



**ECONOMIC VITALITY COMMITTEE
MEETING MINUTES**

November 17, 2022
7:30 a.m.
Remillard Room – 3333 Busch Road

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:32 a.m. by Acting Chair Steve Baker followed by the Pledge of Allegiance.

ROLL CALL

Present: Councilmember Jack Balch, James Cooper, Steve Baker, Steve McCoy-Thompson, Will Doerlich, Michael Li, Andres Ripa, Daniel Watson, Roderick O’Brien, and Brian Wilson. Reena Gupta and Bridget Karl arrived after attendance was taken.

Absent: PUSD Trustee Kelly Mokashi, Sylvia Tian, Tracy Farhad, and Shareef Mahdavi

City staff: Economic Development Manager Lisa Adamos and Economic Development Office Assistant Cailin Gavagan

AGENDA AMENDMENTS

No agenda amendments were made.

CONSENT CALENDAR

The October 20, 2022, meeting minutes were approved as presented on motion by Will Doerlich and second by Steve McCoy-Thompson by a vote of 12-0-0.

PUBLIC COMMENT

There was no public comment.

PUBLIC HEARINGS AND OTHER MATTERS

City Council Liaison Report

Councilmember Jack Balch provided the following updates:

- The following events were held in the past month:
 - Sunflower Soiree, Sunflower Hill’s annual fundraising gala on October 21
 - Tri-Valley Haven held a Shelter Rebuild Dinner on October 22
 - The cricket league toured the new cricket fields
 - PPIE Fall Gala on November 4
 - Pleasanton Chamber of Commerce Community Service Awards on October 27
 - Transportation Corridor Ribbon Cutting on October 26

- DSRSD hosted a community outreach meeting to discuss the treatment plant
- Annual Veterans Day parade on November 11
- At its November 1 meeting, the City Council:
 - New Commission and Committee members Oath of Office
 - Approved a professional services agreement for Diversity, Equity, and Inclusion Program Design and Development
 - Received an overview of the 2022 State legislative session and key housing-related bills signed into law
 - Introduced and waived first reading of an Ordinance amending the Pleasanton Municipal Code concerning councilmember salaries
- At its November 15 meeting, the City Council:
 - Approved letter from the Mayor to the East Bay Regional Park District Board of Directors requesting a city and Park District Liaison meeting to discuss the Garms Staging Area and other City and District matters
 - Approved a resolution levying the Downtown Pleasanton Business Improvement District Assessment for 2023
 - Presented Small Business Saturday Proclamation
 - Considered authorizing staff to develop a Citywide Strategic Plan
 - Adopted the West Las Positas Boulevard Bicycle and Pedestrian Corridor Improvement Plan and authorized the Phase 1 improvements
 - Received an update on revised schedule and work plan for the 6th Cycle Housing Element Update
 - Adopted a resolution reauthorizing City Council eligibility for certain health and welfare benefits
- Fire Station No. 3 Ribbon Cutting will be held on Friday, November 18 at Noon

There were some questions and comments from EVC members regarding the Police department's current operations and services.

Economic Development Strategic Plan Progress Update

Willdan Financial Services has been actively working on Task 2: Economic Profile Analysis, where the objective is to collect and analyze key data on existing demographic, socioeconomic, economic, and real estate conditions to identify current and potential economic engines and formulate a baseline for community input and ultimately, the Economic Development Strategic Plan.

Principal Jade Shipman of Willdan Financial Services provided a progress update as well as a summary of interim SWOT analysis findings based on the data collected thus far, and an overview of next steps in the process.

Ms. Shipman presented the following work that has been completed thus far:

- Third party data analyses of geographic comparisons, demographic analysis, and market analysis
- Gathered data from interviews with key stakeholders by conducting in-person and phone interviews with multiple commercial brokers, City of Pleasanton staff, and representatives from key business organizations in Pleasanton including Hacienda, Stoneridge Shopping Center, Visit Tri-Valley, Pleasanton Chamber of Commerce, and the Pleasanton Downtown Association.

