



**ECONOMIC VITALITY COMMITTEE
MEETING MINUTES**

August 19, 2021

7:30 a.m.

Via Zoom – Recording Link

https://cityofpleasanton.zoom.us/rec/share/72Xf5gNsoyuFyWzhlk_AU69_ZpXASQNMbUC6q3ZUQgUzqOO2N3LIHzozqpZdKfAD.FYb_rt0QhP90k58-

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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, Steve Van Dorn, Brian Wilson, Ellen Pensky-McGraw, Harsh Gohil, Shareef Mahdavi, Steve Baker, Tracy Farhad, Sylvia Tian, Reena Gupta, Will Doerlich, and Amos Nugent. Kelly Mokashi and Tiffany Cadrette joined the meeting after roll was taken.

Absent: Daniel Watson, Zac Grant, Steve McCoy-Thompson, Michael Li, and Roderick O’Brian

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 June 17, 2021, meeting minutes were approved as presented on motion by Steve Baker and second by Kelly Mokashi by a vote of 13-0-0.

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 July 20 meeting, the City Council:
 - approved second reading of 10x Genomics planned unit development/project

- granted authority to Mayor Brown to execute two right-of-way contracts and grant two temporary construction easements to the Alameda County Transportation Commission for the I-680 Southbound Express Lanes between State Route 84 and Alcosta Boulevard project
 - discussed consideration of adopting an Action Plan in compliance with SB 1383 to reduce organic materials diverted to landfills
 - approved an extension of temporary restaurant pop-ups through December 31, 2021 with direction to city staff to create guidelines and standards for a permanent solution in the future
 - approved Renewable 100 as the default electricity product for the City of Pleasanton
 - provided the City's consent to Livermore-Amador Valley Water Management Agency (LAVWMA) to renew and refinance bonds for the wastewater pipe network.
- At its August 17 meeting, the City Council:
 - approved the resurrection Greek Orthodox Church (at 11300 Dublin Canyon Road)
 - approved a first reading to extend the provisions of Ordinance No. 2211 which caps commission charges on Pleasanton restaurants by third-party food delivery services at 15 percent for one year
 - approved construction design for Nevada Street improvements project
 - approved a budgetary 3 percent raise for City management and confidential employees
 - received updates regarding Kaiser Air at the Livermore Airport and recent findings of Phase 1 Noise Studies; 14 sites were identified for the Noise Studies, 7 of those sites being in Pleasanton. City Council concurred with staff recommendations to begin negotiations with neighboring cities to develop solutions
 - approved the sunset of Weekend on Main on September 6, with direction to City staff to work with stakeholders on plans for next year
 - The bi-annual Police Department update was moved to the September 7 meeting.

EVC member Ellen Pensky-McGraw inquired about the Leadership Pleasanton program and if the EVC would weigh in. Ms. Ott noted that the review of Leadership Pleasanton and the City's partnership is in the Council's two-year workplan and scheduled to be addressed in the second year of the plan. Ms. Ott clarified the City provides support to the Pleasanton Chamber of Commerce for two programs: Leadership Pleasanton, and innovation and entrepreneurship events/activities.

Discussion Regarding Tri-Valley Market, Industry Trends, and Strategizing for the Future

A. Receive presentation and discuss the 2021 Mirador View

Lauren Moone, Executive Vice President with Mirador Capital Partners, provided an overview of the 2021 Mirador View report and noted themes and trends in the Tri-Valley market:

- Tri-Valley's geographical positioning relative to the greater Bay Area provides a unique competitive advantage – appealing for any innovative business, but particularly those in life sciences and hard technology with advanced manufacturing and lab requirements
- 2020 Tri-Valley statistics show:

- 45% growth in overall price of Tri-Valley companies
- 3 companies went public
- Record venture capital funding of \$642 million; up 82% from 2019. Focused in two key areas: cloud SaaS computing and life sciences
- While many Tri-Valley residents left the state, just as many moved into the region from Silicon Valley and San Francisco, resulting in a net positive population change in Alameda and Contra Costa counties
- A high quality of life and relatively affordable real estate attract people to the region
- The percentage of the adult population with a master's degree or higher increased by 4% in 2020, now up to 30%
- High school graduation rates were extremely high, and the Tri-Valley remained at a 1% dropout rate despite the challenges of remote learning due to COVID-19
- Rental real estate increased by 1% in the Tri-Valley and is now more expensive on average than Santa Clara and San Francisco counties. Median home prices increased but remains significantly lower than the rest of the Bay Area
- Industrial and flex office space are in higher demand than ever before due to many manufacturing, operations, and life science companies that occupy these spaces and continued their operations despite the pandemic
- Tri-Valley companies saw \$133 billion gross sales and a total market capitalization of \$379 billion in 2020 with a diversified index of companies such as energy, industrial, business service, finance, etc.
- 2020 had record levels of venture capital raised in the Tri-Valley region with \$642 million raised; YTD in 2021 has a total of \$455 million raised in venture capital.

