



**ECONOMIC VITALITY COMMITTEE
REGULAR MEETING MINUTES**

**April 20, 2023
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: Chair Tracy Farhad, Vice Chair Brian Wilson, Andres Ripa, James Cooper, Councilmember Valerie Arkin, Bridget Karl, Roderick O’Brien, Steve Baker, Reena Gupta, Will Doerlich, PUSD Trustee Justin Brown, Shareef Mahdavi, and Steve McCoy-Thompson. Daniel Watson joined after attendance was taken.

Absent: Sylvia Tian

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

AGENDA AMENDMENTS

Economic Development Manager, Lisa Adamos, recommended an amendment to action Item 3. An overview of the Draft Economic Development Strategic Plan was presented, but a recommendation to City Council for adoption is postponed. Staff will request the recommendation of the EVC at the June 15 EVC meeting to provide additional time for staff and the consultant to finalize the plan.

The amendment was approved as presented on motion by Steve Baker and second by Will Doerlich by a vote of 14-0-0.

ROLL CALL VOTE:

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

NOES: None.

ABSENT: Sylvia Tian

ABSTAIN: None

1. CONSENT CALENDAR

The March 16, 2023, meeting minutes were approved as presented on motion by Steve McCoy-Thompson and second by Reena Gupta by a vote of 14-0-0.

ROLL CALL VOTE:

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

NOES: None.

ABSENT: Sylvia Tian

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 7:44 a.m.

PUBLIC HEARINGS AND OTHER MATTERS

2. City Council Liaison Report

Councilmember Arkin provided updates from the regular City Council meetings held on March 21 and April 18.

3. Receive an Overview of the Draft Economic Development Strategic Plan

Ms. Adamos provided an update on the process in developing the Draft Economic Development Strategic Plan. Molly McKay and Jade Shipman from the Project Team of Willdan Financial and Economic Consulting Services provided an overview of the proposed five Priority Areas for economic development activities and related initiatives and implementation actions. The EVC provided initial feedback on the presentation. EVC member Shareef Mahdavi requested that small working groups be formed to discuss the key priority areas and corresponding initiatives and implementation actions in more detail.

Chair Farhad opened public comment. James Paxson, General Manager at Hacienda submitted comments via email prior to the meeting. Ms. Adamos stated that she will share the email with the EVC. Chair Farhad closed public comment at 9:04 a.m.

4. 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

EVC Chair Tracy Farhad noted that the EVC will not meet in May and the next meeting will be on Thursday, June 15. Ms. Farhad added that the EVC will not meet in July.

MEETING ADJOURNED

The meeting was adjourned at 9:04 a.m.