



**ECONOMIC VITALITY COMMITTEE
MEETING MINUTES**

May 20, 2021

7:30 a.m.

Via Zoom – Recording Link

https://cityofpleasanton.zoom.us/rec/play/lvm92cbsJfvPetCTXGXQJTkTie78Cv0dtcnE3bpKCTmgyXVM2KH3PFK9Bg0tFe5IT85ftPB2XI6Zzd0y.DuDkbtj574F76u-y?continueMode=true&_xzm_rtaid=kjXru9_dTWgxYCTk1DWKkQ.1622741707612.521e5692c8bc6cfe84b7440f8faa74b5&_xzm_rhtaid=38

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CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:33 a.m. by EVC Chair Steve Van Dorn followed by the Pledge of Allegiance.

ROLL CALL

Present: Councilmember Jack Balch, Steve Van Dorn, Daniel Watson, Brian Wilson, Ellen Pensky McGraw, Harsh Gohil, Roderick O’Brian, Shareef Mahdavi, Steve Baker, Steve McCoy-Thompson, Sylvia Tian, Tracy Farhad, Lee Slimm, Reena Gupta and Will Doerlich. PUSD Board Trustee Kelly Mokashi joined the meeting after roll call.

Absent: Jeff Chen, Michael Li, and Zac Grant

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 April 15, 2021, meeting minutes were approved as presented on motion by Will Doerlich and second by Steve Baker by a vote of 15-0-0.

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:

- At its April 20 meeting, the City Council
 - considered campaign finances, including its first reading of \$1,000 voluntary contribution limit and spending limits of \$24,000 for a Council member and \$30,000 for a mayoral race.
 - fully funded Housing and Human Services, and Community, grant requests for housing, food assistance, and other basic needs.
- The City Council held two Priorities Workshops on April 28 and May 4 to review and revise a work plan for the coming two fiscal years.
- At its May 4 meeting, the City Council
 - approved City committee and commission appointments
 - approved the Johnson Drive Economic Development Zone Transportation Fees and Improvements.
- At its May 18 meeting, the City Council
 - adopted the FY2021-22 – FY2022-23 Work Plan
 - reviewed the City’s 2023-2031 Housing Element Update and Regional Housing Needs Allocation process

Councilmember Balch recommended the committee members could view both priorities workshops as it sets out a roadmap of business and social initiatives the City will address over the coming two fiscal years.

City Council Work Plan Priorities Update

EVC Chair Steve Van Dorn introduced Deputy City Manager Pamela Ott to highlight the outcomes of the City Council’s Work Plan discussions which included EVC recommendations:

- Complete Johnson Drive Economic Development Zone remained on the work plan
- Broad Council support for expanding Pleasanton’s life sciences industry sector
- Coordinated Business Support Program will also remain on the priority list.
- The recommended Fiber Master Plan did not remain on the priority list, but it is still of interest to the Council so will be addressed through alternate initiatives.
- Develop a Stoneridge Mall framework priority will remain on the Council’s priorities list, with notation that Stoneridge Shopping Center owner Simon Properties Group is interested in adding housing on parcels that are zoned for residential.

Ms. Ott also highlighted the recommendations brought forth from Pleasanton Downtown Association (PDA) that were incorporated by Council and moved to the Economic Development category of the work plan:

- Actively pursuing opportunities to expand and improve downtown parking.
- Continuing the *Shop Small, Support Local* program to support COVID recovery.
- Recruiting and retaining retail downtown
- Implement *Weekend on Main* downtown street closures.
- The Business Improvement District update was not included in the work plan but may be revisited when timing is appropriate.

Ms. Ott mentioned that restructuring the Economic Vitality Committee (EVC) was also added to the Council’s priority list, noting that through attrition the EVC’s size could be reduced to be similar to other City committees and commissions while retaining a range of industry sector representatives.

EVC member questions and comments included:

- It was suggested that a bus/motor coach drop-off location that is close enough to downtown be added allow for visiting groups and space for alternative modes of transportation such as Uber or Lyft.
- Comments about creating marketing materials highlighting downtown to be provided to new residents directly and through business partners such as realtors, etc.

Coordinated Business Support Program

A. Discussion regarding Business Assistance Brochure

EVC Chair Steve Van Dorn introduced Economic Development Manager Lisa Adamos who referenced the Business Assistance Brochure which was originally created to provide information and the process for starting and expanding a business in Pleasanton.

