



**ECONOMIC DEVELOPMENT
COMMISSION (EDC)
REGULAR MEETING**

APRIL 9, 2025


COMMISSIONERS

Nicole Loufas (Chair)
Dwight Monroe Jr. (Vice Chair)
Thomas Barbeiro
Mai-Ling Garcia
Calvin Harrell
Roberto Hernandez

HYBRID MEETING
www.Cityofvallejo.net

6:00 PM

**Council Chambers
555 Santa Clara Street
Vallejo, CA 94590**

<p>NOTICE: Members of the Public will be able to participate in-person or remotely via Zoom</p>	<p>City Hall and the Council Chambers will be open to members of the public 30 minutes prior to the start of the meeting.</p>
<p>PUBLIC COMMENT: Members of the Public may provide public comments during the City Council Meeting in person or via ZOOM (https://ZoomRegular.Cityofvallejo.net), or via phone, by dialing (669) 900-6833.</p>	<p>For additional instructions on how to speak remotely during public comment, please visit, www.cityofvallejo.net/publiccomment</p>
<p>VIEW THE MEETING: There are four different ways you can view this public meeting:</p> <ul style="list-style-type: none"> • In Person • Watch Vallejo local channel 28 • Stream from the City website: www.cityofvallejo.net/Streaming Join the Zoom webinar: https://ZoomRegular.Cityofvallejo.net 	<p>Scan QR code for live captions and translation in Spanish and Tagalog.</p> 
<p>Hybrid Options are available for members of the public to participate. To participate remotely</p>	
<p><u>Option to Join by Computer</u> From your browser go to https://ZoomRegular.CityofVallejo.net to launch and join the zoom application. Meeting ID: 914 0075 0676# Meeting Password: 131313</p>	<p><u>Option to Join by Phone</u> Dial (669) 900-6833 Enter Meeting ID: 914 0075 0676# Meeting Password: 131313 Press *9 to digitally raise your hand from the phone. Press *6 to unmute/mute</p>
<p>Any supplemental writing related to an agenda item for an open session of a regular meeting that is distributed to all or a majority of all members of the Commission less than 72 hours before the meeting will be posted concurrently on the City's website at www.cityofvallejo.net/agendas Written material distributed during the meeting, will be available at the meeting if prepared by the City or after the meeting if prepared by someone else. Such materials may be obtained from the Commission Secretary.</p>	



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AGENDA

- 1 CALL TO ORDER**
- 2 PLEDGE OF ALLEGIANCE**
- 3 ROLL CALL**
- 4 FIRST COMMUNITY FORUM**
- 5 CONSENT CALENDAR AND APPROVAL OF AGENDA**
 - A APPROVAL OF AGENDA AND MINUTES**

Recommendation: By motion approve agenda for April 9, 2025 Economic Development Commission Regular Meeting and by motion approve Minutes from March 12, 2025 Regular Economic Development Commission meeting.
Contact: Ivette Iraheta, Economic Development Commission Secretary (707) 645-2622
Ivette.Iraheta@cityofvallejo.net
- 6 PRESENTATIONS AND COMMENDATIONS**
 - A UPDATES ON NEW/UPCOMING/LOST BUSINESSES, CHAIR LOUFAS**
 - B ECONOMIC DEVELOPMENT IN DOWNTOWN VALLEJO, ANDREA PORTILLO-KNOWLES, EXECUTIVE DIRECTOR OF VALLEJO MAIN STREET**
 - C VALLEJO CONVENTION & VISITORS BUREAU QUARTERLY PRESENTATION AND REPORT, KIRK SMITH, PRESIDENT AND CEO**
- 7 REPORT OF THE COMMITTEE/BOARD SECRETARY**
 - A UPDATES FROM THE ECONOMIC DEVELOPMENT INTERIM DIRECTOR, GILLIAN HAEN, CITY OF VALLEJO ASSISTANT CITY MANAGER**
 - i. ECONOMIC DEVELOPMENT DEPARTMENT RECRUITMENTS**
 - ii. TRACKING OF LOSS BUSINESS**
 - B UPDATE FROM EDC SECRETARY, IVETTE IRAHETA, CITY OF VALLEJO ECONOMIC DEVELOPMENT PROGRAM MANAGER**
 - i. STATUS ON EDC VACANCY**

