

AGENDA



ECONOMIC VITALITY COMMISSION

Economic Vitality Commission

Alexander Matias, Chair
Calvin Harrell, Vice-Chair
Thomas Barbiero
Deborah Dickson
Diana Dowling
Nicole Loufas
Reina Robinson

VIA TELECONFERENCE

**October 13, 2021
6:00 PM**

www.cityofvallejo.net

TO THE MEMBERS OF THE ECONOMIC VITALITY COMMISSION:

You are hereby notified that I do hereby call the Vallejo Economic Vitality Commission in session to consider only the matters stated on the agenda listed below.

IMPORTANT NOTICE REGARDING OCTOBER 13th, 2021 ECONOMIC VITALITY COMMISSION MEETING

These meetings are being conducted using teleconference and electronic means consistent with the State of California Executive Order N-29-30 regarding the COVID-19 pandemic. The live stream of the meeting may be viewed on television or online. Details may be found at www.cityofvallejo.net. In accordance with Executive Order N-29-30, the public may only view the meetings on television and/or online and not in the Council Chamber.

PUBLIC COMMENT:

Members of the Public may provide public comments during the Commission Meeting via Zoom (<https://zoomregular.cityofvallejo.net>), or via phone, by dialing (669) 900-6833, enter meeting id: 914 0075 0676#

VIEW THE MEETING:

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In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Staff Secretary at paul.kelley@cityofvallejo.net. Notification at least 48 hours prior to a meeting will enable the City to make reasonable arrangements to ensure accessibility to that meeting. [28 CFR.35.102.35.104 ADA Title II]

Notice of Availability of Public Records: All public records relating to an open session item, which are not exempt from disclosure pursuant to the Public Records Act, that are distributed to a majority of the Economic Vitality Commission will be available for public inspection at City Hall, 555 Santa Clara St., 2nd Floor, or the Vallejo Public Library, 505 Santa Clara St. at the same time that the public records are distributed or made available to the Economic Vitality Commission. Such documents may also be available on the City of Vallejo website at www.cityofvallejo.net subject to staff's ability to post the documents prior to the meeting. **If you have any questions regarding any of the following agenda items, please contact the secretary of the commission, Paul Kelley at paul.kelley@cityofvallejo.net or (707) 649-5452.**

1. **CALL TO ORDER [6:00]**

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL**

4. **COMMUNITY FORUM**

Due to the current Shelter in Home Order and in conformance with the Governor's Executive Order N-29-30 the City of Vallejo has opted to hold City Council meetings and Economic Vitality Commission meetings via teleconference. Any interested members of the public desiring to communicate with the Commission as part of the First Community Form must do so by accessing the link at the conclusion of this paragraph. There will be no public access to City Hall for any Economic Vitality Commission Meetings until further notice. Zoom Link: (<https://zoomregular.cityofvallejo.net>), or via phone by dialing (699) 900-6833, enter meeting id: 914 0075 0676#

5. **APPROVAL OF AGENDA**

Recommendation: By motion, approve the October 13th, 2021 agenda.

6. **APPROVAL OF MINUTES**

Recommendation: By motion, approve the minutes from the August 11th, 2021 meeting.

7. **PRESENTATIONS**

Due to the current Shelter in Home Order and in conformance with the Governor's Executive Order N-29-30 the City of Vallejo has opted to hold City Council meetings and Economic Vitality Commission meetings via teleconference. Any interested members of the public desiring to communicate with the Commission as part of the First Community Form must do so by accessing the link at the conclusion of this paragraph. There will be no public access to City Hall for any Economic Vitality Commission Meetings until further notice. Zoom Link: (<https://zoomregular.cityofvallejo.net>), or via phone by dialing (699) 900-6833, enter meeting id: 914 0075 0676#

- A. City of Vallejo Economic Development Division – Staff update and Introductions
Paul Kelley – City of Vallejo Economic Development Division and Commission Secretary

8. **ACTION CALENDAR**

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A. Commission Duties and Work Plan

Recommendation: Review and Comment for potential Submission to Council

- The Attached document has the Duties of the commission and a list of potential projects / tasks as work plan for Commission

B. Sub-Committee Report(s)

Recommendation: Receive Report from Sub-Committees:

- Operations & Communications Sub-Committee –
 - o Report that Commission Procedures & Rules Document – Draft has been submitted to City Atty office
- Business Retention / Attraction Sub-Committee
 - o Update

9. SECOND COMMUNITY FORUM

See Community Forum Above for ways to comment

10. REPORT OF THE SECRETARY

A. Economic Division Strategic Plan and other programs from ARPA

11. REPORTS OF THE CITY COUNCIL LIAISON

12. COMMISSIONER COMMENTS

13. INFORMATION ITEMS, ACTIVITY REPORTS, AND ANNOUNCEMENTS

14. ADJOURNMENT

I, Paul Kelley, Secretary, do hereby certify that we have caused a true copy of the above notice and agenda to be delivered to each of the members of the Economic Vitality Commission, at the time and in the manner prescribed by law and that this agenda was posted at City Hall, 555 Santa Clara Street, CA by 5:00 p.m., October 7, 2021.



