



**ECONOMIC VITALITY COMMITTEE  
REGULAR MEETING MINUTES**

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**June 15, 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, Roderick O'Brien, Will Doerlich, Sylvia Tian, and Shareef Mahdavi.

**Absent:** Reena Gupta, PUSD Trustee Justin Brown, Daniel Watson, Steve McCoy-Thompson

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

**AGENDA AMENDMENTS**

None were noted.

**1. CONSENT CALENDAR**

The April 20, 2023, meeting minutes were approved as presented on motion by Will Doerlich and second by Sylvia Tian by a vote of 9-0-0.

**ROLL CALL VOTE:**

**AYES:** Chair Tracy Farhad, Vice Chair Brian Wilson, Andres Ripa, James Cooper, Councilmember Valerie Arkin, Roderick O'Brien, Will Doerlich, Sylvia Tian, and Shareef Mahdavi

**NOES:** None

**ABSENT:** Reena Gupta, PUSD Trustee Justin Brown, Daniel Watson, 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 7:45 a.m.

## **PUBLIC HEARINGS AND OTHER MATTERS**

### **2. City Council Liaison Report**

Councilmember Arkin provided updates from the regular City Council meetings held on May 2, May 16, and June 6.

### **3. Receive the Draft Economic Development Strategic Plan and Provide a Recommendation**

Jade Shipman from the Project Team of Willdan Financial and Economic Consulting Services provided an overview of the key initiatives and corresponding implementation actions of the draft Economic Development Strategic Plan. The EVC requested five updates be made to the key initiatives within the Economic Development Strategic Plan and one update be made within the Profile Report.

Recommendation: Adopt the Economic Development Strategic Plan as presented with the six amendments and present to City Council on motion by Brian Wilson and second by Will Doerlich by a vote of 9-0-1.

### **ROLL CALL VOTE:**

**AYES:** Chair Tracy Farhad, Vice Chair Brian Wilson, Andres Ripa, James Cooper, Councilmember Valerie Arkin, Roderick O'Brien, Will Doerlich, Sylvia Tian, and Shareef Mahdavi

**NOES:** None.

**ABSENT:** Reena Gupta, PUSD Trustee Justin Brown, Daniel Watson, Steve McCoy-Thompson

**ABSTAIN:** Councilmember Valerie Arkin

### **4. Receive Economic Development Information/Updates**

Ms. Adamos noted that East Bay EDA will be hosting a "Meet the Innovators" event on June 20 to present this year's innovators with Neural Propulsion Systems, Inc., a Pleasanton company being named. Ms. Farhad also noted that Visit Tri-Valley's 5-Year Destination Strategic Plan is currently underway.

Ms. Adamos further noted that the EVC August meeting will be held at 157 Main Street in Pleasanton.

### **MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE**

Mr. Mahdavi requested to add a discussion regarding how the EVC can support and advance EDSP priorities, including Economic Development FTE staff and implementing Initiative 2.3C to track and report on business infrastructure on future agendas.

### **MEETING ADJOURNED**

The meeting was adjourned at 9:03 a.m.