ii. UPDATE ON COMMISSIONER'S ATTENDANCE - LETTERS FROM CITY CLERK'S OFFICE

8 ACTION CALENDAR

- A **CONSIDERATION OF THE 2025 EDC WORK PLAN AND POSSIBLE ADOPTION OF A RESOLUTION RECOMMENDING APPROVAL THEREOF AND RELATED BUDGET ALLOCATION BY THE CITY COUNCIL, COMMISSIONER GARCIA (STEP 2 OF 2)**
Recommendation: Adopt a resolution of the Economic Development Commission (EDC) to recommend approval by the City Council of the 2025 EDC Work Plan and a request of \$20,000 from the City of Vallejo FY 2025-26 budget allocation for the Work Plan implementation.
Contact: Ivette Iraheta, Economic Development Commission Secretary (707) 645-2622
Ivette.Iraheta@cityofvallejo.net
- B **CONSIDER LIST OF TRAINING OPPORTUNITIES FOR THE EDC, COMMISSIONER GARCIA AND CITY STAFF (STEP 2 OF 2)**
Recommendation: **CONSIDER LIST OF TRAINING OPPORTUNITIES FOR THE EDC, COMMISSIONER GARCIA AND CITY STAFF (STEP 2 OF 2)**
Contact: Ivette Iraheta, Economic Development Commission Secretary (707) 645-2622
Ivette.Iraheta@cityofvallejo.net
- C **CONSIDER EDC EXPENDITURES AS PROPOSED BY THE BUSINESS RETENTION AND EXPANSION AD HOC SUBCOMMITTEE, CHAIR LOUFAS, VICE CHAIR MONROE, COMMISSIONER HERNANDEZ (STEP 1 OF TWO)**
Recommendation: **CONSIDER EDC EXPENDITURES AS PROPOSED BY THE BUSINESS RETENTION AND EXPANSION AD HOC SUBCOMMITTEE, CHAIR LOUFAS, VICE CHAIR MONROE, COMMISSIONER HERNANDEZ (STEP 1 OF TWO)**
Contact: Ivette Iraheta, Economic Development Commission Secretary (707) 645-2622
Ivette.Iraheta@cityofvallejo.net
- D **CONSIDER EDC EXPENDITURES AS PROPOSED BY THE BUSINESS HIGHLIGHTS AND SHOP LOCAL AD HOC SUBCOMMITTEE, CHAIR LOUFAS, VICE CHAIR MONROE, COMMISSIONER GARCIA (STEP 1 OF 2)**
Recommendation: **CONSIDER EDC EXPENDITURES AS PROPOSED BY THE BUSINESS HIGHLIGHTS AND SHOP LOCAL AD HOC SUBCOMMITTEE, CHAIR LOUFAS, VICE CHAIR MONROE, COMMISSIONER GARCIA (STEP 1 OF 2)**
Contact: Ivette Iraheta, Economic Development Commission Secretary (707) 645-2622
Ivette.Iraheta@cityofvallejo.net

**E REQUEST TO ADD UNDERSTANDING THE PROCESS FOR EDC TO
ADVISE THE CITY COUNCIL AS A FUTURE PRESENTATION AGENDA
ITEM, COMMISSIONER GARCIA (STEP 1 OF 2)**
Recommendation: **REQUEST TO ADD UNDERSTANDING THE PROCESS
FOR EDC TO ADVISE THE CITY COUNCIL AS A FUTURE PRESENTATION
AGENDA ITEM, COMMISSIONER GARCIA (STEP 1 OF 2)**
Contact: Ivette Iraheta, Economic Development Commission Secretary (707)
645-2622
Ivette.Iraheta@cityofvallejo.net

9 SECOND COMMUNITY FORUM

10 REPORT OF THE CITY COUNCIL LIAISON, ALEXANDER MATIAS

11 FUTURE AGENDA ITEMS

12 ANNOUNCEMENTS

A COMMUNITY OUTREACH REPORTS FROM COMMISSIONERS

13 ADJOURNMENT

ADDITIONAL CITY INFORMATION

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AFFIDAVIT OF POSTING: I Ivette Iraheta, do hereby certify that I have caused a true copy of the above notice and agenda to be delivered to each of the members of the City of Vallejo Economic Development Commission, at the time and in the manner prescribed by law and that this agenda was posted at Vallejo City Hall, 555 Santa Clara Street, Vallejo, California at 4:00 PM , April 4, 2025.

Dated: April 4, 2025



Ivette Iraheta, EDC Secretary



**Economic Development
Commission**

Nicole Loufas, Chair
Dwight Monroe Jr., Vice-Chair
Thomas Barbeiro
Mai-Ling Garcia
Calvin Harrell
Roberto Hernandez

**MINUTES
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING**

**MARCH 12, 2025
6:00PM**

**Council Chambers
555 Santa Clara Street,
Vallejo, California 94590**

NOTICE: Members of the Public will be able to participate in-person or remotely via Zoom.

City Council Chamber will be open to members of the public 30 minutes prior to the start of the meeting.

PUBLIC COMMENT: Members of the Public may provide public comments during the Meeting in person or via ZOOM (<https://ZoomRegular.Cityofvallejo.net>), or via phone, by dialing (669) 900-6833. For additional instructions on how to speak remotely during public comment, please visit, www.cityofvallejo.net/publiccomment

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1. CALL TO ORDER

Meeting called to order at 6:05 PM.

2. PLEDGE OF ALLEGIANCE

Pledge of allegiance lead by Chair Loufas.

3. ROLL CALL

Present:

Chair Loufas, Monroe, Barbeiro, Garcia, Harrell (arrived at 6:07 PM), Hernandez

Staff: Sec. Iraheta, City Attorney Nebb

City Council Liaison: Councilmember Matias.

Early Departures:

Comm. Barbeiro departed mtg. at 8 PM.

Vice-Chair Monroe departed at 8:17 PM.

