



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

VALLEJO ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
COUNCIL CHAMBERS

555 Santa Clara Street, Vallejo, California

APRIL 13, 2022

6:00PM

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

City Hall and the Council Chambers 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.

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- In Person
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1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
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.*

5. **APPROVAL OF AGENDA**

Recommendation: By motion, approve the April 13th, 2022 agenda.

6. **APPROVAL OF MINUTES**

Recommendation: By motion, approve the minutes from the February 9th, 2022, meeting.

7. **PRESENTATION AND DISCUSSION ITEMS**

- a. City of Vallejo Transportation Division presentation on funding, traffic calming priorities, parking, and other topics and Q&A (*Mark Helmbrech, City of Vallejo Transportation Superintendent*)

8. **REPORT OF THE SECRETARY**

- a. Report on EVC Appointments (Attendance & Vacancy)
- b. Discuss communications (Articles on the Vallejo Weekly), as per approved EVC Work Plan
- c. Report on mtg. with Gregg Goins, regarding Main Street program

- d. Information requested from City of Vallejo IT Dept. and Comm. and Public Information Office
 - Guidelines across City Dept. on website updates
 - Analytics on Economic Development Division's old website's

9. ACTION CALENDAR

- a. Proposal to the City Council on EVC policy/programs for the FY 2022-23 budget, as per the EVC Work Plan
- b. Proposal to Adopt new name for the EVC subcommittee:
 - EVC Communications Subcommittee

10. SECOND COMMUNITY FORUM

See Community Forum Above for ways to comment

11. REPORTS OF THE CITY COUNCIL LIAISON

12. INFORMATION ITEMS, ACTIVITY REPORTS, AND ANNOUNCEMENTS

- a. Business Retention/ Attraction Sub-Committee Report
None at this time
- b. Operations & Communications Sub-Committee Report
 - Update on the BREA Survey
 - Update on My Vallejo for EVC Items
 - Update on the Economic Indicators fliers

13. COMMISSIONER COMMENTS

14. ADJOURNMENT

Meeting Minutes

AGENDA



Economic Vitality Commission

Alexander Matias, Chair
Calvin Harrell, Vice-Chair
Thomas Barbiero
Vacant
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ECONOMIC VITALITY COMMISSION REGULAR MEETING

www.cityofvallejo.net

VIA TELECONFERENCE

**February 9, 2022
6:00 PM**

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.

This meeting is being conducted using teleconference and electronic means consist with provisions of the Brown Act applicable during state of emergency, in this case, 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, Pursuant to Government Code Section 54954.3 (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 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. The public may only view and participate in this meeting on television and/or online and not in the Council Chamber.

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 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 Community Forum are limited to three minutes pursuant to Vallejo Municipal Code Section 2.20.300.

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, Ivette Iraheta at ivette.iraheta@cityofvallejo.net or (707) 645-2622.**

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AGENDA Meeting Minutes

ECONOMIC VITALITY COMMISSION REGULAR MEETING

VIA TELECONFERENCE

February 9, 2022

6:00 PM

PUBLIC COMMENT: Members of the Public may provide public comments during the Economic Development Commission Meeting via ZOOM

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1. **CALL TO ORDER [6:00]** Chair called the mtg. to order at 6:04 PM
2. **PLEDGE OF ALLEGIANCE** Chair called for the Pledge or Alliance.
3. **ROLL CALL** Lead by Secretary Iraheta called role call.

Present:

Chair Matias

Vice Chair Harrell

Comm. Barbiero

Comm. Loufas

Comm. Robinson

Absent:

Dowling

4. **FIRST COMMUNITY FORUM**

Due to the current declaration of a local emergency and in accordance with Government Code Section 54953(e) and Resolution No. 22-006 N.C., the City of Vallejo has opted to hold meetings via teleconference. Any interested members of the public desiring to communicate with the Commission as part of the First Community Forum may do so 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 during public comment, please visit, www.cityofvallejo.net/publiccomment. 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.

No speakers during this community forum.