EVC member questions and comments included:

- Regarding the venture capital investments, is there more granular data available as far as what round the companies were in?
 - There is a chart from the 2020 Mirador View that offers more detail, but what Mirador has found is that the Tri-Valley has a larger concentration than Silicon Valley and the rest of the Bay Area in early seed and A startup. The Tri-Valley also has growth companies and larger growth rounds, indicating that companies can start and grow here.
- What are the risk factors to this “golden era” that we are in?
 - Maintaining the Tri-Valley’s ability to attract companies here, support them (specifically with the advanced manufacturing component) and maintain the general quality of life for residents are factors to consider.
- Is there any data to show employment from the community, either high school or college, and how are we supporting opportunities for jobs for people who live in our area? And how do we attract Pleasanton youth to return to the Tri-Valley for work?
 - Ms. Moone responded that the Mirador View Index does not include that data but referred to CEO of Innovation Tri-Valley (ITV) Lynn Naylor, who responded that it is a part of the ITV 2040 Vision Plan that she’ll be discussing next
- Is there a way to connect companies with schools?
 - Ms. Ott noted Tri-Valley Educational Collaborative as one opportunity in this area.

B. Receive presentation and discuss the Innovation Tri-Valley 2040 Vision Plan

Lynn Naylor, CEO of Innovation Tri-Valley (ITV), provided an overview of ITV Leadership Group and its newly released 2040 Vision Plan:

- ITV Leadership Group is a collective of leaders and influencers committed to connecting businesses, national research labs, education institutions, and civic leaders in the Tri-Valley.
- The Tri-Valley is an innovation-driven regional economy with three sectors thriving in the region, including life sciences, advanced manufacturing, and SaaS cloud software.
- The Tri-Valley is the fastest growing region in the Bay Area, both in population and jobs.
- The five major themes in the 2040 Vision Plan are: world class talent, critical connections, vibrant placemaking, opportunity for all and green economy
- The 2040 Vision Plan proves that the Tri-Valley can be the place that rewrites the economic development playbook for California
- There are many great ideas about how to attract new companies, generate new investments, look at new housing types (e.g., walkable communities), and more.
- There are 24 major recommendations in the plan that can set the Tri-Valley region apart in bold ways—these recommendations can be found on the ITV website.
- Currently, ITV is exploring implementation efforts and doing due diligence on how the five Tri-Valley communities can best work together, starting with evaluating project attractiveness—what could the impact be for the region, what are the obstacles and how do we evaluate which projects move forward.

Ms. Naylor also mentioned the upcoming Annual State of the Tri-Valley event on August 26, 2021 and encouraged the EVC members to join.

EVC member questions and comments included:

- What is vibrant placemaking?
 - Ms. Naylor responded that it is making sure the narrative of the story for the community is told in a dynamic way so that the people/community have a sense of “place.”
- Can we receive a copy of this presentation?
 - Mr. Van Dorn noted that the information on the plan can be found at the ITV website: <https://innovationtrivalley.org/>
- Did the interviews include an audience at the college or high school-level?
 - Yes, the educational workshops were some of the largest held. UC Merced, CSU East Bay, as well as the five Tri-Valley school districts were involved.
 - One of the major recommendations is to strengthen the pipeline between schools and private sectors to create new programs that help people learn the skills that are needed right now.
- Is there an available link to the rollout event video?
 - It is on the Innovation Tri-Valley YouTube page
- How can the EVC help further this project?
 - In the short term, there is a lot of work we can do together in the life sciences area to ensure companies are happy here and continuing to attract new companies.
 - Ms. Naylor also noted that Councilmember Jack Balch is the City of Pleasanton representative on the ITV Board and will serve as a direct line of communication in the future.

Economic Development Information/Updates

Economic Development Manager Lisa Adamos highlighted the collaboration with the Pleasanton Chamber of Commerce on the 2021 Pleasanton Economic Driver Awards. Mr. Van Dorn added that there will be videos available soon highlighting the awardees.

Ms. Adamos also provided an update on the Business Assistance program, noting that the program has assisted 114 businesses with over \$1.3 million dispersed and funds are still available. Ms. Adamos further noted that the special fund approved by City Council is \$3 million, so staff is researching additional programs to consider.

EVC member Ellen Pensky-McGraw inquired about the status of the business assistance brochure? Ms. Adamos responded that staff is currently working with a graphic designer and will share a draft soon.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

EVC Chair Steve Van Dorn inquired about business license collections, considering some of the smaller business closures.

Ms. Adamos reported that the business license numbers change periodically due to follow-ups that are conducted post-renewal period. At the end of FY2020/2021, the City collected \$4.8 million-- one additional item to note is the new fees collected for tobacco permits, which was over \$24,000—so in total over \$5 million was collected, which is more than the previous year. Ms. Adamos further noted that although the number of licenses issued decreased, the amount the City collected increased. Ms. Ott added that there is a large reduction in individual or 1099 contract employees, but that the narrative is less about the number of business licenses issued and more about what the return to those businesses are relative to their gross receipts. EVC member Tracy Farhad inquired if there was a specific category or sector of business that did particularly well? Ms. Ott responded that there were gains in life sciences and the cloud services/software sectors.

MEETING ADJOURNED

The meeting was adjourned at 8:55 a.m.