4. FIRST COMMUNITY FORUM

*The Community Forum is an opportunity to address the Commission on any matter for which another opportunity to speak is not provided on the agenda, and which is within the jurisdiction of the Commission to resolve. Any interested members of the public desiring to communicate with the Commission as part of the First Community Forum may do so in person by submitting a completed speaker's card to the City Clerk or via ZOOM:(<https://ZoomRegular.Cityofvallejo.net>), Option to join by phone: Dial (669) 900-6833. Enter Meeting ID: 914 0075 0676#. Press * 9 to digitally raise your hand from the phone. For additional instructions on how to speak remotely during public comment, please visit, www.cityofvallejo.net/publiccomment. In person speakers will be recognized first. When called upon, each speaker should step to the podium, state his/her name for the record. The conduct of the community forum shall be limited to a maximum of fifteen (15) minutes, with each speaker limited to a maximum of three minutes.*

No speakers during this forum.

5. CONSENT CALENDAR AND APPROVAL OF AGENDA

A. Recommendation: By motion, Approve the April 9, 2025 Agenda.

B. Recommendation: By motion, Approve the Minutes from the
November 13, 2024 Regular EDC meeting.

January 8, 2025 Regular EDC meeting.

February 12, 2025 Regular EDC meeting.

Motion by Comm. Monroe to approve agenda and minutes, Seconded by Comm. Harrell.

Ayes: Chair Loufas, Vice Chair Monroe, Comm. Barbeiro (agenda, abstain from Feb. minutes), Comm. Garcia (agenda, abstain Nov. minutes), Harrell, Hernandez (agenda, abstain for Nov. and Feb.)

Agenda moves unanimously: Meeting minutes for Nov., Jan., Feb. approved with sufficient ayes votes.

7. INTRODUCTIONS & PRESENTATIONS (INFORMATIONAL ONLY)

- A. Updates on New/Upcoming/Lost Businesses, Chair Loufas
No report on this item.

8. REPORT FROM THE ED DIRECTOR, EDC SECRETARY, AND AD HOCS

- A. Recommendation: Updates from Economic Development Interim Director, Gillian Haen City of Vallejo Assistant City Manager
Absent. Updates to be provided during the April meeting.
- B. Recommendation: Update from EDC Secretary, Ivette Iraheta, City of Vallejo Economic Development Program Manager
 - i. EDC Commissioners Attendance Report
Report on attendance provided by Sec. Iraheta
 - ii. Status on EDC vacancy
Report on vacancy provided by Sec. Iraheta
 - iii. Current EDC Budget (Process for Expending) and FY 2025-26 Budget timelines.
Report on EDC budget provided by Sec. Iraheta

9. ACTION CALENDAR

- A. Prioritization of Workplan Items and Update on Progress, Chair Loufas

Deliberation on a new EDC Workplan occurred involving Commissioners and staff.

Motion to move Workplan to Step 2 made by Comm. Harrell, Seconded by Comm. Garcia.

Ayes: Chair Loufas, Vice-Chair Monroe, Comm. Barbeiro, Comm. Garcia, Comm. Harrell, Comm. Hernandez.

Motion approved unanimously.
- B. Consider list of Possible Trainings (Step 1 of 2)
Discussion about potential training opportunities for the EDC occurred between Commission and staff.

Motion to bring back list of possible trainings for action (step 2) by Comm. Garcia and Seconded by Vice Chair Monroe

Ayes: Chair Loufas, Vice Chair Monroe, Comm. Garcia, Comm. Harrell, Comm. Hernandez

Motion approved with 5 votes.

10. SECOND COMMUNITY FORUM

One speaker during this forum.

11. REPORTS OF THE CITY COUNCIL LIAISON

A. Councilmember Matias

Report by City Council Liaison Matias made Re: City Council items: Solano County Sheriff's proposal, Mid-Year budget, Gun violence study, Homelessness consultant, Business hardening grant, PD retention and recruitment incentive bonus.

12. REQUESTS FOR FUTURE AGENDA ITEMS

The following items were requested for future agenda items:

- i. Visit Vallejo presentation, Comm. Harrell
- ii. Various Chambers presentation: What are they working on, Comm. Harrell
- iii. Solano Business Development Center (SBDC) presentation, Comm. Garcia
- iv. 50 Solano: Understanding Business Development at site, Comm. Garcia
- v. Understanding the process for advising the City Council, Comm. Garcia
- vi. Assisting with business attraction and expansion process, Comm. Garcia
- vii. Review of Economic Development Strategic Plan and General Plan, Comm. Garcia
- viii. Commercial Properties and Vacancies: What can be done regarding communication about vacant properties, Comm. Harrell

13. ANNOUNCEMENTS AND COMMISSIONER COMMENTS

A. Community Outreach Reports from Commissioners
Report made by Comm. Hernandez and Chair Loufas.

14. ADJOURNMENT

Meeting adjourned at 8:24 PM.

Nicole Loufas, EVC Chair

ATTESTED:

Ivette Iraheta, EVC Secretary



DATE: April 9, 2025
TO: Economic Development Commission Chair and Members of the Commission
FROM: Ivette Iraheta, Economic Development Commission Secretary
SUBJECT: **CONSIDERATION OF THE 2025 EDC WORK PLAN AND POSSIBLE ADOPTION OF A RESOLUTION RECOMMENDING APPROVAL THEREOF AND RELATED BUDGET ALLOCATION BY THE CITY COUNCIL, COMMISSIONER GARCIA (STEP 2 OF 2)**

RECOMMENDATION

Adopt a resolution of the Economic Development Commission (EDC) to recommend approval by the City Council of the 2025 EDC Work Plan and a request of \$20,000 from the City of Vallejo FY 2025-26 budget allocation for the Work Plan implementation.

