



## ECONOMIC VITALITY COMMITTEE REPORT

November 16, 2023  
City Manager

**TITLE:           RECEIVE UPDATE ON CITY COMMISSIONS AND COMMITTEES  
REORGANIZATION FOR ECONOMIC VITALITY COMMITTEE**

### **BACKGROUND**

Evaluation of the City's commission and committee structure is included in the FY 2023/24 - FY 2027/28 ONE Pleasanton Strategic Plan goal of *Optimizing Our Organization* as part of a strategy to evaluate and enhance community engagement opportunities. To better align with the City's organizational structure, streamline opportunities for community input and engagement and increase efficiency for commission and committee members as well as supporting staff members, the City Council voted to create an ad-hoc Council subcommittee to discuss commission and committee restructure and present a recommendation for the City Council's consideration.

The Council subcommittee reviewed and discussed several options for consolidation of committees and commissions and developed recommendations presented to the City Council on October 17, 2023, for input and formal approval at a future City Council meeting. A deferral of the fall commission and committee recruitment process was also considered. The City Council approved some of the recommendations on October 17, 2023, including the proposed reorganization of the Economic Vitality Committee. The remainder of the commission and committee reorganization will be discussed at the December 5, 2023, City Council meeting.

### **Existing Structure**

The following is the current composition of the Economic Vitality Committee (EVC), including vacancies:

- Members: 22 (One representative from varied industries and business organizations and one citizen-at-large)
- Frequency of Meetings: Monthly

The City has strong partnerships with local business-supporting organizations such as Visit Tri-Valley, Pleasanton Chamber of Commerce, and the Pleasanton Downtown Association. City staff facilitates ongoing collaboration and information-sharing opportunities among these partners, such that their input to the City is already incorporated into recommendations presented to the City Council. Focusing the membership of the Economic Vitality Committee on industry sector representatives provides additional perspectives and insights to be shared with City staff and the City Council on issues that impact the local economy.

## **Approved New Committee Structure**

The new committee structure which was recommended by the Council subcommittee and approved by the City Council creates the most consistency, with nine-member committees, meetings every other month, and four-year terms, and allows for greater staff efficiency by reducing the number of meetings and meeting preparation time while also ensuring that each committee has a sufficient workload that is meaningful toward advising the City Council, thereby providing more community impact by each member.

The following is the new composition of the EVC:

- Members: 9 members comprised of one representative from industry sectors, including commercial real estate, downtown business, retail, information technology, life sciences, commercial services, professional services, and 2 at-large members who are residents of Pleasanton
- Frequency of Meetings: Meet every other month

The seven (7) industry groups represented are defined below:

1. Commercial Real Estate - A representative from a commercial builder, developer, or business specializing in commercial real estate leasing or sales, with an office located in Pleasanton or who directly serves the Pleasanton community.
2. Downtown Business - A representative from a business located in the city's downtown district.
3. Retail – A representative from a retail business selling goods or services directly to customers in-store located in Pleasanton.
4. Information Technology – A representative from an information technology business that provides materials or services with an office located in Pleasanton.
5. Life Sciences – A representative from a business involved with research, development or manufacturing of pharmaceuticals, biotechnology, medical devices, biomedical technologies, nutraceuticals, cosmeceuticals, food processing, and other products with an office located in Pleasanton.
6. Commercial Services – A representative from a business specializing in commercial services with an office located in Pleasanton.
7. Professional Services - A representative from a business specializing in professional services with an office located in Pleasanton.

## **Implementation**

There are currently 12 members on the EVC, including six business and community representatives. Five industry sector representatives and one citizen-at-large member will remain on the committee. Three new members will be recruited as part of the spring commission and committee recruitment process. It is anticipated that the EVC will reach

the amended number of members by April 2024. The following factors are considered in implementing the reorganization:

- Compliance with City procedures regarding attendance, mandatory ethics training, and annual filing of Form 700 Statement of Economic Interests. There are currently policies that would allow City Council to remove commissioners who do not meet attendance parameters, do not complete the required ethics training, or do not complete the Form 700; adhering to these policies would immediately (and over time) reduce the number of total commissioners.
- Attrition due to resignation or expiration of commission/committee terms (i.e., not filling positions as they become vacant).

As committees are established by City Council resolution, following a final restructuring plan is presented and approved, staff will update enacting legislation for City Council's adoption. This is anticipated to occur in January 2024.

### **Annual Workplan Recommendation**

To ensure that commissions and committees are working in concert with the City Council toward identified community goals, staff recommends that each commission and committee submit an annual workplan to the City Council. These annual workplans should connect to the citywide strategic plan goals and be submitted to the City Council in December of each year for the following calendar year. If approved by the City Council, this annual workplan process would be incorporated into the enacting legislation for each commission and committee.

**ACTION: RECEIVE UPDATE ON CITY COMMISSIONS AND COMMITTEES REORGANIZATION FOR ECONOMIC VITALITY COMMITTEE**