Ms. Adamos opened the floor for feedback from the committee on what we could do to update the Business Assistance Brochure. Feedback included:

- Update brochure as a landing page/website to improve relevance, speed, and time.
- Create infographics and videos that include hyperlinks.
- Add updated items such as safety, health, and flexibility.
- Add advantages of Pleasanton (e.g., health access, workforce, transportation, etc.)
- Add the different types of businesses/sectors instead of listing the top employers in Pleasanton (e.g., small businesses, life sciences, construction, healthcare, etc.); include links to those types of successful businesses with testimonials, videos, etc.
- Reference and add a link to Tri-Valley Connect to know which businesses are hiring.
- Provide updated building permit process and provide broader timeline.
- Market the attraction to life sciences and highlight 10X Genomics, Veeva and the Life Sciences Summit in Pleasanton.
- Include ACE Train, Stanford Valley Care and Alameda County Fairgrounds.
- Work with the school district and realtors to educate them about what Pleasanton offers.

Next steps will include City staff reviewing comments, beginning graphic design regarding some of the design elements, and coordinating with the City's website update. Ms. Adamos invited the EVC members to email her any additional comments.

B. Receive information on *Gift Pleasanton* Citywide Gift Card Program

Ms. Adamos introduced the Citywide eGift Card Program, *Gift Pleasanton*, which is a citywide electronic gift card valid at any participating merchant created to help Pleasanton businesses reactivate and recover from the effects of the pandemic.

Ms. Adamos provided an overview of the *Gift Pleasanton* platform, which is powered by *Yiftee, Inc.* Customers can access the platform through inPleasanton.com, the City's support local website, which provides a business directory on where to shop, dine, recreate, and stay in Pleasanton. Once customers are on the eGift Card online portal, they can purchase eGift cards online for themselves or send as a gift via email. Customers can view a map or download a printable list of participating businesses. Once a customer receives an eGift card, they can present it on their phone or print it out to use at a participating business. To incentivize and increase eGift card sales, the City will be sponsoring bonus cards with purchase; the bonus cards will only be offered until allocated funds are expended.

There is no cost for a business to participate in the program. Businesses appropriate for the eGift card program include restaurants, retail, hotels, recreation, etc. The two requirements for

businesses to participate are that they must be located in Pleasanton and accept MasterCard as a form of payment. Businesses can sign up at <http://bit.ly/GiftPleasantonBiz>.

Ms. Adamos announced that *Gift Pleasanton* will go live on June 1 and onboarding businesses is currently taking place to ensure that they will be set up.

Ms. Adamos shared that there is an opportunity for corporations, businesses, and organizations to sponsor bonus campaigns. Sponsors will be featured on the eGift card online portal.

EVC member questions and comments included:

- Concerns over the training process for businesses and their employees for how to redeem the eGift card.
 - Ms. Adamos responded that training is part of the onboarding process and that City staff will provide videos, handouts to keep at the register as well as displays that will say “*Gift Pleasanton Accepted Here*” on the front and detailed instructions for the merchants on the back.
- Will the bonus amount provided by the City expire?
 - Ms. Adamos responded that the bonus offering will expire when the funds are expended; \$10,000 has been designated for the bonus campaign. Additional bonus campaigns can be considered and implemented throughout the year, such as for Small Business Saturday or during holidays.

C. Receive update on Tri-Valley Local Recovery Campaign

EVC Chair Steve Van Dorn introduced Visit Tri-Valley President and CEO of Tracy Farhad to share updates for the Tri-Valley local recovery campaign *To Tri-Valley, with Love*. Ms. Farhad announced that there are almost 10,000 website visits which includes all landing pages for each of the participating cities. There are 79 businesses that have been onboarded with an additional 59 to be added. Interested businesses can still sign up to participate through May 26 by emailing justin@visittrivalley.com.

Ms. Farhad shared that the campaign is being broadcast on Pandora radio and through social media postings on behalf of inPleasanton.com. Ms. Farhad also shared two commercials: the first featuring the mayors from each participating city which will go live in mid-May and the second featuring Visit Tri-Valley’s Marketing Director Robin Fahr introducing the campaign and noting how to sign up for the Promise Pass.

EVC member questions and comments included:

- Very well done and easy to sign up!
- How long will this campaign run?
 - Ms. Farhad responded that the marketing campaign will run through the end of June.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

Councilmember Ellen Pensky McGraw inquired when EVC meetings may be held in person. Ms. Ott responded that the City is waiting on direction from Cal/OSHA and Governor Newsom on requirements for office operations.

Ms. Pensky McGraw also inquired about the updated City website and whether the EVC will have an opportunity to review once it’s completed. Ms. Ott responded that the City is working

on migrating all the content and will then do beta testing. Ms. Ott will inform the EVC if the committee is able to review it.

MEETING ADJOURNED

The meeting was adjourned at 9:01 a.m.