



**ECONOMIC VITALITY COMMITTEE
REGULAR MEETING MINUTES**

**February 16, 2023
7:30 a.m.
Remillard Room – 3333 Busch Road**

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:33 a.m. by EVC Chair Tracy Farhad followed by the Pledge of Allegiance.

ROLL CALL

Present: Vice Chair Brian Wilson, Councilmember Valerie Arkin, Bridget Karl, Chair Tracy Farhad, Will Doerlich, Steve Baker, Reena Gupta, Steve McCoy-Thompson, PUSD Trustee Justin Brown, James Cooper, and Roderick O’Brien. Daniel Watson and Sylvia Tian arrived after attendance was taken.

Absent: Andres Ripa, Michael Li, and Shareef Mahdavi.

City staff: Economic Development Manager Lisa Adamos, Economic Development Office Assistant Cailin Bassine, Assistant City Manager Pamela Ott, and Director of Community Development Ellen Clark

AGENDA AMENDMENTS

No agenda amendments were made.

1. CONSENT CALENDAR

The January 19, 2022, meeting minutes were approved as presented on motion by Will Doerlich and second by Steve Baker by a vote of 12-0-0.

ROLL CALL VOTE:

AYES: Vice Chair Brian Wilson, Councilmember Valerie Arkin, Bridget Karl, Chair Tracy Farhad, Will Doerlich, Steve Baker, Reena Gupta, Steve McCoy-Thompson, PUSD Trustee Justin Brown, James Cooper, Roderick O’Brien, and Daniel Watson.

NOES: None

ABSENT: Andres Ripa, Michael Li, Shareef Mahdavi, and Sylvia Tian.

ABSTAIN: None

MEETING OPEN TO THE PUBLIC

EVC Chair Tracy Farhad opened public comment. There were no public comments. Chair Farhad closed public comment at 7:36 a.m.

PUBLIC HEARINGS AND OTHER MATTERS

2. City Council Liaison Report

Councilmember Arkin provided updates from the special City Council meeting held on January 26 and the regular City Council meeting held on February 7.

3. Receive Update on Stoneridge Mall Framework Components

Director of Community Development, Ellen Clark, provided an update on the Stoneridge Mall Framework Components, that were adopted by City Council on January 26, 2023. The summary of the Stoneridge Mall Framework Components are in the report that is provided as Attachment 1.

EVC Chair Tracy Farhad opened public comment. There was no public comment. Chair Farhad closed public comment at 8:17 a.m.

4. Economic Development Information/Updates

Ms. Adamos acknowledged some important upcoming events, Visit Tri-Valley's Inspiration Guide and the City of Pleasanton's new dining guide that were included as Item 4 in the packet and noted Taste Tri-Valley Restaurant Week that will be from February 24 to March 5, 2023.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

MEETING ADJOURNED

The meeting was adjourned at 8:57 a.m.