5. APPROVAL OF AGENDA

Recommendation: By motion, approve the February 9th, 2022 agenda.

Chair called for the approval of the agenda.

Barbeiro called for approval of the agenda.

Second by Comm. Loufas and Vice-Chair Harrell

All others in favor

Motion passed.

6. APPROVAL OF MINUTES

Recommendation: By motion, approve the minutes from the December 8th, 2021 meeting.

Chair called for a motion on the approval of the minutes.

Comm. Called for approval of the minutes.

Comm. Loufas seconded on approval of the minutes.

All others in favor

Motion passed.

7. PRESENTATIONS

A. City of Vallejo IT Department Update – Naveed Ashraf, City of Vallejo Chief Innovation Officer and IT Director

1. City of Vallejo Website Enhancements
2. Economic Development Staff Page Functionality
3. Availability of an additional page for the Economic Vitality Commission (EVC) to post Economic Development content for Vallejo businesses.
4. [BlueDot Software](#) Functionality, Software Cost and its inclusion into the ED website.
5. Broadband update

Presentation was provided by Mr. Ashraf on all 5 items listed.

Comments on the items as follows:

1. New website for City, soft launch in Jan., the making ran for a long time, but got through most of the bugs and were able to do a soft launch.

City PIO and ITT were busy going troubleshooting, doing quality control and hope to do a hard launch in about a week or so. A press release will be released to the public.

There are translation features in Spanish and Tigalo available on site

Working on a staff directory

Encourage Comm. to look at new site and provide feedback on what may not be right.

2. Economic Development site, Paul and Ivette offer the content and then IT places up on the site.

Transferred items from the old site and were able to populate the new site.

3. Work with Economic Development staff to put EVC items up on the site that you requested be created.

Whatever content you want, and you submit it to ED staff will be placed on the site.

The nice chart that Comm. Loufas provided was placed on the site.

Keep working with Paul and Ivette to add additional items. We have the expertise in-house to work with you on content/layout.

4. Will continue with the BlueSoft software. IT will pick up the bill on that. This can be linked to different sections as well.
5. Working on the RFP to create a fiber optic master plan. Work is delayed, but it is moving forward. A mtg. to council update is in the plans, but given how long the meetings have been running, a MEMO to council will be created instead. Draft of fiber optic master plan should be going to council approx. in April.

Question (Q): Comm. Loufas – Who is managing BlueDot?

Response (A): Mr. Ashraf – I think it will be Econ Dev

Q: Comm. Harrell – What is the strategic plan to existing businesses to be included in the website?

R: Mr. Kelley – We have not created planning related to it, but will look to the EDC for input on plan

Q: Comm. Harrell – what traffic info. is available on-site economic development website hits?

R: Mr. Ashraf – analytics haven't yet been turned on analytics but planning to turn that on and have that data available when it is active. Data on old site is available though.

Q: Comm. Harrell – Is there a plan on regular updates, calendared for example to review/update/modify/correct what is lacking with website?

R: Mr. Ashraf – Limiting the number of Admins. to website. Centralization wasn't there, so we are making that change. All content will be funneled through PIO for consistency. Monitoring is left to the Dept. and Divisions for monitoring and getting back to IT to make the updates. We have a strong Comm. Team Comm. that is strong and has procedures in place to streamlined process and ensure that things stay fresh and updated.

Q: Chair Matias – Is there an outreach strategy to engage stakeholders on the broadband updates.

R:Mr. Ashraf – yes, there was a lot of response via a survey, city council assisted, and there was a lot of response (chambers, school districts, CCRC, business comm, etc. and got input)

Chair Matias – Summarizing what he heard. 1. Vice Chair requested analytics on traffic on old ED site by next mtg. (short memo), 2. Guidelines that Dept. Heads have on content, 3. EVC can maybe assist in putting content on ED website 4. Sounds like there is a space for us to be involved and helpful with BlueDot

Mr. Kelley – One of your tasks, as under the work plan is to assist with the website, so it fits right it. Also can work with the subcommittee to update/continue to develop the ED pages.