BACKGROUND AND DISCUSSION

In January 25, 2022, the Vallejo City Council approved a Work Plan for the then named Economic Vitality Commission, now the Economic Development Commission. The EDC began implementation of that Work Plan shortly after City Council approval. In 2024 the EDC evaluated the efficacy of that Work Plan and determined that the goals and deliverables had been completed and thus, it was time to re-evaluate the mission, goals and initiatives of the EDC for a new Work Plan.

During the EDC October 9, 2024 regular meeting the EDC agendaed an item calling for the EDC to begin to research workplans from other cities and economic development commissions. The EDC took action by unanimously approving to agenda the an item on the agenda as a Step 1, in order to return during a future meeting to discuss the workplan research and its application to the City of Vallejo's EDC.

During its January 8, 2025 regular meeting, the EDC deliberated on its current and proposed future workplan. The item was introduced by Commissioner Garcia. During that meeting the commissioners discussed items from the previous EDC Work Plan that should be considered for incorporation into the new Work Plan because they were effective, such as the business highlights and partnerships with organizations such as Vallejo Main Street. The EDC also discussed which new goals and initiatives should be prioritized under a new Work Plan. Chair Loufas proposed that the Work Plan discussion continue during the February EDC regular meeting and that return in February under the Action section of the agenda (Step 1).

During the EDC February 12, 2025 EDC meeting the Work Plan item returned to the agenda as an Action item (Step 1). The item was again introduced by Commissioner Garcia for deliberation. A draft EDC workplan was presented. Five key focus areas that a new Work Plan should address were proposed on the drafted proposal which included: 1) Strategy and Advisement 2) Business Recruitment (New Business) 3) Business Retention (Existing Businesses), 4) Public Safety and Economic Viability and 5) Civic Innovation & Technology. It is important to note that the focus areas proposed are directly linked to areas in the recently adopted City of Vallejo Economic Development Strategic Plan and ways in which EDC could support the implementation of the strategic plan. The drafted EDC Work Plan also included a proposed budget of \$20,000 to request from the City Council for approval. According to the draft proposed Work Plan, this funding is necessary to successfully implement the Work Plan based on the proposed timelines. The EDC was not able to finalize discussion on this matter or take any action because the meeting adjourned before action could be taken.

Subject: CONSIDERATION OF THE 2025 EDC WORK PLAN AND POSSIBLE ADOPTION OF A RESOLUTION RECOMMENDING APPROVAL THEREOF AND RELATED BUDGET ALLOCATION BY THE CITY COUNCIL, COMMISSIONER GARCIA (STEP 2 OF 2)

During the March 12, 2025 EDC regular meeting the item returned on the agenda as Action item. Due to a technicality with how the item was titled, direct action for adoption could not be taken. The city attorney suggested that the item be returned during the April EDC meeting for Action as Step 2.

During the April 9, 2025 meeting, the EDC will further deliberate on the proposed EDC Work Plan and potentially take action to adopt a resolution to recommend approval of a new work plan by the City Council.

REASONS FOR RECOMMENDATION

The 2022 Economic Development Commission (EDC) Work Plan, approved by City Council during their January 25, 2022 regular meeting has been fulfilled. For the EDC to devise a new Work Plan with goals, initiatives and deliverables, the EDC must reach consensus on the contents of the Work Plan, present it to the Vallejo City Council for adoption and align budget requests to specifically support the implementation of the approved Work Plan.

ENVIRONMENTAL REVIEW

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

ATTACHMENTS

1.	Resolution No. EVC 25-01 Draft EDC 2025 Work Plan and Budget (Exh A)
2.	DRAFT EDC 2025 WORK PLAN

CONTACT

Ivette Iraheta, Economic Development Commission Secretary (707) 645-2622
ivette.iraqueta@cityofvallejo.net

RESOLUTION NO. EVC 25-01

**A RESOLUTION OF THE ECONOMIC DEVELOPMENT COMMISSION (EDC)
OF THE CITY OF VALLEJO RECOMMENDING APPROVAL BY THE CITY OF VALLEJO
CITY COUNCIL OF A NEW EDC WORKPLAN AND A REQUEST OF \$20,000 FROM THE
CITY OF VALLEJO FISCAL YEAR 2025-26 BUDEGET ALLOCATION FOR WORKPLAN
IMPLEMENTATION**

WHEREAS, Chapter 2.36 of the Municipal City Code (“MCC”) establishes that the Economic Development Commission (“the Commission”) shall advise the city council on issues that can enhance job growth and increased private investment in Vallejo, review and assist with updates and the implementation of the economic development element of the general plan, and to assist with business retention and attraction activities; and

WHEREAS, during the Commission’s October 9, 2024 regular meeting the Commission discussed the 2023 City Council approved Work Plan and determined that that goals and deliverables had been completed; thus the Commission began to research workplans from other cities and economic development commissions to consider as it worked to develop a new Work Plan; and

