



**Economic Vitality
Commission**

Alexander Matias, Chair
Calvin Harrell, Vice-Chair
Thomas Barbeiro
Rob'Lena (Shay) Mile
Nicole Loufas
Dwight Monroe Jr.
Roberto Hernandez

**ECONOMIC VITALITY COMMISSION
REGULAR MEETING
CITY COUNCIL CHAMBER**

555 Santa Clara Street, Vallejo, California

**JUNE 14, 2023
6:00PM**

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

VIEW THE MEETING:

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

- **In Person**
- **Watch Vallejo local channel 28**
- **Stream from the City website: www.cityofvallejo.net/Streaming**
- **Join the Zoom webinar: <https://ZoomRegular.Cityofvallejo.net>**

Hybrid Options are available for members of the public to participate. To participate remotely:

<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

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1. CALL TO ORDER

2. PLEDGE OF ALLIGENCE

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

A. Recommendation: By motion, Approve the June 14th, 2023 Agenda.

6. APPROVAL OF MINUTES

A. Recommendation: By motion, Approve the Minutes from the April 10th, 2023, Meeting.

7. INTRODUCTIONS, PRESENTATIONS AND DISCUSSION ITEMS

- A. Economic Development Strategic Plan Status Update, Dr. Eyler
- B. Pavement Updates, Pedestrian Safety and Wayfinding Planning, City of Vallejo Public Works Department

8. REPORT FROM THE ED DIRECTOR AND EVC SECRETARY

- A. Updates from Economic Development Director, Michael Nimon
 - 1. Business Watch Update
 - 2. Economic Development Department Quarterly Report

B. Updates from EVC Secretary, Ivette Iraheta

1. Website updates: Business Highlights Added
2. Economic Vitality Commission vacancy updates
3. Vallejo PD statistics on business crime

9. ACTION CALENDAR

- A. EVC Workplan: Approve Draft Updated Workplan to Take Before the City Council for Adoption: To Focus on 3 Priority Areas for the Next 2 years

10. SECOND COMMUNITY FORUM

See Community Forum Above for ways to comment.

11. REPORTS OF THE CITY COUNCIL LIAISON

City of Vallejo Councilmember Loera-Diaz

12. INFORMATION ITEMS, ACTIVITY REPORTS, AND ANNOUNCEMENTS

13. COMMISSIONER COMMENTS AND FUTURE AGENDA ITEM REQUESTS

14. ADJOURNMENT

I, Ivette Iraheta, 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., Friday June 9th, 2023.
Dated: Tuesday, June 9, 2023.

Ivette Iraheta, EVC Secretary



**Economic Vitality
Commission**

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**MINUTES
ECONOMIC VITALITY COMMISSION
REGULAR MEETING
VALLEJO ROOM**

505 Santa Clara Street, Vallejo, California (Below the Library)

**APRIL 10, 2023
6:00PM**

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

The Vallejo Room 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://zoom.us/my/vallejoeoc> meeting ID 851 502 7190, password 131313), or via phone, by dialing (669) 900-6833.

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1. CALL TO ORDER

Meeting was called to order by Chair Matias, at 6:08 PM

2. PLEDGE OF ALLIGENCE

Pledge of allegiance led by Chair Matias.

3. ROLL CALL

A. Swearing in of Commissioner Mile, Councilmember Loera-Diaz

B. Swearing in of Commissioner Hernandez, Councilmember Loera-Diaz

Councilmember Loera-Diaz conducted swearing in oath for Commissioner Hernandez,

Followed by swearing in oath for Commissioner Mile.

Roll call lead by Sec. Iraheta:

Matias - Present

Harrell - Present

Barbeiro - Present

Mile – Present

Loufas - Present

Monroe - Present

Hernandez - Present

4. FIRST COMMUNITY FORUM

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Speaker: One speaker, Florence Maden made comments.

5. APPROVAL OF AGENDA

A. Recommendation: By motion, Approve the April 10th, 2023 Agenda.

Motion by Barbeiro, Seconded by Harrell

All in favor of approving agenda.

6. APPROVAL OF MINUTES

A. Recommendation: By motion, Approve the Minutes from the February 8th, 2023, Meeting.

Motion to approve minutes by Loufas, Seconded by Monroe.