Comm. Harrell – We need to be very careful on the quality of what gets to put in.

8. REPORT OF THE SECRETARY

A. Update on Economic Development Strategic Plan

Mr. Kelley – Council allocated ARPA funds for this project. Working on building a stakeholder group and putting this on RFP.

B. Update on ARPA programs

Mr. Kelley – There is going to be another round of grants, coordinated through the Arts Commission. Working on several programs with the use of these funds; such as, Small Business Rescue plan; Restaurant Resilience program, Business refresh/facade program; etc.

C. Report on Main Street program information

Sec. Iraheta – Gave an overview of what Main Street is. “This works like an organization that can assist local agencies with technical assistance to bring together training, neighborhood and downtown revitalization, economic development, and diversification of the downtowns. Mainstreet.org CAMainStreets.org. Recommends EVC do more research to find out if this is something that they want to recommend for Vallejo.

D. Report on Economic Development grant projects

Sec. Iraheta: EPA – Gave an overview of the grant. “Goal is to assess brownfields. 2 yr. process, has already completed some of the admin. pieces included accepting the grant, setting up the budgets and establishing an agreement with a consultant to assist with the implementation of the grant.

Sec. Iraheta: EDA – Gave an overview of the grant. \$960K, also completed similar administration items as for the EPA, and working on the RFP at the moment to solicit RFPs for its implementation.

E. Report on Economic Indicators Data

Councilmember Dew: Mentioned Greg Goins used to be the Chair of Vallejo Main Street City and that Greg Goins was Chair of that organization and would be worthwhile to get in touch with him to learn more about that and

Comm. Robinson: Liked the flier and suggested adding a date, for updates.

Vice-Chair. Harrell: Discussed ARPA funds and wanted to know what the status was.

Mr. Kelley: ARPA passed by the Feds., City Council in late fall 2021 approved a plan for the use of the ARPA funds; such as including funds for Econ Dev. For the Strategic Plan. Funds are on a 2 year timeline to spend.

Vice-Chair: Curious about funds for Arts. What economic investment do we find in in vesting in the arts? Also mentioned potholes, which are pertinent to Econ Dev., and likes the flier and that it was vetted by the new Secretary, can it be modified to subsections for website.

MR. Kelley: Better question for Arts Commission, but City Council has found it worthwhile to invest in. It helps with labor preservation (tool), makes comm. more attractive to work/do business and live in. Web content will be modified so that it is compatible for phone surfing. Potholes is a great avenue for economic vitality, City Council has allocated \$500K to fixing potholes, which is a lot more than has been allocated to Arts.

James Cooper: Like the flier and would like to get his hands on it when done. Wanted to follow up with data that was requested and will work on getting it to Sec. Iraheta. Wants to share that arts and pothole are all important, and it shouldn't be looked as, as one or the other.....they are all important for economic vitality.

Chair Matias – Are there other economic development resources for the community beyond what has been mentioned. Such as cash cards.....is there any more resources for economic vitality activities?

R: Mr. Kelley – Yes, as part of the strategic plan hoping to have some actionable programs that come out of that and that it is resourced to implement those programs. Looking at what other cities have done and what has been effective.

R: City Council EVC Liaison Councilmember Dew – She expressed she wants to be a resource and is also a realtor. \$535K is current median average sale price currently in City of Vallejo for the last 6 months (3 BD, 2 Bath), supply is less than demand. Don't expect the prices of homes to come down. Vallejo is still most affordable, with highest quality of life community in the Bay Area.

9. ACTION CALENDAR

A. Receive Sub-Committee Reports

1. Business Retention/ Attract Sub-Committee
 - o Vallejo Business Initiative FY22 (Grow Vallejo)

Comm. Loufas – Provided presentation on Grow Vallejo, as included in the agenda package.

Vice-Chair Harrell: Expressed really liking Grow Vallejo program, as presented. Asked for analytics on Vallejo Weekly's traffic. We need to focus on outreach to reach different types of businesses, be diverse in industries, etc. for the advertisement.

