



**ECONOMIC VITALITY COMMITTEE
REGULAR MEETING MINUTES**

March 16, 2023

7:30 a.m.

Zoom

<https://cityofpleasanton.zoom.us/rec/share/UmxCvvEOGS4qGXjBQ0uXTUmseNBvPljekBkM8lq4qu5j3JOKOoXSJIJb9xy2U1pE.vHa02Td75A7X6aTj>

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CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:32 a.m. by EVC Chair Tracy Farhad followed by the Pledge of Allegiance.

ROLL CALL

Present: Chair Tracy Farhad, Daniel Watson, Councilmember Valerie Arkin, Bridget Karl, Roderick O'Brien, Steve Baker, Reena Gupta, Will Doerlich, PUSD Trustee Justin Brown, Shareef Mahdavi, and Sylvia Tian. Vice Chair Brian Wilson, Andres Ripa and James Cooper joined after attendance was taken.

Absent: Steve McCoy-Thompson

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

AGENDA AMENDMENTS

No agenda amendments were made.

1. CONSENT CALENDAR

The February 16, 2023, meeting minutes were approved as presented on motion by Will Doerlich and second by Steve Baker by a vote of 14-0-0.

ROLL CALL VOTE:

AYES: Chair Tracy Farhad, Vice Chair Brian Wilson, Daniel Watson, Councilmember Valerie Arkin, Bridget Karl, Roderick O'Brien, Steve Baker, Reena Gupta, Will Doerlich, PUSD Trustee Justin Brown, Shareef Mahdavi, Sylvia Tian, Andres Ripa and James Cooper.

NOES: None

ABSENT: Steve McCoy-Thompson.

ABSTAIN: None

MEETING OPEN TO THE PUBLIC

EVC Chair Tracy Farhad opened public comment. There were no public comments. Chair Farhad closed public comment at 7:36 a.m.

PUBLIC HEARINGS AND OTHER MATTERS

2. City Council Liaison Report

Councilmember Arkin provided updates from the regular City Council meetings held on February 21 and March 7.

3. Provide a Recommendation to the City Council to Adopt the Draft Council Priorities for Fiscal Year 2023-2024 and Receive an Overview of the Citywide Strategic Plan Project

Assistant City Manager, Pamela Ott, provided an overview of the City of Pleasanton's Citywide Strategic Plan project and the Draft Council Priorities for Fiscal Year 2023-2024.

Recommendation: Adopt the Draft Council Priorities for FY 2023-2024 as mentioned to full implementation within the timeframe as presented. A motion was made by Will Doerlich motioned, seconded by Sylvia Tian.

ROLL CALL VOTE:

AYES: Chair Tracy Farhad, Vice Chair Brian Wilson, Daniel Watson, Councilmember Valerie Arkin, Bridget Karl, Roderick O'Brien, Steve Baker, Reena Gupta, Will Doerlich, PUSD Trustee Justin Brown, Shareef Mahdavi, Sylvia Tian, Andres Ripa and James Cooper.

NOES: None

ABSENT: Steve McCoy-Thompson.

ABSTAIN: None

4. Receive Economic Development Strategic Plan Progress Update

Molly McKay, Project Manager at Willdan Financial Services provided a progress update and next steps for the development of the City's updated Economic Development Strategic Plan. No vote was taken.

5. Receive Economic Development Information/Updates

Ms. Adamos acknowledged some important upcoming events that were noted as Item 4 in the packet.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

No items to report.

MEETING ADJOURNED

The meeting was adjourned at 8:46 a.m.