Ms. Shipman noted some upcoming items coming up in the short-term:

- Writing all findings in a draft Demographic and Economic Profile Report
- Analyze the data collected from CoStar and as well as the key stakeholder interviews

Ms. Shipman noted some upcoming items coming up in the long-term:

- Conducting SWOT analysis
- Review case studies from other surrounding communities
- Create a business retention strategy, workforce strategy, monitoring reporting, and implementation and funding plan

Ms. Shipman reviewed some preliminary strengths that the Project Team found:

- Strong, charming downtown
- Small businesses were supported during the pandemic
- Diverse retail offerings
- High quality of life, schools, and recreation amenities
- Effective regional collaboration
- Transportation corridor, BART, etc.
- A lot of available job opportunity
- Diverse and active sectors
- High quality labor force
- Increasing demand in hotel room nights
- Steady commercial building rents
- Maturing Life Sciences cluster
- History of fiscally responsible development

Ms. Shipman noted some room for opportunities that the Project Team found:

- Housing (facilitating affordability and some new stock will support ongoing employer attraction)
- Regional retail competition (outdoor and outlet malls)
- Unmet entertainment demand
- Refreshing downtown Business Improvement District (BID)
- Opportunity to increase hotel occupancy on weekends
- Deficient meeting space
- Opportunities to improve pedestrian experience between BART and surrounding development
- Aging infrastructure (need investments in telecommunications and water)
- Underutilized parcels (Hacienda and Stoneridge Shopping Center)
- Legal and regulatory such as modifying zoning definitions and reducing development timelines
- Opportunity to leverage private investment with public financing
- Need to preserve industrial space
- Development constrained by increasing materials cost, labor costs, and interest rates
- Lean City of Pleasanton Economic Development department staff for a city of this size

EVC member questions and comments included:

- Is Willdan coordinating with demographics that the schools are conducting?
 - Ms. Shipman responded no, but that would be a great point.
 - Ms. Adamos added that she has a demographic report that she will share with the Project Team.

- Is there something that Emeryville is doing for the Life Sciences sector that Pleasanton isn't doing?
 - Ms. Shipman responded that Emeryville's zoning is different as their industrial and commercial aren't separated.
- What was implied by the feedback that there's "nothing to do"?
 - Ms. Shipman responded that the few comments related to evening-type of activities like mini-golf or bowling.
- Is there anything for the youth in the plan so far?
 - Ms. Shipman responded not yet, as this is very preliminary.

Ms. Shipman concluded the conversation by asking the EVC for their input on which gaps and opportunities the members would select as their top priority? EVC member questions and comments included:

- Several comments were made regarding the City's zoning and mixed-use developments. Not a lot of adaptability as markets change.
- Utilities (water and electricity).
 - Frequent brown-outs due to grid at Stoneridge Shopping Center adversely affects businesses.
 - Water is a big concern.
- Workforce pipeline
 - Great initiatives (i.e., ROP) but Additional training and curriculum in schools could be helpful.
 - Youth programs
- Housing
 - Affordable housing and available inventory
 - Desirable to include ways Pleasanton can avoid common housing errors
- Transportation
 - Improve traffic, transportation, and pedestrian experience so that people will want to use BART as an alternative transit
 - Valley Link will be instrumental
- Stoneridge Shopping Center redevelopment (potential for more housing, entertainment, etc.)
- Further strengthening the relationship between the City of Pleasanton, Pleasanton Chamber of Commerce, and the Pleasanton Downtown Association

Economic Development Information/Updates

Ms. Adamos noted that Small Business Saturday will be on November 26 and the City is launching a media campaign beginning Monday, November 21 for the Gift Pleasanton eGift card Holiday BOGO that will begin on Black Friday, November 25.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

None were noted.

MEETING ADJOURNED

The meeting was adjourned at 9:00 a.m.