

AGENDA

Economic Vitality Commission

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



ECONOMIC VITALITY COMMISSION

**December 8, 2021
6:00 PM**

www.cityofvallejo.net

- This AGENDA contains a brief general description of each item to be considered. The posting of the recommended actions does not indicate what action may be taken. If comments come to the Economic Vitality Commission without prior notice and are not listed on the AGENDA, no specific answers or response should be expected at this meeting per State law.
- Pursuant to the Government Code Section 54954.3 (The Brown Act), members of the public shall be afforded the opportunity to speak on any agenda item of interest to them provided they are first recognized by the presiding officer. Members of the public wishing to be so recognized are requested to submit a completed speaker card to the Commission Secretary prior to the consideration of the item or raise their hand 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.
- Those wishing to address the Commission on any matter for which another opportunity to speak is not provided on the AGENDA but which is within the jurisdiction of the Commission to resolve may come forward in person to the podium or virtually during the "COMMUNITY FORUM" portion of the AGENDA.
- Members of the public have the right to speak on any item on this agenda. Those wishing to address the Commission: 1) during the Community Forum are limited to three minutes pursuant to Vallejo Municipal Code Section 2.20.300; 2) on a Consent Calendar item are limited to three minutes pursuant to Vallejo Municipal Code Section 2.02.310; and an Action Calendar item are limited to five minutes pursuant to Vallejo Municipal Code Section 2.02.420.
- 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 Commission will be available for public inspection at the City Clerk's Office, 555 Santa Clara Street, Vallejo, CA at the same time that the public records are distributed or made available to the Commission. Such documents may also be available on the City of Vallejo website subject to staff's ability to post the documents prior to the meeting. Information may be obtained by calling (707) 648-4527, TDD (707) 649-3562.
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AGENDA



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**December 8, 2021
6:00 PM**

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TO THE MEMBERS OF THE ECONOMIC VITALITY COMMISSION:

NOTICE: Members of the Public will be able to participate in-person or remotely via Zoom. All in-person participants will be required to wear a face covering.

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.

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VIEW THE MEETING:

There are four different ways you can view this public meeting:

- In person
- Watch Vallejo local channel 28
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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. **OATH OF OFFICE (If applicable)**
5. **COMMUNITY FORUM**

5. **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 Economic Vitality Commission as part of the First Community Forum may do so in person by submitting a completed speaker's card to the Commission Secretary 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 pursuant to Vallejo Municipal Code Section 2.02.300.

6. **APPROVAL OF AGENDA**

Recommendation: By motion, approve the December 8th, 2021 agenda.

7. **APPROVAL OF MINUTES**

Recommendation: By motion, approve the minutes from the October 13th, 2021 meeting.

8. **PRESENTATIONS**

- A. Broadband Master Plan update
Patrick Mulhearn – CTC Technology & Energy

9. **ACTION CALENDAR**

NOTICE: Members of the public wishing to address the Commission on Action Calendar Items may do so in person by submitting a completed speaker's card to the commission secretary or via ZOOM (<https://ZoomRegular.Cityofvallejo.net>), or via phone, by dialing (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. Each speaker is limited to up to five minutes pursuant to Vallejo Municipal Code Section 2.02.420. In person speakers will be recognized first.

A. Commission Duties and Work Plan

Recommendation: Review and Comment for potential Submission to Council

- Report that the work plan is scheduled for submission to Council January 2022

B. Sub-Committee Report(s)

Recommendation: Receive Report from Sub-Committees:

- Operations & Communications Sub-Committee –
 - o Report from Committee on Operations
 - o Report from Committee on Communications
- Business Retention / Attraction Sub-Committee
 - o Update and Input on Survey and Next steps

10. SECOND COMMUNITY FORUM

See Community Forum Above for ways to comment

11. REPORT OF THE SECRETARY

A. Economic Division Strategic Plan Update and other programs from ARPA

12. REPORTS OF THE CITY COUNCIL LIAISON

13. COMMISSIONER COMMENTS

14. INFORMATION ITEMS, ACTIVITY REPORTS, AND ANNOUNCEMENTS

15. 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., December 1, 2021.

Dated: Wednesday, December 1st, 2021



Paul Kelley, EVC Secretary



AGENDA

MINUTES

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

www.cityofvallejo.net

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

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:

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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] – Called to order 6:40pm** (Commissioners heard from new ED staff and other discussions waiting for quorum)

2. **PLEDGE OF ALLEGIANCE - Yes**

3. **ROLL CALL**

Commissioners Present: Chair Matias, Vice-Chair Harrell, Loufas, Robinson

Commissioners Absent: Barbiero, Dickson, Dowling

Others Present: Councilmember Brown; Secretary Paul Kelley, ED Staff – Emi Theriault and Ivette Iraheta

4. **COMMUNITY FORUM - NONE**

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.