WHEREAS, the Commission January 8, 2025 regular meeting the Commission deliberated on its current and proposed future Work Plan, discussed items from their previous Work Plan that should be considered for incorporation into the new workplan because they were effective and new goals and initiatives that should be added; and

WHEREAS, the Commission proposes that the key focus areas be aligned to tasks and deliverables under the recently approved by the City Council Economic Development Strategic Plan where the Commission is mentioned as a stakeholder and/or prospective partner to support the implementation of goals, deliverables and initiatives; and

WHEREAS, during the Commission’s February 12, 2025 regular meeting, a draft Work Plan was presented including five key focus areas for the Commission to prioritize in a future Work Plan, including: 1. Strategy and Advisement, 2. Business Recruitment (New Business), 3. Business Retention (Existing Businesses), 4. Public Safety and Economic Viability and 5. Civic Innovation & Technology; and

WHEREAS, a budget (See accompanying Exhibit A) for the Council’s consideration, reflective of the agreed-upon Work Plan areas for FY25-26 to specifically advance ongoing Commission initiatives in line with stated Work Plan goals and initiatives.

NOW THEREFORE, BE IT RESOLVED:

1. That the Economic Development Commission hereby urges the City Council to approve the EDC 2025 Work Plan; and to
2. Approve the 2025 EDC Work Plan corresponding funding request of \$20,000 to during its FY25-26 budget allocation to implement the Work Plan.

PASSED AND ADOPTED by the Economic Development Commission of the City of Vallejo at a regular meeting thereof held on Wednesday, April 9, 2025, by the following vote:

AYES:

NOES:

Exhibit A

Economic Development Commission (EDC): Funding Request Summary FY25-26

Line Items	EDC Workplan Priority Area	Total Amount
Design & Communication (Marketing)	Strategy	\$7,500
Professional Photography (Business Community)	Business Recruitment/Retention	\$5,000
Business Roundtable & Recruitment Events	Business Retention	\$3,500
Digital & Print Business Promotion	AI and Innovation for City	\$2,000
Community Engagement & Sentiment Analysis	Public Safety and Economic Viability	\$2,000
Total		\$ 20,000



VALLEJO ECONOMIC
DEVELOPMENT COMMISSION

Commission
Workplan (DRAFT)

2025
- 2026

SEVENTEEN

01
Introduction

02.
Commission Purpose and
Authority

03.
Strategic Alignment

04.
Strategy and Advisement

05.
Business Recruitment

06.
Business Retention

07.
Public Safety and Economic
Viability

08.
Civic Innovation + Technology

09.
Budget 23-24

10.
Budget 23-24

11.
Timeline + Plan

12.
Conclusion

13.
Acknowledgments

The Economic Development Commission (EDC) serves as a key body supporting Vallejo’s economic growth by strategizing, recruiting, and retaining businesses. This work plan builds on the City’s Economic Development Strategic Plan, aligning with Council priorities, regional economic efforts, and community needs in a period of growth and increased regional attention.

Vallejo’s Awards and Recognition

- Ranked 6th Best City to Live in California (Forbes, 2023)
- Top 150 Best Places to Live in the U.S. (U.S. News, 2024)

Commission Focus Areas

1. **Strategy** – Develop and refine economic strategies to drive growth.
2. **Business Recruitment** – Attract new businesses, industries, and investments.
3. **Business Retention** – Support, stabilize, and expand existing businesses.
4. **Public Safety & Economic Viability** – Address business-related safety concerns.
5. **AI & Innovation for Cities** – Explore how emerging technologies can support economic development.

COMMISSION PURPOSE & AUTHORITY

The three purposes of the Economic Vitality Commission (EVC) are outlined as follows in the Vallejo Municipal Code – Chapter 2.36:

- 01 Advise Council on issues that can enhance job growth and increase private investment in the City;
02. Review and assist with updates and the implementation of the economic development element of the general plan and
03. Assist with business retention and attraction activities.

STRATEGIC ALIGNMENT

This work plan supports the implementation of Cycle 1 (2024-2027) of the Economic Development Strategic Plan, focusing on foundational development and active engagement in business support initiatives.

This work plan supports the aims of multiple strategic documents that fuel the activities of the commission.

- **Vallejo General Plan 2040** Long-term vision for city growth; includes Economic Development goals.
- **2024 Economic Development Strategic Plan** Sets short- and medium-term priorities for job growth, business attraction, and community revitalization.
- **EDC Meeting Agendas & Minutes** track past discussions, actions, and upcoming agenda items.



Vallejo has to embrace the process of staying gritty, resilient, and regionally unique in positive ways.

ECONOMIC DEVELOPMENT
STRATEGIC PLAN, PG. 5

1. STRATEGY & ADVISEMENT

A. Economic Strategy & Policy Development

Who: Assigned Commissioners, Economic Development Staff

When: Quarterly updates and advisement

Why: To ensure Vallejo remains competitive and leverages opportunities effectively through research and expertise grounded in data.

Success Metrics: Adopting at least two new policies that improve Vallejo's business climate.