Dated: Tuesday, October 7th, 2021

Paul Kelley, EVC Secretary



**AGENDA
MINUTES
(Item 6 of October 13th 2021 Meeting)
ECONOMIC VITALITY COMMISSION**

Economic Vitality Commission

Alexander Matias, Chair
Calvin Harrell, Vice-Chair
Thomas Barbiero
Deborah Dickson
Diana Dowling
Nicole Loufas
Reina Robinson

VIA TELECONFERENCE

**August 11, 2021
6:00 PM**

www.cityofvallejo.net

TO THE MEMBERS OF THE ECONOMIC VITALITY COMMISSION:

You are hereby notified that I do hereby call the Vallejo Economic Vitality Commission in session to consider only the matters stated on the agenda listed below.

**IMPORTANT NOTICE REGARDING AUGUST 11th, 2021
ECONOMIC VITALITY COMMISSION MEETING**

These meetings are being conducted using teleconference and electronic means consistent with the State of California Executive Order N-29-30 regarding the COVID-19 pandemic. The live stream of the meeting may be viewed on television or online. Details may be found at www.cityofvallejo.net. In accordance with Executive Order N-29-30, the public may only view the meetings on television and/or online and not in the Council Chamber.

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1. CALL TO ORDER [6:00] –*Called to Order at 6:03pm*

2. PLEDGE OF ALLEGIANCE – Chair Matias read the Pledge for all

3. INTRODUCTION OF NEW MEMBERS AND OATH OF OFFICE

*Commissioner Loufas was introduced and welcomed
CouncilMember Brown administered the Oath of Office
Other Commissioners welcomed*

4. ROLL CALL

*Present: Chair Matias, Vice-Chair Harrell, Commissioners: Dickson, Dowling, Loufas, Robinson. Liaison – Councilmember Brown, Secretary Kelley.
Absent: Barbiero*

5. COMMUNITY FORUM

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No Comments

6. APPROVAL OF AGENDA

Recommendation: By motion, approve the August 11th, 2021 agenda.
M – Dickson, 2nd – Robinson. Passed unanimous as presented.

7. APPROVAL OF MINUTES

Recommendation: By motion, approve the minutes from the June 9th, 2021 meeting.
M – Harrell, 2nd – Dowling, Passed unanimous as presented

8. PRESENTATIONS

Due to the current Shelter in Home Order and in conformance with the Governor's Executive Order N-29-30 the City of Vallejo has opted to hold City Council meetings and Economic Vitality Commission meetings via teleconference. Any interested members of the public desiring to communicate with the Commission as part of the First Community Form must do so by accessing the link at the conclusion of this paragraph. There will be no public access to City Hall for any Economic Vitality Commission Meetings until further notice. Zoom Link: (<https://zoomregular.cityofvallejo.net>), or via phone by dialing (699) 900-6833, enter meeting id: 914 0075 0676#

A. City of Vallejo Communications and Outreach Overview

Christina Lee – City of Vallejo PIO

Presentation with Slides, Vallejo Weekly, Blue Dot, Social Media etc.

B. Visit Vallejo – Communications and Marketing report

Mike Browne – Visit Vallejo – *With Manny Angel*

Slides and videos about Visit Vallejo marketing efforts and issues to work with the City.

*AirBnb Revenue, Research, Brand Support
Possibility to look for ARP funds for Tourism.*

- C. Economic Development Division – Communications Report
Scty Kelley reviewed Cityofvallejo.net website support for businesses and Covid 19 resources.

9. ACTION CALENDAR

Due to the current Shelter in Home Order and in conformance with the Governor's Executive Order N-29-30 the City of Vallejo has opted to hold City Council meetings and Economic Vitality Commission meetings via teleconference. Any interested members of the public desiring to communicate with the Commission as part of the First Community Form must do so by accessing the link at the conclusion of this paragraph. There will be no public access to City Hall for any Economic Vitality Commission Meetings until further notice. Zoom Link: (<https://zoomregular.cityofvallejo.net>), or via phone by dialing (699) 900-6833, enter meeting id: 914 0075 0676#

A. Sub-Committee Report(s)

Recommendation: Receive Report from Sub-Committees:

- Operations Sub-Committee –
 - o Report from Committee
 - o Commission Procedures & Rules Document – Draft

Chair Matias provided report and review of the Procedures and Rules document that all commissioners were asked to review and comment. For adoption in October.

*M – Robinson : "Update name of Operation committee to include communications – to "Operations and Communications Sub-committee"
2nd – Harrell*

- Business Retention / Attraction Sub-Committee
 - o Report from Committee members
Commissioner Loufas volunteered for this committee making three members.
V.Chair Harrell provided a report
Scty Kelley – Provided updated report with activities and survey work

B. Business Retention – Sub-Committee – Survey Discussion

Recommendation: Review Survey Options and next steps
Provided in previous item.

