



ECONOMIC VITALITY COMMITTEE MEETING MINUTES

February 20, 2020
7:30 a.m.
Remillard Conference Room
3333 Busch Road, Pleasanton

CALL TO ORDER/INTRODUCTIONS

Meeting called to order at 7:31 a.m. by EVC Chair Steve Van Dorn. Committee members present and introduced were Steve Van Dorn, Councilmember Julie Testa, Ellen Pinsky McGraw, Sylvia Tian, Kristen Hayes Kuse, Harsh Gohil, Shareef Mahdavi, Steve Berberich, Chiman Lee, Olivia Sanwong, Tiffany Cadrette, Steve Baker, Will Doerlich, Glen Sparks/Beth Cutter and Tracy Farhad. Committee members not in attendance were Christina Nystrom Mantha, Jeffrey Chen, Michael Li, and Kristin LaPorte. Guest was Hacienda General Manager James Paxson. City staff present were Economic Development Office Assistant Nicole Rodriguez, Economic Development Manager Lisa Adamos and Deputy City Manager Pamela Ott.

AGENDA AMENDMENTS

No agenda amendments were made.

PUBLIC COMMENT

There was no public comment.

CONSENT CALENDAR

The December 19, 2019, and January 16, 2020, meeting minutes were approved as presented on motion by Steve Baker and second by Will Doerlich by a vote of 13-0-0. Chiman Lee and Tracy Farhad arrived after the vote was taken.

INFORMATION UPDATES

Deputy City Manager Pamela Ott reviewed the Upcoming Meetings and Events listing. EVC Chair Steve Van Dorn added Olivia Sanwong will be speaking on behalf of Zone 7 Water Agency at the upcoming Pleasanton 2020 Forum on March 11 at the Chamber of Commerce.

PUBLIC HEARINGS AND OTHER MATTERS

City Council Liaison Report

Councilmember Julie Testa provided the following City Council updates:

- There was extensive discussion regarding East Side Pleasanton at the February 18 City Council meeting; the item was continued to the March 3 City Council meeting.

- Council voted to certify the EIR and approve the General Plan Amendment and PUD rezoning for the Johnson Drive Economic Development Zone.
- Council took action on the Vaping/Tobacco restrictions; they voted as follows:
 1. Prohibit sale of flavored tobacco citywide (no exceptions) 4-1 (Pentin)
 2. Prohibit sale of electronic smoking devices and related paraphernalia citywide (no exceptions) 5-0
 3. No new tobacco retailers or tobacco stores within 1,000 feet of public schools, parks and recreation centers (grandfather existing) 4-1 (Testa)
 4. Delegate to City Manager development of administrative Tobacco Retailer Licensing (TRL) program 5-0
 5. Prohibit possession of tobacco products by persons under age 21 (subject only to confiscation and diversion) 5-0

Overview and discussion regarding Hacienda

Hacienda General Manager, James Paxson, provided an overview on Hacienda. James highlighted Hacienda's beginnings, current standings, and what the projection and plans are for the future. Hacienda's location with regard to access of workforce, infrastructure and quality of life plays a key role in the success and stability of the business park.

Update on Local Business Support Program

Pamela Ott informed the EVC the City Council adopted the Local Preference Policy with slight changes at its January 21, 2020 meeting. The Ordinance will be effective March 5, 2020 and internal processes will be implemented to ensure purchases are made in accordance with the policy.

Ms. Ott also shared that the P2P Portal survey that is currently advertised on the Business License new and renewal forms has gotten little response. Upon completion of the business license renewal period, Business License will be able to provide an updated list of current Pleasanton Businesses that will be utilized to send the survey.

Future Meeting Topics

Ms. Ott provided future meeting topics to the EVC. EVC Chair Steve Van Dorn welcomed input on future meeting topics.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

No matters were initiated.

MEETING ADJOURNED

The meeting was adjourned at 9:08 a.m.