Key Tasks:

- **Develop a Belonging Map**, identifying areas that foster economic vibrancy and build community connection.
- **Conduct ongoing briefings** of business districts using data insights and reports.
- **Scope a world-class art event** and demonstration with key economic development partners.
- **Create a role to oversee the commission's budget** and track the City's strategic economic investments.

B. Visit Vallejo Oversight & Engagement

Who: Economic Development Commission, Visit Vallejo, City Economic Development Staff

When: Biannual reviews

Why: To maximize Vallejo's tourism impact and ensure economic benefits.

Success Metrics: Increased tourism, local investment, visitor engagement, and business foot traffic.

Key Tasks:

- Formalize reporting expectations between Visit Vallejo and the Commission.
- Identify opportunities for business and cultural activations in collaboration with Visit Vallejo.
- Develop a visitor-friendly business directory and event strategy.
- Advise on work and approve the budget.

C. Learning and development

Who: Economic Development Commission, Visit Vallejo, City Economic Development Staff

When: Annually

Why: Build the bench of economic development expertise in the City and on the Commission.

Key Tasks:

- Identify trainers to support this work plan.
- Determine invitees and key stakeholders that could also benefit (i.e. Chamber, City staff, etc)
- Execute training

2. BUSINESS RECRUITMENT (NEW BUSINESS)

A. Business Attraction Campaign

Who: Business Recruitment Committee, Solano EDC, City Economic Development Staff

When: Ongoing

Why: To attract targeted industries and create sustainable economic growth.

Success Metrics: Three new businesses in each focus neighborhood are recruited annually through outreach.

Key Tasks:

- Identify key business sectors and high-value locations (Mare Island, Downtown, Sonoma Corridor).
- Develop marketing collateral and recruitment materials for prospective businesses and investors.
- Host quarterly networking events with industry professionals (i.e. real estate, other industries).

3. BUSINESS RETENTION (EXISTING BUSINESSES)

A. Business Support & Expansion

Who: Business Retention Committee, Chamber of Commerce, Local Business Owners

When: Monthly engagement meetings

Why: To stabilize and support existing businesses with resources and advocacy.

Success Metrics: Retention of 90% of engaged businesses through direct support initiatives.

Key Tasks:

- Conduct business site visits and retention interviews.
- Connect businesses with relevant grant and/or loan opportunities and business incentives.
- Collaborate with law enforcement on safety enhancements impacting businesses.
- Launch shop-local campaigns and highlight success stories.
- Create a calendar of visits.

B. Small Business Resources & Infrastructure Support

Who: Economic Development Staff, Solano EDC, Business Owners

When: Ongoing

Why: To ensure businesses thrive in an environment with proper infrastructure and access to capital.

Success Metrics: Improved access to revolving loan funds and capital investment opportunities.

Key Tasks:

- Track and report usage of the Revolving Loan Fund.
- Assess infrastructure upgrades needed for small business success.
- Develop a framework for vacant space activation and commercial revitalization.

4. PUBLIC SAFETY & ECONOMIC VIABILITY

A. Business & Public Safety Enhancements

Who: Business Safety Committee, Law Enforcement, City Officials

When: Monthly engagement sessions

Why: To address safety concerns impacting businesses and improve Vallejo's economic environment.

Success Metrics: Reduction in reported business-related crimes and increased business engagement.

Key Tasks:

- Conduct monthly business safety forums.
- Establish direct communication channels between business owners and law enforcement.
- Advocate for safety measures in business districts, including enhanced street lighting and security infrastructure.
- Track the impact of crime on business closures and insurance challenges.

5. CIVIC INNOVATION & TECHNOLOGY

A. Economic Development, Emerging Technology, and Opportunities for Innovation

Who: Innovation & Data Committee, City Technology Team, Economic Development Staff

When: Ongoing

Why: Leverage AI and emerging technologies for city development, business recruitment, and enhanced public services.

Success Metrics:

Offer clear recommendations and advisement to city council on the opportunities for investment in civic innovation and technology.

Key Tasks:

- Research and understand National investments related to data, AI, and technology.
- Understand general use and challenges to internet and technology for small and mid-size businesses
- Understand AI-driven sentiment analysis to understand business and resident needs and concerns.
- Explore ways and recommendations for the City of Vallejo to best leverage technology and improve city processes to better serve Vallejo businesses

BUDGET FY 23-24

Request for budget rollover

This was the first year the Economic Development Commission (EDC) received an allocated budget. Due to procedural delays—including adjustments to meeting agendas, onboarding of new commissioners, and the time required to establish spending protocols—the commission was not able to deploy funds within the fiscal year. This is not due to lack of interest or effort, but rather the time required to align with city processes and clarify expenditure procedures.

To preserve the integrity of the approved workplan and avoid restarting efforts from scratch, the commission requests that unused funds totaling \$10,392 be rolled over into FY 24–25.

Item	Amount
Honoraria	\$0.00
Social Media Ads	\$250.00
GROW Vallejo: Pole Banners + Signage	\$1500.00
Professional Development + Training	\$4392.00
Supplies (Bus. cards, postcards, publications, marketing collateral)	\$3,0000.00
TOTAL: \$10,392	

BUDGET FY 25-26

New Budget Request

This proposed \$20,000 budget directly supports Cycle 1 of Vallejo’s Economic Development Strategic Plan (2025–2027), which focuses on foundational visibility, community engagement, and business growth.

