



**ECONOMIC VITALITY COMMITTEE
REGULAR MEETING MINUTES**

**December 15, 2022
7:30 a.m.
Remillard Room – 3333 Busch Road**

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:37 a.m. by EVC Chair Tracy Farhad followed by the Pledge of Allegiance.

ROLL CALL

Present: Andres Ripa, Brian Wilson, Councilmember Alternate Julie Testa, PUSD Trustee Kelly Mokashi, Bridget Karl, Roderick O’Brien, Steve McCoy-Thompson, EVC Chair Tracy Farhad, and Will Doerlich. Shareef Mahdavi arrived after attendance was taken.

Absent: Daniel Watson, Councilmember Jack Balch, Michael Li, Reena Gupta, Steve Baker, James Cooper, and Sylvia Tian.

City staff: Economic Development Manager Lisa Adamos, Economic Development Office Assistant Cailin Bassine, and Assistant City Attorney Larissa Seto

AGENDA AMENDMENTS

No agenda amendments were made.

1. CONSENT CALENDAR

The November 17, 2022, meeting minutes were approved as presented on motion by Will Doerlich and second by Kelly Mokashi by a vote of 7-0-2.

ROLL CALL VOTE:

AYES: Andres Ripa, Brian Wilson, Kelly Mokashi, Bridget Karl, Roderick O’Brien, Steve McCoy-Thompson, Shareef Mahdavi, and Will Doerlich.

NOES: None

ABSENT: Daniel Watson, Councilmember Jack Balch, Michael Li, Reena Gupta, Steve Baker, James Cooper, and Sylvia Tian.

ABSTAIN: Councilmember Julie Testa and EVC Chair Tracy Farhad.

MEETING OPEN TO THE PUBLIC

None.

PUBLIC HEARINGS AND OTHER MATTERS

2. City Council Liaison Report

Councilmember Testa provided committee members with updates from the City Council meeting that was held on December 6 and informed members that the new City Councilmembers would be sworn into office at the upcoming City Council meeting on December 20.

3. 2022 Pleasanton Commuter Survey Results Overview

Ms. Adamos reviewed with committee members FM3 Research's findings for the 2022 Commuter Survey and comparisons to the findings of the survey conducted in 2017 with a PowerPoint presentation. The final report is provided as Attachment 1. No vote was taken.

EVC Chair Tracy Farhad opened public comment. Economic Development Manager, Lisa Adamos, shared a public comment received by email from Hacienda General Manager, James Paxson. Chair Farhad closed the public comment.

4. Information About Updated Commissioner's Handbook

Ms. Seto advised committee members that in July 2022 City Council updated its "City Council Meeting Rules of Procedure" for how meetings need to be conducted and directed that the applicable changes be made to the Commissioner's Handbook. She noted that substantive parallel modifications incorporate Rosenberg's Rules of Order (replacing Roberts Rules of Order) and other procedural requirements.

5. Selection of Chair and Vice Chair for 2023

Recommendation: Tracy Farhad for EVC Chair and Brian Wilson for EVC Vice Chair. A motion was made by Shareef Mahdavi, seconded by Will Doerlich.

ROLL CALL VOTE:

AYES: Andres Ripa, Brian Wilson, Councilmember Julie Testa, Kelly Mokashi, Bridget Karl, Roderick O'Brien, Steve McCoy-Thompson, Shareef Mahdavi, Tracy Farhad, and Will Doerlich.

NOES: None

ABSENT: Daniel Watson, Councilmember Jack Balch, Michael Li, Reena Gupta, Steve Baker, James Cooper, and Sylvia Tian.

ABSTAIN: None

6. Economic Development Information/Updates

Ms. Adamos noted Item 3 in the agenda packet which notes the EVC meeting dates for 2023.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

Committee members requested the City's Local Purchasing Policy and an update on the Stoneridge Mall Framework project as future meeting topics in the upcoming year.

MEETING ADJOURNED

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