



ECONOMIC VITALITY COMMITTEE REGULAR MEETING MINUTES

June 20, 2024

7:30 a.m.

3333 Busch Road, Remillard Meeting Room

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:32 a.m. by EVC Chair Brian Wilson followed by the Pledge of Allegiance. Introductions were made by all EVC members.

ROLL CALL

Present: Chair Brian Wilson, Davinder Channon, Igor Leonov, Ken Benhamou, Roderick O'Brien, Shareef Mahdavi, and Steve McCoy-Thompson

Absent: Reena Gupta, Daniel Watson

City staff: Director of Finance Susan Hsieh, Economic Development Manager Lisa Adamos

AGENDA AMENDMENTS

None were noted.

1. CONSENT CALENDAR

Approval of the April 18, 2024, meeting minutes were approved as presented on motion by Roderick O'Brien and second by Steve McCoy-Thompson.

MEETING OPEN TO THE PUBLIC

Chair Brian Wilson opened public comment. There were no public comments. Chair Wilson closed public comment.

PUBLIC HEARINGS AND OTHER MATTERS

2. Presentations on Citywide Sales Tax Revenue and Retail Development Program

Finance Director Susan Hsieh provided an overview of sales, use, and transaction taxes, which included definitions of taxes, breakdown of sales tax rate, Top 25 sales tax producers for 4th Quarter 2023, tax group comparisons, sales tax performance by industry groups, City's annual sales tax revenue, and per capita sales tax trends. The EVC asked questions of clarification.

Alex Greenwood of Alex Greenwood Group, consultant to the City to develop a retail development program, provided an overview of the existing market dynamics, Pleasanton's current retail landscape, and scope of work. The EVC provided feedback for consideration in the program development. Economic Development Manager Adamos noted that progress will be shared with the EVC throughout the year-long process.

3. Update on Economic Development Strategic Plan Implementation

Ms. Adamos noted that each EVC member received a printed copy of the Economic Development Strategic Plan and Economic Profile Report and acknowledged the status of implementation for the current fiscal year as Year 1 in the agenda report. No further action required.

4. Receive Economic Development Information/Updates

Ms. Adamos noted the Sales Tax Update for 4Q2023 and business-related events provided in the agenda packet. She also announced that the next EVC meeting scheduled for August 15, 2024 will be held at the City Council Chambers.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

None were noted.

MEETING ADJOURNED

The meeting was adjourned at 8:54 a.m.