Comm. Robinson: Can look at previous mtg. packages for that information.

Motion to adopt this item - Comm Robinson
Second by Comm. Harrell and Barbiero
In favor: all remaining Comm.

Motion Passes

2. Operations & Communications Sub-Committee
 - o EVC Operations Calendar for FY2022-23

Vice Chair Harrell: Recommends amending the calendar to include list of topics.

Councilmember Dew: Asked for clarification on what was the proposed amendment.

Motion to adopt this item by Comm. Robinson

Seconded by Comm. Loufas

In favor: all remaining Comm

Motion passes

B. Review and provide input on:

1. BREX Survey Distribution Plan

Chair Matias made a brief presentation on the Survey, as presented on the package.

Councilmember Dew: Wasn't there a survey through Solano EDC for retention?

Mr. Kelley: Yes, a new staff member has been hired for these efforts.

Motion to adopt item by Robinson

Second by vice Chair Harrell

In favor all remaining Comm.

Motion Passes

10. SECOND COMMUNITY FORUM

See Community Forum Above for ways to comment

11. REPORTS OF THE CITY COUNCIL LIAISON

- A. Introduction of Councilmember Dew – New City Council Liaison to the EVC, as appointed during the January 25, 2022 City Council meeting

Councilmember Dew: First elected to council on 2014 was first appointed to the EVC, but then it was given to Councilmember Brown, but now excited to be back. Econ Dev is a top priority for her. She is excited about all work that has already been put before City Council by this EVC and excited to continue to work with this Commission.

12. COMMISSIONER COMMENTS

Comm. barbeiro asked sec. Iraheta for a copy of the Agrmt. for the consultant that will be conducting EPA work. and how are we are doing with EDA grant.

Mr. Kelley: No as-builds were left by the Navy, so a main part of the project will focus on getting as builds that we don't have for the infrastructure.

Sec. Iraheta: the RFP for the EPA grant will be fwd. to Comm Barbeiro and the RFP for the EDA grant, when it is in DRAFT form.

Councilmember Dew: Shared the flier with Mike Brown, and he provided feedback.

13. INFORMATION ITEMS, ACTIVITY REPORTS, AND ANNOUNCEMENTS

14. ADJOURNMENT

MEETING ADJURNED AT 7:32

Minutes by: Ivette Iraheta, EVC Secretary

From: [Ivette Iraheta](mailto:Ivette.Iraheta@cityofvallejo.net)
To: [Ivette Iraheta](mailto:Ivette.Iraheta@cityofvallejo.net)
Subject: FW: EVC follow up
Date: Monday, April 11, 2022 4:06:24 PM

From: Naveed Ashraf <Naveed.Ashraf@cityofvallejo.net>
Sent: Thursday, April 7, 2022 9:41 AM
To: Ivette Iraheta <Ivette.Iraheta@cityofvallejo.net>; Christina Lee <Christina.Lee@cityofvallejo.net>
Cc: Paul Kelley <Paul.Kelley@cityofvallejo.net>
Subject: RE: EVC follow up

Hi Ivette,

The guidelines for the website maintenance are as follows:

- Overall communication team is responsible for the website.
- Communication and Technology Committee has been established by the PIO. The team consists of a representative from each department. The Communication and Technology team is asked to check their respective departmental pages to ensure content remains current. Basically, every department is responsible for checking the content on their respective pages.
- We have also eliminated access to the website and only allowed few admins. At this point IT and the communications team does most of the edits. This strategy ensures a consistent look on the website. Too many admins were creating content that did not remain consistent.

On the analytics request. We are having a bit of trouble with it. Since the website was recently launched, we have to go through our vendor to provide us the analytics on the old site. We have requested our website vendor Intrado to provide this info. We will email the commission once the data is available.

