



**ECONOMIC VITALITY COMMITTEE
REGULAR MEETING MINUTES**

**August 17, 2023
7:30 a.m.
157 Main Street, Conference Room 3**

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:41 a.m. by EVC Chair Tracy Farhad followed by the Pledge of Allegiance.

ROLL CALL

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

Absent: Daniel Watson and Steve McCoy-Thompson

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

AGENDA AMENDMENTS

None were noted.

1. CONSENT CALENDAR

The June 15, 2023, meeting minutes were approved as presented on motion by Will Doerlich and second by Brian Wilson by a vote of 9-0-1.

ROLL CALL VOTE:

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

NOES: None.

ABSENT: Daniel Watson and Steve McCoy-Thompson

ABSTAIN: PUSD Justin Brown and Andres Ripa

MEETING OPEN TO THE PUBLIC

EVC Chair Tracy Farhad opened public comment. There were no public comments. Chair Farhad closed public comment at 7:43 a.m.

PUBLIC HEARINGS AND OTHER MATTERS

2. City Council Liaison Report

Councilmember Arkin provided updates from the regular City Council meetings held on July 18 and August 15.

3. Receive an Overview of the Citywide Strategic Plan Project

Deputy City Manager, Alexa Jeffress provided an overview of the five-year citywide strategic plan that will replace the current City Council priority-setting process to ensure that the strategic themes and goals represent Pleasanton's City Council, community, and staff today and for the foreseeable future.

4. Receive Update on City's Water Program

Economic Development Manager, Lisa Adamos provided an update on the City's Water Program including the proposed water rates increases and timeline as well as and noted PleasantonWater.com for more information.

5. Receive Economic Development Information/Updates

Noted the Quarterly Sales Update and Tri-Valley Mayor's Summit and Visit Tri-Valley Annual Luncheon in September. The next EVC meeting will be on Thursday, September 21, 2023.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

None were noted.

MEETING ADJOURNED

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