



**ECONOMIC VITALITY COMMITTEE  
REGULAR MEETING MINUTES**

**November 21, 2023  
7:30 a.m.  
157 Main Street, Conference Room 3**

**CALL TO ORDER/PLEDGE OF ALLEGIANCE**

Meeting called to order at 7:37 a.m. by EVC Chair Tracy Farhad followed by the Pledge of Allegiance.

**ROLL CALL**

**Present:** Chair Tracy Farhad, Vice Chair Brian Wilson, Councilmember Valerie Arkin, Roderick O'Brien, Shareef Mahdavi, and Steve McCoy-Thompson. James Cooper arrived after attendance was taken.

**Absent:** Andres Ripa, PUSD Trustee Justin Brown, Daniel Watson, and Reena Gupta

**City staff:** Deputy City Manager Alexa Jeffress and Economic Development Manager Lisa Adamos

**AGENDA AMENDMENTS**

None were noted.

**1. CONSENT CALENDAR**

The August 17, 2023, meeting minutes were approved as presented on motion by Councilmember Valerie Arkin and second by Steve McCoy-Thompson by a vote of 6-0-0.

**ROLL CALL VOTE:**

**AYES:** Chair Tracy Farhad, Vice Chair Brian Wilson, Councilmember Valerie Arkin, Roderick O'Brien, Shareef Mahdavi, and Steve McCoy-Thompson.

**NOES:** None.

**ABSENT:** Andres Ripa, PUSD Trustee Justin Brown, Daniel Watson, and Reena Gupta

**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 7:47 a.m.

**PUBLIC HEARINGS AND OTHER MATTERS**

**2. City Council Liaison Report**

Councilmember Arkin provided updates from the regular City Council meetings held on September 5, September 19, October 3, October 17, and November 7.

**3. Receive Update on City Commissions and Committees Reorganization for Economic Vitality Committee**

Economic Development Manager, Lisa Adamos provided an overview of the approved changes to the EVC reorganization, including the introduction of new industry sector representation and conversion from current sectors. Ms. Adamos also provided the proposed timeline for implementation of the reorganization, which will occur after enacting legislation is adopted at a future City Council meeting.

**4. Selection of EVC Chair and Vice-Chair for 2024**

EVC Chair Tracy Farhad opened the discussion and identified Brian Wilson’s interest in serving as Chair for 2024. No nominations were made for Vice Chair. Shareef Mahdavi made a motion to select Brian Wilson as Chair for 2024 and seconded by Steve McCoy Thompson. The motion passed 7-0-0.

**ROLL CALL VOTE:**

**AYES:** Chair Tracy Farhad, Vice Chair Brian Wilson, Councilmember Valerie Arkin, Roderick O’Brien, Shareef Mahdavi, James Cooper, and Steve McCoy-Thompson.

**NOES:** None.

**ABSENT:** Andres Ripa, PUSD Trustee Justin Brown, Daniel Watson, and Reena Gupta

**ABSTAIN:** None.

**5. Receive Economic Development Strategic Plan Update**

Economic Development Manager, Lisa Adamos provided an overview of Year One implementation priorities and tasks currently being undertaken by Economic Development staff.

**6. Receive Economic Development Information/Updates**

Ms. Adamos noted the Crime Prevention webinar for the Business Community recording is available on the City of Pleasanton YouTube channel and joint Chamber-City Economic Drivers luncheon held the day prior. Chair Tracy Farhad shared Visit Tri-Valley’s upcoming Cheer with Beer promotion. The EVC meeting scheduled for December 21, 2023, is canceled.

**MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE**

None were noted.

**MEETING ADJOURNED**

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