10. SECOND COMMUNITY FORUM

See Community Forum Above for ways to comment
NO COMMENTS

11. REPORT OF THE SECRETARY

- A. Economic Vitality Commission Staff Update - *New ED Secretary ½ time and two program managers starting in late August.*

-
- B. Economic Division Strategic Plan – update – *Working with CMO on using funds from ARP for this.*
- C. Report on Materials for Commissioners – Generic Business cards – *Sent to all by secty. Now adding new members.*
- 12. REPORTS OF THE CITY COUNCIL LIAISON – COUNCIL MEMBER BROWN, THANKED ALL AND ENCOURAGED EQUITABLE OUTREACH TO BUSINESSES IN THE COMMUNITY.**
- 13. COMMISSIONER COMMENTS**
DICKSON – PLEASED WITH COMMISSION PROGRESS, AND MORE MEETINGS NOW THAN BEFORE AND GREAT REPORTS
HARRELL – FOCUS ON SMALL BUSINESS WILL PROVIDE MOST BENEFIT
- 14. INFORMATION ITEMS, ACTIVITY REPORTS, AND ANNOUNCEMENTS**
- 15. ADJOURNMENT – 7:59pm**

I, Paul Kelley, Secretary, do hereby certify that we have caused a true copy of the above notice and agenda to be delivered to each of the members of the Economic Vitality Commission, at the time and in the manner prescribed by law and that this agenda was posted at City Hall, 555 Santa Clara Street, CA by 5:00 p.m., August 5, 2021.

Dated: Tuesday, August 5, 2021



Paul Kelley, EVC Secretary



MEMORANDUM FOR ITEM 8.A

DATE: October 13, 2021

TO: Economic Vitality Commission

FROM: Paul Kelley, Spec. Advisor to City Manager – Economic Development (Commission Secretary)
Paul.Kelley@cityofvallejo.net

SUBJECT: **ITEM 8.A** 2021-2022 ECONOMIC VITALITY COMMISSION (EVC) WORK PLAN

The three purposes for the EVC are outlined as follows in the Vallejo Municipal Code Chapter 2.36:

1. To advise the city council on issues that can enhance job growth and increase private investment in Vallejo.
2. To review and assist with updates and the implementation of the economic development element of the general plan; and
3. To assist with business retention and attraction activities.

The following information is intended to describe anticipated EVC tasks and work plan that can be brought to the City Council for their review and approval. The EVC's codified purpose, duties and powers can guide the commission to look at tasks that can be a work plan to accomplish distinct items for the Commission and to be reviewed by the City Council. The aim is to have substantive, timely and relevant avenues for EVC involvement and input that supports and contributes to the economic development efforts of the city and its partners.

The Duties and Powers of the EVC is described in the Municipal Code Chapter 2.36.030 -

The economic vitality commission shall:

- A. Be familiar with current plans for economic activity in Vallejo.
- B. Recommend to city council policies that can incentivize job growth and business investment in Vallejo.
- C. Plan and conduct business retention and business attraction programs.
- D. Maintain relationships with economic development organizations including, but not limited to, chambers of commerce, regional and state economic development organizations.
- E. Review and provide recommendations regarding the city's website and communications to support economic vitality in the city; and
- F. To render reports to the city council concerning the activities of the commission, its rulings, actions, results of hearings, and all other matters pertinent to the commission's activities which may be of interest to the city council.

Tasks and Projects as Work Plan within the list of Duties

The following could be used by the EVC for each of the above items:

- A. *Be familiar with current plans for economic activity in Vallejo.*
 - a. Reports at the meetings from Staff,
 - b. Participate in the Economic Development Strategic Plan
- B. *Recommend to city council policies that can incentivize job growth and business investment in Vallejo.*
 - a. Survey of residents and businesses to see what investment the community would want to help them and job growth.
 - b. Provide marketing and outreach a small business grant program
 - c. Investigate and potentially start a "Main Street program"
 - d. Participate in the Economic Development Strategic plan update
- C. *Plan and conduct business retention and business attraction programs.*
 - a. Create a Commission Subcommittee on business retention
 - b. Survey Businesses to help with retention and attraction programs
 - c. Initiate a "Buy Local Program"
 - d. Work with City PIO on marketing and outreach using Business license holders
- D. *Maintain relationships with economic development organizations including, but not limited to, chambers of commerce, regional and state economic development organizations.*
 - a. Attend Chamber to meetings
 - b. Invite Vallejo Chambers, Solano EDC and State GoBiz
 - c. Reports from Industry experts including the State and Federal Government representatives
- E. *Review and provide recommendations regarding the city's website and communications to support economic vitality in the city.*
 - a. Create a Communications Sub-Committee
 - b. Meet with IT and ED staff on Web and other communications
 - c. Work with development of Marketing and Branding Program
 - d. Consider providing an article for Vallejo Weekly (quarterly?)
- F. *To render reports to the city council concerning the activities of the commission, its rulings, actions, results of hearings, and all other matters pertinent to the commission's activities which may be of interest to the city council.*
 - a. Use this work plan to present to the City Council for their approval
 - b. Provide a Mid-Year (2022) report to Council