Matias (Yes), Harrell (Yes), Barbeiro (Yes), Mile (Abstain), Loufas (Yes), Monroe (Yes), Hernandez (Abstain)

Motion Passes 5 Yes, 2 Abstain

7. INTRODUCTIONS, PRESENTATIONS AND DISCUSSION ITEMS

A. Introduction of new Economic Vitality Commission Commissioners Mile and Hernandez, Chair Matias

Comm. Mile and Comm. Hernandez made brief comments to introduce themselves.

B. Solano Economic Development Corporation, Chris Rico, President and CEO

Presentation by Mr. Chris Rico.

C. Discuss Possible Recommendation to the City Council relating to changes to the Current Structure of the EVC.

Discussion on the EVC opened by Chair Matias, and comments by Comm. Monroe, Comm. Loufas, Comm. Barbeiro, Comm. Harrell, Comm. Hernandez, and Comm. Mile and Councilmember Loera-Diaz.

8. REPORT FROM THE ED DIRECTOR AND EVC SECRETARY

A. Updates from Economic Development Director, Michael Nimon

Presentation made by City of Vallejo Econ. Dev. Dir. Nimon.

B. Update on VPD on Initiatives to Support Vallejo Businesses, City of Vallejo Economic Development Program Manager, Ivette Iraheta

Secretary Iraheta presented a power point document to offer information on this item and referenced the March 28, 2023 City Council meeting for a recording of the mtg. where such information was presented.

- C. Update on City's new Economic Development Department Website Development Projects and Business Resources updates, City of Vallejo Economic Development Program Manager, Ivette Iraheta

Update on Website Updates: Added Business Resources: FAQ Business Vandalisms and Development Projects, made by Sec. Iraheta

9. ACTION CALENDAR

- A. Establish the Business Attraction and Retention Ad hoc Committee Members, for a Two-year period, from 12/14/22-12/13-24 to Support Business Attraction and Retention Activities in the City of Vallejo, EVC Chair Matias

Motion by Commissioner Harrell to establish Comm. Loufas and Comm. Monroe as members to the ad hoc Committee. Seconded by Comm. Loufas.

Votes:

Matias - Yes

Harrell - Yes

Barbeiro – Yes

Mile – Yes

Loufas – Yes

Monroe - Yes

Hernandez – Yes

Motion passes unanimously.

10. SECOND COMMUNITY FORUM

See Community Forum Above for ways to comment.

Jackie Barsotti spoke during the second forum.

11. REPORTS OF THE CITY COUNCIL LIAISON

City of Vallejo Councilmember Loera-Diaz

A quick report given by Councilmember Loera-Diaz.

Comments by Councilmember Matulac (Not speaking as Liaison)

12. INFORMATION ITEMS, ACTIVITY REPORTS, AND ANNOUNCEMENTS

None provided.

13. COMMISSIONER COMMENTS AND FUTURE AGENDA ITEM REQUESTS

Comments by Commissioner Loufas, Matias, and Monroe.

14. ADJOURNMENT

Meeting adjourned at 9:19 PM.

Economic Vitality Commission (EVC)
DRAFT FY 2023-24 Work Plan

Economic Vitality Commission (EVC) 2023-24 Goals:

- **Goal 1:** The Economic Vitality Commission (EVC) will work collaboratively by June 2024 with Vallejo Business Owners, Solano and Vallejo Chambers of Commerce, Vallejo Police Department (VPD), and related interested stakeholders to support business safety policies, programs, and education that improves the Vallejo business climate and safety,
- **Goal 2:** The Economic Vitality Commission (EVC) will support business attraction and retention activities by June 2024 that enhance Vallejo business and service desirability by the Vallejo public and attract prospective owners to our city.
- **Goal 3:** The Economic Vitality Commission (EVC) will by June 2024 share policy and program recommendations with the Vallejo City Council and Economic Development staff that enhance private investment, job creation and sales tax growth.