– M – Robinson, 2nd – Loufas - Unanimous Approved as presented

6. **APPROVAL OF MINUTES**

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

M – Robinson, 2nd – Harrell – Unanimous approved

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

Secretary Kelley presented the memo and potential work plan items as part of the commission duties etc. Council Member Brown discussed the work plan, and provided some direction for the commission

Chair Matias, Vice- Chair Harrell, Commissioners Loufas and Robinson provided input and discussion on the items listed and looked to focus on 3-4 primary items. The Chair also discussed ways to provide this report to the Council – Staff will edit the memo based on direction, provide to Chair and CM Brown.

M- Robinson, 2nd – Loufas for the four items below to focus

- A – Survey (Residents/businesses etc)(Sub-Committee)*
- B – Strategic Plan update participation*
- C – “Main Street” Program participation*
- D – Quarterly Article for Vallejo Weekly*

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
Secty Kelley reported its with City Atty Office
- Business Retention / Attraction Sub-Committee
 - o Update
No report, now need a member

9. SECOND COMMUNITY FORUM - NONE

See Community Forum Above for ways to comment

10. REPORT OF THE SECRETARY

A. Economic Division Strategic Plan and other programs from ARPA
Provided as part of the Meeting

11. REPORTS OF THE CITY COUNCIL LIAISON

CM BROWN – thanked commission and their service and to set this workplan for them and future commissions

12. COMMISSIONER COMMENTS

asked questions about grants and partnering with community groups.

13. INFORMATION ITEMS, ACTIVITY REPORTS, AND ANNOUNCEMENTS

14. ADJOURNMENT - 7:45PM

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



ECONOMIC VITALITY COMMISSION (EVC)

City Hall

555 Santa Clara Street
Vallejo, CA 94590

www.cityofvallejo.net

JANUARY 19, 2022

Commission Members

L. Alexander Matias, MPA, Chair
Calvin Harrell, Vice-Chair
Thomas Barbiero
Reina Robinson
Nicole Loufas
Diana Dowling

Commission Secretary

Paul Kelley, Special Advisor to the
City Manager – Economic
Development Manager

The Economic Vitality Commission (EVC) of the City of Vallejo is a seven-member resident and business owner led and City Council appointed commission charged with advising the city council on issues that can enhance job growth and increased private investment in Vallejo and to assist the Economic Development Division with business retention and attraction activities.

On September 14, 2021, the Vallejo City Council approved \$1.3M in American Rescue Plan Act (ARPA) funds to support Economic Development efforts in the City of Vallejo. This is the first or two planned ARPA fund allocations to support economic development efforts in our city. These efforts include but are not limited to a Small Business Grants program, Arts Grants Program, Downtown Facade Improvement Program, and related projects that provide economic supports to the business community. Additional information on these programs will be shared by the Economic Development Division of the City of Vallejo in the coming months.

Accordingly, the EVC has partnered with the Economic Development Department to develop a Business Retention, Attraction and Expansion survey (BRAE) to gather information from Vallejo businesses to help the city hone in on business retention and attraction activities and services that can support businesses grow and thrive in our community. The City of Vallejo last surveyed businesses in YYYY, so your feedback is important to help inform future economic development efforts.

Should you have any questions regarding this survey, please feel free to contact the Economic Development Division of the City of Vallejo at [\[insert phone\]](#) or via email at [\[insert email address\]](#).

Respectfully,

L. Alexander Matias, MPA
Chairman
Economic Vitality Commission
City of Vallejo, California

Business Retention Attraction and Expansion (BRAE) Survey Questions

Mission Statement: The economic well-being of our community is largely based upon our existing businesses. In recognition of this, a business retention, attraction and expansion survey is being conducted to gather information from Vallejo businesses to help the City hone in on business retention activities, provide services needed to help businesses grow or thrive, and provide workforce development services that comply with the needs of the businesses and more.

Purpose:

- Business Retention and Attraction and Expansion (BRAE) Survey
- Demonstrate the City's pro-business attitude.
- Build on developing communication with local businesses.
- Obtain their opinion and satisfaction level with the City.
- Identify business needs and concerns that may be addressed by the city.
- Identify their future outlook; profit change; relocation; expansion
- Identify the opportunity to provide training. ♣ Develop strategies and actions that will support economic development.

Section I. Business Information

Business Name:

Address:

Completed By:

Position / Title:

Email:

Phone:

1 a.) What year was your business originally established?

1 b.) If not originally established in Vallejo, what year did you locate in Vallejo?

