



ECONOMIC VITALITY COMMITTEE MEETING MINUTES

January 21, 2021

7:30 a.m.

Via Zoom – Recording Link https://cityofpleasanton.zoom.us/rec/share/CmLIG9-0j5srlFn7U1jZuYA7PieH8fQOko0v9UC2_qKrh9C1hcxdfWGv49F9Jl1_ATwT07D42ZjHPehy
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CALL TO ORDER/INTRODUCTIONS

Meeting called to order at 7:33 a.m. by EVC Chair Steve Van Dorn. Committee members present were Councilmember Jack Balch, PUSD Board Trustee Kelly Mokashi, Steve Van Dorn, Brian Wilson, Daniel Watson, Ellen Pensky McGraw, Harsh Gohil, Michael Li, Roderick O'Brian, Shareef Mahdavi, Steve Baker, Steve Berberich, Steve McCoy-Thompson, Sylvia Tian, Tiffany Cadrette, Tracy Farhad, and Will Doerlich. City staff present were Senior Management Analyst Sean Walsh, Economic Development Manager Lisa Adamos and Deputy City Manager Pamela Ott.

AGENDA AMENDMENTS

No agenda amendments were made.

PUBLIC COMMENT

Steve Van Dorn welcomed new committee members, Daniel Watson, Steve McCoy-Thompson, Brian Wilson, Councilmember Jack Balch, and PUSD Board Trustee Kelly Mokashi. There was no additional public comment.

CONSENT CALENDAR

The February 20, 2020, meeting minutes were approved as presented on motion by Steve Baker and second by Will Doerlich by a vote of 15-0-0. Steve Berberich and Tracy Farhad joined the meeting after the vote was taken.

PUBLIC HEARINGS AND OTHER MATTERS

City Council Liaison Report

Councilmember Jack Balch called on Deputy City Manager Pamela Ott to provide the following City Council updates:

- Public meetings for City Commissions and Committees are resuming in a virtual format.
- The City Council voted 4-1 to approve the first reading of the proposed ordinance to enact fee changes for Accessory Dwelling Units (ADUs) at its January 19 meeting. The

second reading and final adoption will take place at an upcoming Council meeting. Much of the Council's discussion was around the allowance of ADUs on the second story given concerns about impacts to neighbors' views; this was not supported as part of the Council's action.

- The City Council unanimously approved energy options under the East Bay Community Energy program for Renewable 100 as the default electricity product for Pleasanton municipality accounts and Brilliant 100 as the default electricity product for Pleasanton's residential, commercial and industrial accounts. A communication campaign is forthcoming to inform the community.
- The City Council approved amendments to the Down Payment Assistance Program, creating additional support and opportunities for local residents to access available housing based on income levels.
- There was discussion on how the EVC can provide input to help small businesses. PUSD Board Trustee Kelly Mokashi asked the EVC to consider how to bridge a connection between supporting small businesses and schools. City staff will solicit business support ideas from EVC and compile for discussion at the February meeting.

Selection of Chair & Vice Chair for 2021

Economic Development Manager Lisa Adamos provided an overview on the selection process for the EVC chair and vice-chair. Trustee Kelly Mokashi made a motion to appoint Steve Van Dorn as EVC Chair and Shareef Mahdavi as Vice Chair; Sylvia Tian seconded the motion. The motion passed by a vote of 17-0-0.

