?
  - Ms. Ott responded that parklets, particularly in downtown, need to be in front of the business. As the current program is written, if there is an opportunity to expand a parklet, with permission of the adjacent property owner and business owner, then that is allowed.
- Are other cities participating in similar grant parklet programs?
  - Ms. Adamos responded that neighboring cities including Livermore, Danville, and Dublin, have offered similar grant programs.
- Is there a communications program to spread the news about this program?

- Ms. Adamos responded that as soon as the program is approved, a communications plan will be put in place to include the City's social media channels and other email capabilities.
- Once approved, what would be the next steps?
  - Ms. Adamos responded that the proposed program and EVC's recommendation will be brought to the City Council on March 15
  - Ms. Ott added that the primary purpose of advisory committees is to provide feedback to the Council and help with their decision making.

City staff's recommendation was accepted as presented on motion by Steve Van Dorn and second by Steve Baker by a vote of 14-0-0.

### **Economic Development Information/Updates**

None were noted.

### **MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE**

EVC member, Brian Wilson, inquired about the "realities" which Councilmember Balch referred to that City Council had to consider regarding Weekends on Main. Councilmember Balch responded that considerations included the Pleasanton Downtown Association (PDA) facing staffing challenges and insufficient funding, as well as balancing the needs between retailers and restaurants. Ms. Ott added that residents who lived downtown also expressed difficulties with the street closures each weekend, adding another factor that City Council had to consider.

Board Trustee Kelly Mokashi requested consideration to discuss how to help engage the youth and young adults in the community. Ms. Adamos shared that the City of Pleasanton will be hosting Youth in Government Day in March.

EVC member Steve McCoy-Thompson informed the EVC that Pleasanton Partnerships in Education (PPIE) is looking for volunteers for mock interviews with Foothill High School students on March 30 and 31.

Ms. Farhad announced that Visit Tri-Valley's Taste Tri-Valley Restaurant Week begins February 18, noting that there are 33 restaurants, 8 wineries, and 2 breweries participating. Ms. Farhad added that Sabio on Main is hosting a chef collaboration kick-off on February 17 in sponsorship of Open Heart Kitchen. BottleTaps will also be hosting a collaboration event with Livermore's McGrail Winery on February 23.

### **MEETING ADJOURNED**

The meeting was adjourned at 8:37 a.m.