2. What is the main product or service your business provides? (Please select the one that best fits)

- Automotive
- Financial Services
- Fitness / Recreation
- Food / Restaurant
- Dry Cleaning
- Healthcare
- Hospitality
- Internet sales/distribution
- Insurance
- Manufacturing
- Education
- Professional Services
- Public Utilities / Transportation

- n. Real Estate
- o. Salon / Spa
- p. Technology
- q. Tourism
- r. Other: _____

Markets / Customers

1. What is your market share (Stable, increasing, declining)
2. Where are your customers (Vallejo, Solano, Napa, SF, Visitor, etc)
3. Do you export (do you want to grow exports)

Financial

1. Is your business (sales/services) growing, staying same, decreasing?
2. How would you describe your net profits over the past 3 years (more, less, no change)?
3. Has your company experienced difficulty securing working capital the past 3 years?
4. Are you deferring capital investment until the City completes an infrastructure project?
5. Would you expand if financing help was available?

Location & Site Status:

Ie:

1. Do you own or lease your location (Own, Lease)
2. Rate the Condition of your Building
3. Rate the Age/Condition of your company equipment
4. Do you have surplus floor area or space that you aren't utilizing
5. Can you expand your existing facilities/operations on-site

Section II. Local (Vallejo) Business Climate

How satisfied are you with Vallejo as a business location with respect to the following factors?

(1- Satisfied, 2- Neutral, 3- Unsatisfied, N/A- Not Applicable)

Cost of doing business 1 2 3 N/A

Access to customers 1 2 3 N/A

Quality of Life 1 2 3 N/A

Proximity to metro areas/ amenities 1 2 3 N/A

Proximity to transportation / freeways 1 2 3 N/A

Safety Services 1 2 3 N/A

Residential / Commercial Development 1 2 3 N/A

City Streets/Roads 1 2 3 N/A

Access to a workforce / employees 1 2 3 N/A

City Permit Process 1 2 3 N/A

Local Officials 1 2 3 N/A

1. Over past 3-5 years would you say Vallejo as a place to do business has gotten better or stayed the same or gotten worse?
2. Are their crime and public safety issues impacting your business
3. Is the Vallejo infrastructure, service and utilities (1. Deficient, 3 – average, 5 = excellent)
4. What amenities would you want to see in new commercial projects in Vallejo

- a. Energy/Renewable, bike paths, landscaping, public art, etc?
5. What amenities do you believe would increase value in commercial projects
6. In your opinion, what is the most important issue facing Vallejo
 - a. Work force
 - b. Public Safety
 - c. Specific Infrastructure
 - d. Litter/Garbage/Appearance
 - e. Street repairs
 - f. Taxes/Fees
 - g. Other

Section III. Employment

How many people, including owner(s), does your business currently employ:

Full time Year Round:

Part Time Year Round:

Seasonal:

Has the number of employees changed in the last 24 months? If so, how:

In the next 24 months, do you expect the number of employees to change? If so, how:

No Change:

Expect an increase in employees:

Expect a decrease in employees:

Workforce question

1. Availability of admin/clerical workers (from big problem 1, to no problem 5)
2. Middle skilled workers
3. Professional Managerial workers
4. Unskilled workers
5. How would you characterize job growth at this location in next 3 years – (stable, modest, growth, strong growth)
6. Characterize number of unfilled positions (none, lots?)
7. Can your employees locate housing in Vallejo
8. How would you rate the productivity of your companies existing workforce
9. Do you have remote work policy and what percent of workforce working remote

Please rate your own business management skills: (1: Deficient, 3: Average, 5: Excellent)

Managing People

Time Management

Business Strategy

Legal / Regulatory Requirements

Marketing

Legal / Informational Technology

Financial Management

Balancing Work and Life

Working in a Remote Environment

Please express your interest in workshops/ educational trainings in the following areas:

(1- Yes, 2- No, 3- N/A)

Managing People
Time Management
Business Strategy
Legal / Regulatory Requirements
Marketing / Social Media
Legal / Informational Technology
Strategic Planning
Financial Management
Balancing Work and Life
Working in a Remote Environment
Vendor Management

Section IV. Future Plans

1. Does your company plan to expand in Vallejo during next 3 years
2. Does your company have plans to expand outside of Vallejo
3. What is likelihood of your company downsizing, outsourcing, closing in next 3 years?
 - a. Possible, Remote, Non-existent
4. Are changes planned on how your company would use city utilities (ie: water or wastewater or?)
5. If you are planning expansion outside of Vallejo – what factors would cause you to locate elsewhere. (we could list some here – like road condition, workforce supply, regulations, supply chain, infrastructure, building space, and others...)

Section V. Concluding Questions

1. Are you a member of the Vallejo Chamber of Commerce? (Y/N)
2. Are you a member of the Fil-Am/Solano Hispanic/Solano Black Chambers of Commerce? (Y/N)
 - a. Which one?
3. The Chambers offer resources including up to date legislative information, networking, educational and advertising opportunities. Are you interested in being contact by the Vallejo Chamber of Commerce? (Y/N)_
4. Are you interested in being contacted by city staff to further discuss any questions or concerns you have?
5. Would you like to receive periodical emails with information on upcoming workshops, city activities or legislative information that may affect your business? (please make sure your email was entered in page X, Business Information) (Y/N)