



**ECONOMIC VITALITY COMMITTEE  
MEETING MINUTES**

**April 15, 2021**

**7:30 a.m.**

Via Zoom – Recording Link

[https://cityofpleasanton.zoom.us/rec/share/LwzDxllqvirNXSH0ovJw8u6raa4I2xHNAKZ9ypjj0Ec  
oNSp5xCf54VJQv7GorIjd.-umaSFUxB0lv8Lbe](https://cityofpleasanton.zoom.us/rec/share/LwzDxllqvirNXSH0ovJw8u6raa4I2xHNAKZ9ypjj0Ec<br/>oNSp5xCf54VJQv7GorIjd.-umaSFUxB0lv8Lbe)

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**CALL TO ORDER/PLEDGE OF ALLEGIANCE**

Meeting called to order at 7:32 a.m. by EVC Chair Steve Van Dorn followed by the Pledge of Allegiance.

**ROLL CALL**

Present: Councilmember Jack Balch, PUSD Board Trustee Kelly Mokashi, Steve Van Dorn, Brian Wilson, Ellen Pensky McGraw, Harsh Gohil, Roderick O’Brien, Shareef Mahdavi, Steve Baker, Steve Berberich, Steve McCoy-Thompson, Sylvia Tian, Tiffany Cadrette, Tracy Farhad, Lee Slimm, Michael Li and Will Doerlich

Absent: Jeff Chen, Daniel Watson

City staff: Economic Development Manager Lisa Adamos, Deputy City Manager Pamela Ott and Economic Development Office Assistant Cailin Gavagan

**AGENDA AMENDMENTS**

No agenda amendments were made.

**CONSENT CALENDAR**

The March 18, 2021, meeting minutes were approved as presented on motion by Will Doerlich and second by Steve Baker by a vote of 17-0-0.

**PUBLIC COMMENT**

There was no public comment.

**PUBLIC HEARINGS AND OTHER MATTERS**

**City Council Liaison Report**

Councilmember Jack Balch provided the following City Council updates:

- There were no City Council meetings between the March and April EVC meetings.
- The City received an increased number of commission and committee applications. Councilmember Jack Balch urges people to apply for openings which are typically posted twice a year.
- Councilmember Balch clarified that at the March 18 EVC meeting, he stated that the Axis Community Health pilot program will be for ages 12-18 years old but clarified it is for ages 5 and up.
- At the upcoming April 20 City Council meeting, the Council will consider amending campaign spending limits, and Housing and Human Services grants recommendations.
- The Council Priorities Workshop will be held on Wednesday, April 28 at 5:30 PM.
- Councilmember Balch acknowledged Sylvia Tian for her coordination of the Stop Asian Hate Rally held in Dublin.

## **Coordinated Business Support Program Update**

### **A. Tri-Valley Recovery Campaign**

EVC Chair Steve Van Dorn introduced Economic Development Manager Lisa Adamos, who referenced the Coordinated Business Support Program framework presented at the EVC Meeting on February. Ms. Adamos introduced President and CEO of Visit Tri-Valley Tracy Farhad to discuss the *To Tri-Valley, with Love* campaign. Ms. Farhad presented a local recovery campaign for all five Tri-Valley cities (Pleasanton, Dublin, Livermore, San Ramon and Danville) that would leverage combined resources and create a broader regional message.

The *To Tri-Valley, with Love* campaign will launch May 1 and run through June 30. It will encourage locals to make a promise to spend locally by signing up for the free promise pass - a digital savings passport that can be used at over 100 businesses who are offering discounts and special offers. There is also a chance to win a \$500 gift card for those who sign up and participate in the program. Ms. Farhad demonstrated various creative collateral and artwork specifically for Pleasanton. Media buys for this program will include TV commercials, radio and social media channels. Each city will have its own website (e.g., *To Pleasanton, with Love*) that will allow residents to sign up for the promise pass as well as see which businesses are participating.

Next steps in the process include finalizing partner creatives, cities' approval of the press release, photo and video shoots, and distribution of the tool kit with the cities, chambers of commerce, downtown organizations and businesses.

EVC member questions and comments included:

- Could local realtors also join the campaign and offer a type of promotion?
  - Ms. Farhad responded that realtors may participate. The deadline for businesses to join the promise pass will be on April 30 by emailing [justin@visittrivalley.com](mailto:justin@visittrivalley.com)
- It was suggested that a flyer be created that realtors can include in welcome packets to bring new residents to the community and make them aware of downtown and other

promotions that are available and could highlight this type of program, or work with businesses who might be interested in offering a discount to new residents.

Ms. Farhad reiterated that this program will be relying upon the Pleasanton Chamber of Commerce, PDA, realtor organizations and restaurants to get the word out. They will be providing a toolkit of assets so that everyone can post and share this program.

### **B. Shop Small Support Local**

Economic Development Manager Lisa Adamos introduced Pleasanton Downtown Association (PDA), Executive Director Tiffany Cadrette. Ms. Cadrette explained that the Pleasanton Downtown Association is a 501(c)6 non-profit funded by business assessment fees, city contribution, sponsors and events.