Meeting Date	Meeting Topics	Commission Activities
August 9, 2023	Presentations: - Vallejo Business Watch Program Update (Goal 1) - Marketing Opportunity Zones (Goal 3) Discussions: - Vallejo Banner Program + Policy (Goal 3) - Promoting Vallejo Businesses and Services in 2023 (Goal 2)	- EVC to research Banner Program best practices and policies. - EVC to request attendance of personnel marketing opportunity zones in other jurisdictions. - EVC to research use of digital/physical media assets used in municipalities to promote businesses and services. - EVC: Business Spotlight Program - EVC: Support Main Street Vallejo Programs and Activities
October 11, 2023	Presentations: - The Importance of a Wayfinding Program in a City (Goal 3) - VPD Business Safety Quarterly Update (Goal 1)	- EVC to connect and align with other business attraction and retention committees in Vallejo.

Economic Vitality Commission (EVC)
DRAFT FY 2023-24 Work Plan

	Discussions: - Commission Discussion on Safety and Economic Data Indicators to Promote (Goal 1) - Business Retention and Attraction in Vallejo (Subcommittee to lead discussion) (Goal 2) Action Items: - DRAFT COV Banner Policy Adoption Resolution (Goal 3)	- EVC to update Vallejo marketing collateral/share w/ED. - EVC to research best practices on sharing safety and economic data indicators with the public. - EVC: Business Spotlight Program - EVC: Support Main Street Vallejo Programs and Activities
December 13, 2023	Presentations: - EVC Presentation PD Presentation (Goal 3) - Main Street Vallejo (Goal 2) Discussions: - Wayfinding Program and Policy in Vallejo (Goal 2) Action Items: - DRAFT COV Banner Policy Adoption Resolution (Goal 3)	- EV Commissioners to share learnings from ED Professional Development + Training Opportunity - EVC to invite Main Street Vallejo leadership to share FY23 successes. - EVC to research wayfinding program best practices in municipalities. - EVC: Business Spotlight Program - EVC: Support Main Street Vallejo Programs and Activities
February 14, 2024	Presentations: - Solano Economic Development Corporation (State of the County/City) (Goal 1) - Housing + Community Development Commission - ED Quarterly Update (Goal 1) Discussions: - COV Economic Development Policy Review (Goal 3) - 2023 in Review: EVC ED Activities (Goal 1) Action Items: - Wayfinding Program and Policy Recommendation Resolution to Vallejo City Council (Goal 2)	- EVC to extend invitations to Solano EDC, and Community Development Commission. - EVC to discuss potential ED enhancing policies to recommend to the Vallejo City Council and discuss at commission meeting. - EVC: Business Spotlight Program - EVC: Support Main Street Vallejo Programs and Activities

Economic Vitality Commission (EVC)
DRAFT FY 2023-24 Work Plan

April 10, 2024	Presentations: ● Workforce Development in Vallejo (Goal 2/Goal3): ○ Workforce Development Board of Solano County ○ Solano Community College ○ Touro University (CA/Vallejo) ● VPD Business Safety Quarterly Update (Goal 1) ● Public Works Pavement + Traffic Safety Update (Goal 1, 2) Discussions: - FY24-25 EVC Workplan Discussion (Goal 1, 2, 3) - Attracting Regional/National Retailers to Vallejo (Goal 2) - FY24-25 Budget EVC Funding Request Discussion (Goal 1, 2, 3) Action Items: - EVC Policy Recommendations to Vallejo City Council (Goal 3)	- EVC to extend invitation to stakeholders promoting workforce development in Vallejo / Solano County. - EVC to research best practices in attracting regional / national retailers to discuss policy + programs for adoption. - EVC to review mid-year budget presentations by city staff and discuss preliminary EVC funding requests. - EVC: Business Spotlight Program - EVC: Support Main Street Vallejo Programs and Activities
June 12, 2024	Presentations: ● ED Quarterly Update (Goal 1) ● Workforce Development in Vallejo (Goal 2): ○ Workforce Development Board of Solano County ○ Solano Community College ○ Touro University (CA/Vallejo) Discussions: - Buy Local - GROW Vallejo (Goal 2, 3) - Supporting Digital Vallejo Businesses and Services (Goal 2) Action Items: - FY24-25 EVC Workplan Adoption - FY24-25 Budget EVC Funding Request Resolution Adoption	- EVC to engage local business and public in conversation that will yield recommendations for a buy local campaign in Vallejo. - EVC to research best practices in supporting digital Vallejo businesses and services to the general public. - EVC to adopt resolution requesting funding from Vallejo City Council - EVC: Business Spotlight Program - EVC: Support Main Street Vallejo Programs and Activities