This budget translates strategy into action—building visibility, trust, and traction where it matters most.

Item	Amount
Vallejo Lights Program	\$7,500
Professional Photography (Business & Community)	\$5,000
Business Roundtables & Recruitment Events	\$3,500
Design & Communications (Marketing)	\$2,000
Community Engagement & Sentiment Analysis	\$2,000

TOTAL: \$20,000

New Budget Justification

- **Vallejo Lights Program (\$7,500):** Advances placemaking and improves safety and vibrancy in key corridors—core to the plan’s call for activating commercial areas and shifting business perception.
- **Professional Photography (\$5,000):** Supports the plan’s emphasis on enhanced communications and building a compelling visual narrative for Vallejo.
- **Business Roundtables & Recruitment Events (\$3,500):** Drives business attraction and local relationship-building, echoing the Strategic Plan’s focus on site selector engagement and stakeholder connection.
- **Marketing & Communications Design (\$2,000):** Aligns with the plan’s communication strategy by creating materials that highlight Vallejo’s assets and initiatives.
- **Community Engagement & Sentiment Analysis (\$2,000):** Supports data-informed decision-making and ongoing community voice integration, consistent with the plan’s outreach and measurement framework.

TIMELINE

Period between April 2025 - June 2025

Priority Area	Key Tasks	Responsible Party	Partners
Business Retention	<ul style="list-style-type: none"> • Conduct business engagement sessions • Adjust workplan 	Business Retention Team	Relevant Partners
Business Retention	<ul style="list-style-type: none"> • Facilitate connections to funding sources • Develop recommendations to the City Council • Adjust work plan 	Business Retention Team	Relevant Partners
Civic Innovation & Technology	<ul style="list-style-type: none"> • Research and understand national investments related to data, AI, and technology; • Explore AI-driven sentiment analysis for business and resident concerns. • Develop recommendations to the City Council • Adjust workplan 	Innovation & Data Team	City Technology Team, Economic Development Staff

TIMELINE

Period between July 2025 - September 2025

Priority Area	Key Tasks	Responsible Party	Partners
Business Retention	<ul style="list-style-type: none"> • Develop a business incentives outreach strategy • Develop recommendations to the City Council • Adjust workplan 	Business Retention Team	Relevant Partners
Public Safety & Economic Viability	<ul style="list-style-type: none"> • Conduct citywide business safety assessment; • Establish communication channels between business owners and law enforcement; • Track impact of crime on business closures. • Receive report from Visit Vallejo • Develop recommendations to the City CouncilAdjust workplan 	Business Safety Team	Law Enforcement, Local Businesses, Economic Development Staff
Public Safety & Economic Viability	<ul style="list-style-type: none"> • Recommend and implement safety measures • Develop recommendations to the City CouncilAdjust work plan 	Business Safety Team	Relevant Partners

TIMELINE

Period between October 2025 - December 2025

Priority Area	Key Tasks	Responsible Party	Partners
Business Recruitment	<ul style="list-style-type: none"> • Execute targeted recruitment campaign; • Develop marketing collateral and recruitment materials; • Start quarterly networking events with industry professionals. • Adjust workplanReceive report from Visit Vallejo • Develop recommendations to the City Council 	Business Recruitment Team	Solano EDC, Regional Partners, Economic Development Staff
Strategy & Advisement	<ul style="list-style-type: none"> • Develop promotional campaigns and strategy • Adjust workplan 	Visit the Vallejo Oversight Team	Relevant Partners
Strategy & Advisement	<ul style="list-style-type: none"> • Evaluate Visit Vallejo's marketing impact; • Formalize reporting expectations between Visit Vallejo and the Commission; • Identify opportunities for business and cultural activations. • Develop recommendations to the City Council, • Adjust workplan 	Visit the Vallejo Oversight Team	Visit Vallejo, Solano EDC, Economic Development Staff

TIMELINE

Period between January 2026 - March 2026

Priority Area	Key Tasks	Responsible Party	Partners
Strategy & Advisement	<ul style="list-style-type: none"> Analyze economic trends Develop recommendations to the City Council Adjust workplan	Economic Development Commission	Relevant Partners
Strategy & Advisement	<ul style="list-style-type: none"> Host initial learning sessions Develop recommendations to the City Council Adjust workplan	Economic Development Commission	Relevant Partners
Business Retention	<ul style="list-style-type: none"> Monitor growth impact Develop recommendations to the City Council Adjust workplan	Business Retention Team	Relevant Partners

TIMELINE

Period between April 2026 - June 2026

Priority Area	Key Tasks	Responsible Party	Partners
Business Recruitment	<ul style="list-style-type: none"> Develop a targeted recruitment list Develop recommendations to the City Council Adjust workplan 	Business Recruitment Team	Relevant Partners
Business Retention	<ul style="list-style-type: none"> Facilitate connections to funding sources Develop recommendations to the City Council Adjust workplan 	Business Retention Team	Relevant Partners
Strategy & Advisement	<ul style="list-style-type: none"> Develop a belonging map to identify areas fostering economic vibrancy; Conduct briefings on business districts using data insights. Develop recommendations to the City Council Adjust workplan 	Economic Development Commission	Economic Development Staff, City Council, Local Businesses