Ms. Cadrette provided an overview of the *Shop Small, Support Local* campaign, which was initially launched in November 2020 for Small Business Saturday. With COVID-19 restrictions and capacity limitations, the *Shop Small, Support Local* campaign was extended to continue support for spending local and supporting the downtown businesses.

The campaign recently introduced downtown spotlight videos which allow members of the community to meet downtown merchants and get to know the business owners that make the downtown special.

### **C. Weekend on Main**

Ms. Cadrette announced that Weekend on Main will return on April 30 and run through September 6. Main Street will be closed every Friday at 3 PM until Sunday at 8 PM. This provides the downtown businesses the opportunity to expand into the street and use the space for business activities. The idea of this campaign is to bring the community downtown and provide support to downtown businesses who are now trying to recover from the pandemic.

Ms. Cadrette shared that surveys were conducted by the PDA after Weekend on Main in 2020 and found that 81.5% of businesses were open to Weekend on Main returning in 2021, and 48.9% of businesses participated in Weekend on Main 2020 when asked if their businesses were impacted by this event 44.6% affirmed they were affected positively and 20.7% affirmed they were affected negatively.

Ms. Cadrette encouraged the EVC members to subscribe to the downtown newsletter and follow the PDA on social media to stay up to date on what is happening in downtown.

EVC member questions and comments included:

- Why would businesses not want to participate in Weekend on Main?
  - Certain businesses, like retailers, have more difficulty conducting business outdoors, (e.g., bringing merchandise outdoors).
  - Many downtown businesses also faced staffing limitations last year.
  - Parking limitations also impacted downtown businesses.
- Concerns over parking downtown during these events

- Ms. Cadrette stated that they are encouraging and educating the community on where they can access parking and find ways to get residents downtown.
- Concerns over how the Tri-Valley Recovery Campaign will fit with the Downtown campaigns. Will there be cross promotions?
  - Ms. Farhad responded that there is a cross promotional opportunity because the intent of the campaign is to drive the community to specific areas and that's where Weekend on Main can complement the promise pass. Ms. Farhad explained further that the promise pass will provide discount deals at participating downtown locations.
- Will there be any plan for promoting non-profit organizations locally, such as free booths at events or provide a discounted rate to allow non-profits to promote themselves?
  - Ms. Cadrette responded that community booth spaces are available at the Farmer's Market at a minimal fee.
- Comments about consideration for a long-term, not just post-COVID recovery, activity or event to get youth downtown.
- Concern that PDA only received responses from 100 out of the 600 businesses downtown and that the survey results may not be indicative of how the broader 600 businesses feel.
  - Ms. Cadrette stated that 100 responses is a reasonable response, based on previous surveys conducted, and that the feedback on this survey was one of the most highly responded. Additionally, many businesses that responded are located on Main Street, thus posing a reasonable capture of Main Street businesses.

Ms. Ott shared that as we discuss Weekend on Main and other events, the intent is to drive residents and visitors into the businesses themselves to help buoy them, while still ensuring we're remaining attentive to all the COVID-19 protocols.

Ms. Ott further explained that we want to do our best to support and provide opportunities to downtown and businesses across our community. The Promise Pass has a nice representation of downtown as well as other parts of the community, which demonstrates that we are creating something that works.

EVC Chair Steve Van Dorn announced that Tiffany Cadrette will be stepping down from the PDA and moving to a position at the Alameda County Fairgrounds. Ms. Cadrette stated that the PDA is currently recruiting for the Executive Director position and the announcement will be posted on various networks.

Committee member Steve Baker noted that on the City of Pleasanton's COVID-19 Business Support page under the PPP loan that the application period closes on March 31 and that it should be updated to May 31, as it was just extended. Mr. Baker also noted that there was no mention of the Employer Retention Credit and suggested it be included on the webpage as that is a potential program for employers to get some credits.

## **ECONOMIC DEVELOPMENT INFORMATION/UPDATES**

Economic Development Manager Lisa Adamos noted the monthly memo to Ms. Ott which provides an update on several items in the Coordinated Business Support Program framework and related activities, including communication and promotion pieces. For the business support loan fund program, almost \$1.3 million has been provided to 112 businesses to assist them during the pandemic.

Ms. Adamos introduced a city-wide gift card program, called *Gift Pleasanton*, that will be launching to coincide with the Visit Tri-Valley Local Recovery marketing campaign.

#### **MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE**

Councilmember Sylvia Tian inquired about the Livermore airport project and whether the EVC will take a position on it. Ms. Ott responded that it is not in the purview of the EVC and is being reviewed by the Planning Commission and City Council. Ms. Ott added that the City is monitoring the project closely and is aware it is of interest to the community.

PUSD board member Kelly Mokashi noted her desire to capitalize on the discussion regarding long-term goals for the closure of downtown's Main Street.

Mr. Van Dorn informed the committee of the Governor's recent announcement regarding the State's reopening on June 15 and would like the EVC to look at how this will impact the city and business community. Mr. Van Dorn also mentioned the American Rescue Plan and would like to know how that is going to impact the City of Pleasanton and what plans the City has with those funds.

#### **MEETING ADJOURNED**

The meeting was adjourned at 8:56 a.m.