Thank you,

Naveed Ashraf
Chief Innovation Officer & IT Director
555 Santa Clara Street
Vallejo, CA 94590

And

Christina L. Lee

Communications and Public Information Officer

City of Vallejo | Office of the City Manager

M: (707) 315-0249 | O: (707) 648-4362 | christina.lee@cityofvallejo.net



From: [Christina Lee](#)
To: [Alex](#)
Subject: [BluDot](#)
Date: Monday, April 11, 2022 12:42 PM
Attachments: [Screenshot of Draft](#)

From: Christina Lee <Christina.Lee@cityofvallejo.net>
Sent: Monday, April 11, 2022 12:42 PM
To: L. Alexander Martin <alexanderlmartin@gmail.com>; rlvallejo@comcast.net
Cc: christina.lee@cityofvallejo.net
Subject: Re: BluDot information

Thanks for your patience. I went ahead and updated the EVC page to include BluDot info and links (PS - it is live now even though the screenshot says draft)

Survey

News feed

All unpublished Newsfeed items are shown as "Draft". Only admins will be able to see it in the preview mode.

Calling All Vallejo Business Owners! - Draft

11 Apr 2022



Calling All Vallejo Business Owners!

Let Vallejoans know you are open for business!

Sign up for [BluDot](#). After clicking on the BluDot webpage, click on "List my Business" and fill out the form!

The Economic Vitality Commission (EVC), City of Vallejo, and Chambers of Commerce will regularly promote this tool to let our community know you're here.

You can find the link in the "Check Out These Important Links" section on this page as well!

Check Out These Important Links!

[BluDot - Vallejo Open for Business](#)

Christina L. Lee
Communications and Public Information Officer
City of Vallejo | Office of the City Manager
4100 J Street, Suite 100 | Vallejo, CA 94591
christina.lee@cityofvallejo.net

From: L. Alexander Martin <alexanderlmartin@gmail.com>
Sent: Friday, April 8, 2022 1:12 PM
To: christina.lee@cityofvallejo.net; rlvallejo@comcast.net
Cc: Christina Lee <christina.lee@cityofvallejo.net>; letitia.truhlar@cityofvallejo.net
Subject: Re: BluDot information

Yes, Nicole! Much appreciation to both Christina and Letitia for their ongoing support and partnership.

Hope you all have a restful weekend!

Alex

On Apr 8, 2022, at 12:42 PM, rlvallejo@comcast.net wrote:

Happy Friday!

First, I want to tell Christina how amazing the ads look in Vallejo Weekly!

Regarding BluDot: how would we go about including a link or information on the MyVallejo EVC project page? Which tool do you think would work best? Can we take that title tidbit from the Vallejo Weekly piece regarding BluDot and place it somewhere on our project page? Should we do a story or show from the tool?

Letitia is it possible to include an area somewhere on the EVC page to encourage businesses to register with BluDot? The same way the Restaurant Resiliency Program is listed, BluDot could be listed for non-restaurant related businesses to register.

As always, your guidance and input is greatly appreciated!

Have a great weekend!

Nicole Truhlar
letitia.truhlar@cityofvallejo.net

***** This is an EXTERNAL EMAIL. Rep and link before clicking links or opening attachments. *****

Economic Development Division

DATE: April 5, 2020

TO: Ivette Iraheta, Economic Development Manager

CC: Paul Kelley, Special Advisor to City Manager/Economic Development

FROM: Annette Taylor, Senior Community Development Analyst 

SUBJECT: COMMENTS FROM PREVIOUS BUSINESS RETENTION INTERVIEWS

Below are the list of issues/concerns expressed during previous Business Retention and Expansion Interviews in no particular order. Please let me know if you have any questions.

- Security, more police presence; lack of police patrolling
- High speed internet along Sonoma Blvd; improving internet capabilities
- Police safety check for businesses
- Cleanliness, illegal dumping
- Perception, need more positive PR/stories about Vallejo; improve reputation
- Enhanced street signage
- Parking enforcement; cars park all day on streets in front of businesses
- Vehicle vandalism
- Homeless and panhandling; homeless encampments and people living in campers
- Migrant workers approaching customers
- Repair more streets at a faster pace
- Public transportation
- Attract more biotech companies
- Local purchasing preference
- Dredging
- Sidewalk repair
- Lack of foot traffic