TIMELINE

Period between July 2026 - September 2026

Priority Area	Key Tasks	Responsible Party	Partners
Business Recruitment	<ul style="list-style-type: none"> Develop targeted recruitment list Develop recommendations to the City Council 	Business Recruitment Team	Relevant Partners
Strategy & Advisement	<ul style="list-style-type: none"> Identify trainers to support economic strategy; Execute training program; Determine invitees and key stakeholders. Develop recommendations to the City Council Adjust workplan 	Economic Development Commission	Economic Development Staff, Training Partners
Business Retention	<ul style="list-style-type: none"> Assess impact and iterate support measures Develop recommendations to the City Council 	Business Retention Team	Relevant Partners

TIMELINE

Period between October 2026 - December 2026

Priority Area	Key Tasks	Responsible Party	Partners
Business Retention	<ul style="list-style-type: none"> • Support existing businesses with resources and advocacy; • Launch shop-local campaigns and highlight success stories. • Develop recommendations to the City Council • Adjust workplan 	Business Retention Team	Chamber of Commerce, Local Business Owners, Economic Development Staff
Strategy & Advisement	<ul style="list-style-type: none"> • Host initial learning sessions • Develop recommendations to the City Council • Adjust workplan 	Economic Development Commission	Relevant Partners
Public Safety & Economic Viability	<ul style="list-style-type: none"> • Enhance public safety infrastructure in business districts, including improved lighting and security measures. • Develop recommendations to the City Council • Adjust workplan 	Business Safety Team	Law Enforcement, Local Businesses, Economic Development Staff

APPENDIX

Appendix 1: Anchor Store Closure Research

1. The Safeway closure is causing significant disruption. Long-term employees are uncertain about relocation to stores outside Vallejo, with no clear timeline or location provided.
2. Residents are concerned about losing a convenient grocery shopping option, especially those without easy transportation alternatives.
3. The closure of Safeway and two Walgreens stores has created a medication access problem. Some Safeway employees who get their prescriptions through the store's pharmacy are unsure where to transfer their medications.
4. Nearby businesses, like a local cheesesteak shop, are worried about losing foot traffic that Safeway brought to the area.
5. There's a general lack of communication from the city. Neither businesses nor residents reported hearing about closures or potential solutions from city officials.
6. The real reason for Safeway's closure is a lease dispute rather than theft issues. Safeway wanted to add gas stations, which the property owner opposed.
7. Other businesses are concerned about potential impacts but haven't yet contacted property owners or the city about their plans.
8. Small vendors in the area are facing challenges related to safety and licensing, highlighting broader issues affecting local businesses.
9. Increased theft reported at Benicia CVS, concerns of locking up items.

APPENDIX

Appendix 2: Next-Door Response to Anchor Business Closure

Key Themes & Sentiments:

Summarizes Commissioner Garcia's reading of several hundred comments on NextDoor. This is not intended to be a reflection of the entire Vallejo community, but does offer some insight into community conversations around this issue.

1. Crime and Safety Concerns (Most Common Theme)

- Many comments blame crime and safety issues for the Safeway closure.
- Some believe the problem is due to out-of-town perpetrators, while others feel Vallejo's leadership has not done enough to address crime.
- Example comment: "It's really unfortunate to see any store closing, especially due to safety concerns. I hope Vallejo can address these issues soon."

2. Economic Impact & Business Competition

- Some commenters speculate that the closure is due to economic reasons rather than crime, pointing to Costco's new location as a major factor.
- Concerns about job losses and fewer affordable grocery options in the area.
- Example comment: "They are closing because now they'll be losing money cuz of Costco!"

3. Community Impact & Food Accessibility

- Many residents worry that the closure will create a "food desert," making it harder for lower-income or carless residents to access groceries.
- Some mention past grocery store closures and express frustration that corporate chains seem to abandon Vallejo.
- Example comment: "The sad part is for those who can't afford a Costco membership. That area begins to look like a food desert."

APPENDIX

- Frustration with City Leadership
 - Some residents express frustration that city leaders have not taken action to prevent store closures or crime-related issues.
 - Others believe the city favors corporate interests over community needs.
 - Example comment: "Vallejo needs to get it together—every time a store closes, it's the same story, and nothing changes."
- Alternative Solutions & Adjustments
 - Some commenters discuss switching to Costco or other grocery stores in nearby areas like Benicia or American Canyon.
 - Others suggest that another grocery chain may take over the location, but remain skeptical.
 - Example comment: "Why not go to Costco? The gas alone pays for the membership!"

General Takeaways:

- The closure has sparked a debate over whether crime or economic competition is the main cause.
- There is strong concern about access to groceries, especially for those who cannot afford Costco.
- Some residents are frustrated with Vallejo's leadership, feeling that the city is not doing enough to support local businesses or prevent crime.
- Others have resigned to the closure and are seeking alternative shopping options.

ACKNOWLEDGMENTS

Produced by the Vallejo Economic Development Commission in collaboration with partners.

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CONTACT US

MEETING INFORMATION:

When: 2nd Wednesday of each month

Vallejo.gov

Time: 6:00 p.m.

Where: City Council Chambers, City Hall