



**ECONOMIC VITALITY COMMITTEE
REGULAR MEETING MINUTES**

**November 21, 2023
7:30 a.m.
3333 Busch Road, Remillard Meeting Room**

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: Chair Tracy Farhad, Vice Chair Brian Wilson, Councilmember Valerie Arkin, Roderick O'Brien, Shareef Mahdavi, and Steve McCoy-Thompson. James Cooper arrived after attendance was taken.

Absent: Andres Ripa, PUSD Trustee Justin Brown, Daniel Watson, and Reena Gupta

City staff: Deputy City Manager Alexa Jeffress and Economic Development Manager Lisa Adamos

AGENDA AMENDMENTS

None were noted.

1. CONSENT CALENDAR

The August 17, 2023, meeting minutes were approved as presented on motion by Councilmember Valerie Arkin and second by Steve McCoy-Thompson by a vote of 6-0-0.

ROLL CALL VOTE:

AYES: Chair Tracy Farhad, Vice Chair Brian Wilson, Councilmember Valerie Arkin, Roderick O'Brien, Shareef Mahdavi, and Steve McCoy-Thompson.

NOES: None.

ABSENT: Andres Ripa, PUSD Trustee Justin Brown, Daniel Watson, and Reena Gupta

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 7:47 a.m.

PUBLIC HEARINGS AND OTHER MATTERS

2. City Council Liaison Report

Councilmember Arkin provided updates from the regular City Council meetings held on September 5, September 19, October 3, October 17, and November 7.

3. Receive Update on City Commissions and Committees Reorganization for Economic Vitality Committee

Economic Development Manager, Lisa Adamos provided an overview of the approved changes to the EVC reorganization, including the introduction of new industry sector representation and conversion from current sectors. Ms. Adamos also provided the proposed timeline for implementation of the reorganization, which will occur after enacting legislation is adopted at a future City Council meeting.

4. Selection of EVC Chair and Vice-Chair for 2024

EVC Chair Tracy Farhad opened the discussion and identified Brian Wilson's interest in serving as Chair for 2024. No nominations were made for Vice Chair. ~~Shareef Mahdavi~~ Chair Tracy Farhad made a motion to select Brian Wilson as Chair for 2024 and seconded by ~~Steve McCoy-Thompson~~ Shareef Mahdavi. (Corrected from February 2024 version) The motion passed 7-0-0.

ROLL CALL VOTE:

AYES: Chair Tracy Farhad, Vice Chair Brian Wilson, Councilmember Valerie Arkin, Roderick O'Brien, Shareef Mahdavi, James Cooper, and Steve McCoy-Thompson.

NOES: None.

ABSENT: Andres Ripa, PUSD Trustee Justin Brown, Daniel Watson, and Reena Gupta

ABSTAIN: None.

5. Receive Economic Development Strategic Plan Update

Economic Development Manager, Lisa Adamos provided an overview of Year One implementation priorities and tasks currently being undertaken by Economic Development staff.

6. Receive Economic Development Information/Updates

Ms. Adamos noted the Crime Prevention webinar for the Business Community recording is available on the City of Pleasanton YouTube channel and joint Chamber-City Economic Drivers luncheon held the day prior. Chair Tracy Farhad shared Visit Tri-Valley's upcoming Cheer with Beer promotion. The EVC meeting scheduled for December 21, 2023, is canceled.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

None were noted.

MEETING ADJOURNED

The meeting was adjourned at 8:59 a.m.