



**ECONOMIC VITALITY COMMITTEE
MEETING MINUTES**

October 20, 2022
7:30 a.m.
Remillard Room – 3333 Busch Road

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:35 a.m. by EVC Chair Tracy Farhad followed by the Pledge of Allegiance.

ROLL CALL

Present: Councilmember Jack Balch, PUSD Trustee Kelly Mokashi, Tracy Farhad, Steve Baker, Will Doerlich, Daniel Watson, Roderick O'Brien, Brian Wilson, Shareef Mahdavi, James Cooper, and Sylvia Tian

Absent: Andres Ripa, Laura Brooks, Michael Li, Reena Gupta

City staff: Economic Development Manager Lisa Adamos and Economic Development Office Assistant Cailin Gavagan

AGENDA AMENDMENTS

No agenda amendments were made.

CONSENT CALENDAR

The September 15, 2022, meeting minutes were approved as presented on motion by Will Doerlich and second by Steve Baker by a vote of 9-0-2.

PUBLIC COMMENT

There was no public comment.

PUBLIC HEARINGS AND OTHER MATTERS

City Council Liaison Report

Councilmember Jack Balch provided the following updates:

- At its September 20 meeting, the City Council:
 - Presented a commendation recognizing the Babe Ruth Tri-Valley 14 Baseball Team on winning the 2022 Babe Ruth World Series
 - Received the bi-annual update regarding the Police Department operations, services, and activities
 - Received first reading of an ordinance of the Pleasanton Municipal Code regarding Universal Design in new single-family, duplex, and triplex residential development

- At its October 18 meeting, the City Council:
 - Recognized businesses celebrating milestone anniversaries at a reception held prior to the City Council meeting
 - Ratified appointments to City Commissions and Committees
 - Moved the first reading amending an ordinance concerning councilmember salaries to a later meeting
 - Established a new capital improvement project regarding water supply alternatives

There were some questions and comments from EVC members regarding Councilmember Balch's remarks on the Police departments current operations and services.

The Past, Present, and Future of Hacienda Presentation

The current Economic Development Strategic Plan includes a specific action item toward Priority Area B: Build Environment and Workforce that is related to the Hacienda business development, which at 875 acres, consists of over 11 million square feet of existing, mixed-use, transit-oriented space. Hacienda, managed by the Hacienda Business Park Owners Association, is celebrating its 40th year in the city of Pleasanton. General Manager, James Paxson, offered an overview of Hacienda and how he guides the continual repositioning of Hacienda to remain a premier location in which to live and work in the Bay Area.

The first development phase began in August 1982 and Hacienda has seen an impressive history of growth with currently 650 companies employing approximately 16,600 people. Hacienda currently has 5.5 million square feet of office space, and 1.4 million square feet of flex/research and development space. Hacienda is home to over fifty different industry types, with a huge growth over the last three years in the Biomedical industry. Some of Pleasanton's largest companies including Oracle, Kaiser Permanente, Roche Molecular Systems, Stanford Healthcare Tri-Valley, Veeva Systems, Ice Mortgage Technology, ADP, Gap, and Tekion are located in Hacienda.

Hacienda currently has 2,298 residential units and will break ground on a \$3.8 million project. An additional 2,603 residential unit projects are also approved, which does not include the approved projects related to the Housing Element units.

Hacienda is well-positioned in the state and the region with a strong infrastructure and quality of life. Some trends that are evident in Hacienda is a mixed-use transit-oriented development, growth of life sciences and health care sectors, and an adaptive re-use of current buildings.

EVC member questions and comments included:

- Are new builds included in the projected resident count?
 - Mr. Paxson responded yes and added that every residential place is full as of now and as soon as something new comes up, it fills up immediately.
- Is the Avalon Bay project considered to be a new build?
 - Mr. Paxson answered that the residential component within Hacienda is largely infill and they are continuing to consider different types of synergies (i.e., exchanging office parking and residential parking)
- If commercial was to take a big fall, can it be transformed into residential?
 - Mr. Paxson responded that it would depend on the building and the current zoning. He noted that it can technically be done, and Hacienda is supportive of integrating different uses as necessary.

Economic Development Information/Updates

Ms. Adamos noted that we will be receiving an update on the Economic Development Strategic Plan at the November meeting. Ms. Adamos highlighted the Pleasanton Progress Fall Newsletter, which was included in the packet, as it was published last week and also congratulated the 200 businesses that celebrated milestone anniversaries this year. It was also mentioned that the Tri-Valley Life Sciences Summit held on October 13 was a huge success, and that the Pleasanton Chamber of Commerce would be holding their Community Service Awards on Monday, October 24 from 5 p.m. to 7 p.m.

Ms. Tracy Farhad added that Visit Tri-Valley just attended a conference in Las Vegas last week to represent Oakland International Airport.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

Ms. Farhad mentioned that she met with former Economic Vitality Committee Chair, Christina Nystrom, regarding the City's Local Preference Policy and would like to bring this topic back in future discussions.

Councilmember Balch noted that the Governor announced that the state will rescind the COVID state of emergency on February 28, 2023, which in turn will trigger the repayment of the business loans that were provided to 115 businesses as part of the City's Business Support Fund Loan Program.

MEETING ADJOURNED

The meeting was adjourned at 8:59 a.m.