Overview of City Business Assistance Program Activities

Ms. Adamos provided an overview of the Council's approval of a Business Assistance Program framework at its April 15, 2020 meeting. The program includes the following four key elements:

- **Four-month deferral of Transient Occupancy Tax (TOT)** payments without incurring penalties;
- **City Utility Waiver and Deferrals** to waive late fees and initial deposits for water and sewer accounts;
- Creation of a **\$3 million Business Support Fund** to provide zero-interest, short-term loans to small businesses; and
- **Business Communication and Promotion**

The status of the Business Support Fund loan program was presented, including a summary of applicant data and funds dispersed to date. An overview of additional business support actions, activities and programs was also provided, including information on *A Weekend on Main*, which was a partnership with the Pleasanton Downtown Association for Main Street closure to allow downtown businesses to extend their footprint for outdoor dining and other operations. Interested businesses applied through the Planning Department with a no-fee application. Temporary outdoor displays were also allowed outside of downtown on private property with a no-fee application. Upon the conclusion of *A Weekend on Main*, a Downtown Pop-Up Program was offered to businesses through a no-fee application through the Planning Department.

EVC member questions and comments included:

- Communication from the City has been effective
- Positive support for *A Weekend on Main*
- What were the reasons why Business Support Fund loan applications were not approved?
 - The majority of applications that were not approved were due to not having a physical office or business location (i.e., remote or virtual) which was an eligibility requirement.
- Which business support programs will continue?
 - Staff is considering additional programs pending available resources, including a gift card program as well as continuing to partner with the Pleasanton Chamber of Commerce and Pleasanton Downtown Association.
 - Councilmember Jack Balch added that the EVC should prioritize the discussion on how to move forward with continued business support, keeping in mind how mental health can be addressed.
- Was demographic information available for approved County CARES Act Grant Program applications?
 - Staff responded that they received data from the County and will check to see if demographic information was provided.
- Can efforts be made to expand business support citywide?
 - It was confirmed that efforts are generally deployed citywide and that additional efforts will be made to ensure communication is directed citywide.
- Would like business support efforts to integrate opportunities for positive effect on youth.
- How long is the approval process for the business loan program?
 - It typically takes between 2-3 weeks from applying to receiving the loan check.

City Council Work Plan 2021-2022

Deputy City Manager Pamela Ott introduced Senior Management Analyst Sean Welch who provided an overview of the City Council Work Plan prioritization process. Mr. Welch noted that there are 71 projects included in the draft work plan that are ongoing, underway, and planned. Keeping in mind that there are limited resources available and a large number of projects already in the plan, it was recommended that the committee identify and recommend 2-3 priorities.

Ms. Ott reviewed the five existing economic development related priorities in the draft City Council Work Plan and provided an overview of each priority. She added that the committee might consider providing support for the priority, *Develop a Stoneridge Mall Framework*, which exists as a general project in the work plan, as it is relevant to the work and priorities of the EVC. Ms. Ott offered that the EVC consider not adding any new priorities but evaluate existing priorities and which ones to move forward.

Discussion included retaining *Develop Coordinated Business Support Program* as a priority, with Ellen Pensky McGraw suggesting that language relating to the pandemic be added. There

was consensus for providing support for the *Develop a Stoneridge Mall Framework* priority as well as retaining *Expand Pleasanton Life Science Industry Sector* a priority.

There was initial support for removing *Develop a Fiber Master Plan* as an economic development related priority, while also a suggestion that expanding the city's network should be considered a priority somewhere in the work plan. Will Doerlich suggested combining some priorities under a broad grouping related to business infrastructure, which would comprise the continuation of efforts on infrastructure that draws business to the city.

Ellen Pinsky made a motion to include the following as EVC's recommendations:

1. Retain *Develop Coordinated Business Support Program*, adding language to acknowledge local recovery
2. Retain *Expand Pleasanton's Life Sciences Industry Sector*
3. Add *Support Business Infrastructure*, including these existing priorities:
 - a. *Complete Johnson Drive Economic Development Zone*
 - b. *Update Business Improvement District Structure*
 - c. *Develop a Stoneridge Mall Framework*
 - d. *Develop a Fiber Master Plan*

Will Doerlich seconded the motion, which passed with a vote of 16-0-1 with Councilmember Jack Balch abstaining by leaving the meeting prior to the discussion.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

No matters were initiated.

MEETING ADJOURNED

The meeting was adjourned at 9:07 a.m.