



**ECONOMIC VITALITY COMMITTEE
REGULAR MEETING MINUTES**

**February 15, 2024
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 Brian Wilson followed by the Pledge of Allegiance.

ROLL CALL

Present: PUSD Trustee Laurie Walker, Chair Brian Wilson, James Cooper, Reena Gupta, Roderick O'Brien, and Shareef Mahdavi

Absent: Councilmember Valerie Arkin, Andres Ripa, Daniel Watson, Steve McCoy-Thompson, and Tracy Farhad

Quorum not met.

City staff: Assistant City Manager Pamela Ott, Deputy City Manager Alexa Jeffress, Director of Library and Recreation Services Heidi Murphy, and Economic Development Manager Lisa Adamos

AGENDA AMENDMENTS

None were noted.

1. CONSENT CALENDAR

Approval of the November 16, 2023, meeting minutes was postponed to the April 18, 2024, meeting due to the absence of a quorum.

MEETING OPEN TO THE PUBLIC

EVC Chair Brian Wilson opened public comment. There were no public comments. Chair Wilson closed public comment at 7:47 a.m.

PUBLIC HEARINGS AND OTHER MATTERS

2. City Council Liaison Report

Councilmember Arkin was absent, therefore Assistant City Manager Ott and Deputy City Manager Jeffress noted that a DEI and Needs Assessment updates were heard at the January City Council meeting. The agenda reports are available at the city's website.

3. Approval of 2024 Meeting Dates

This item is postponed for the next meeting due to lack of quorum.

4. Discussion: Funding Pleasanton’s Future

Deputy City Manager Jeffress provided a presentation on the city’s financial status, which included the potential for a sales tax increase to be placed on the November ballot. Numerous questions were raised to which Assistant City Manager Ott and Deputy City Manager Jeffress addressed.

5. Provide Feedback on Draft Agreement with Pleasanton Downtown Association

Economic Development Manager Lisa Adamos provided an overview of the draft agreement with the Pleasanton Downtown Association, noting updates from the current agreement. The current 5-year agreement expires at the end of the year.

6. Receive Economic Development Information/Updates

Ms. Adamos noted the 2024 Energy Summit to be held on March 19, and the State of the City Address by Mayor Karla Brown to be held on March 26.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

None were noted.

MEETING ADJOURNED

The meeting was adjourned at 8:58 a.m.