



**Economic Development
Commission**

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

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

555 Santa Clara Street, Vallejo, California

**SEPTEMBER 11, 2024
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

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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 September 11, 2024 Agenda.

6. APPROVAL OF MINUTES

A. Recommendation: By motion, Approve the Minutes from the July 10, 2024 Regular Meeting.

7. INTRODUCTIONS & PRESENTATIONS (INFORMATIONAL ONLY)

A. Sales Tax Revenue Enhancements Presentation, Dir. Nimon

8. REPORT FROM THE ED DIRECTOR AND EDC SECRETARY

- A. Updates from Economic Development Director, Michael Nimon
 - i. Business Retention and Expansion, Business Retention Ad Hoc Committee and Econ. Dev. Dept. Staff
 - ii. Small Business Hardening Grant Update
- B. Update from EDC Secretary, Ivette Iraheta (Economic Development Program Manager)
 - i. Reminder on Attendance of EDC Commissioners at Community

- Events. Brown Act and other Considerations, Attorney Nebb
- ii. Review of EDC budget for FY 2024-25
- iii. Trainings for EDC found through CalEd (California Association for Local Economic Development)

9. ACTION CALENDAR

Step 1

- A. Request to add Reinstatement of 50 Flags and Sidewalk Plaques on Mare Island as a future agenda item, Comm. Barbeiro
- B. Request to add Research of Workplans and other Economic Development Commissions as a future agenda item, Comm. Garcia
- C. Request to add Discussion on an Update on Springs Road (Columbia Avenue Development Activities and Road Diets) as a future agenda item, Chair Loufas.
- D. Request to add Signage Wayfinding Program Discussion as a future agenda item, Comm. Matias

Step 2

- E. Consideration to Outline a list of Recurring Agenda Items for EDC's Regular Meetings for 1 yr. as follows: (Comm. Garcia)
 - i. Econ. Dev. Department Updates
 - ii. Status of EDC Work Plan
 - iii. Business Updates (New/Upcoming)
 - iv. Recommendations and Memos for City Council
 - v. Community Outreach Reports
- F. Establish the Business Highlights and Shop Local Ad Hoc Subcommittee for a 1-year term and Appoint Three (3) members to such Subcommittee, Chair Loufas.

10. SECOND COMMUNITY FORUM

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minutes.

11. REPORTS OF THE CITY COUNCIL LIAISON

City of Vallejo Councilmember Loera-Diaz

12. REQUESTS FOR FUTURE AGENDA ITEMS

13. ANNOUNCEMENTS AND COMMISSIONER COMMENTS

14. ADJOURNMENT

I, Ivette Iraheta, EDC 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 Development 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 September 6, 2024.
Dated: Friday, September 6, 2024.

Ivette Iraheta, EDC Secretary



**Economic Development
Commission**

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

**MINUTES
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
CITY COUNCIL CHAMBER**

555 Santa Clara Street, Vallejo, California

**JULY 10, 2024
6:00PM**

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1. CALL TO ORDER

Meeting called to order at 6:11 PM.

2. PLEDGE OF ALLIGENCE

Pledge of Allegiance led by Chair Loufas.

3. ROLL CALL

Chair Loufas – Present
Vice Chair Monroe – Present
Comm. Barbeiro – Absent
Comm. Garcia – Present
Comm. Harrell – Absent
Comm. Hernandez – Absent
Comm. Matias – Present

4. FIRST COMMUNITY FORUM

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No speakers during First Community forum.

5. APPROVAL OF AGENDA

A. Recommendation: By motion, Approve the July 10, 2024 Agenda.

Motion to approve the agenda by Comm. Monroe, Seconded by Comm.

Matias

6. APPROVAL OF MINUTES

- A. Recommendation: By motion, Approve the Minutes from the June 12, 2024 Regular Meeting.

Motion to approve the minutes by Comm. Matias, Seconded by Comm. Monroe

Chair Loufas – Yay
Vice Chair Monroe – Yay
Comm. Barbeiro – Absent
Comm. Garcia – Yay
Comm. Harrell – Absent
Comm. Hernandez – Absent
Comm. Matias – Yay

Minutes approved with 4 (Y) and 3 (Absent) votes.

7. INTRODUCTIONS & PRESENTATIONS (INFORMATIONAL ONLY)

- A. Presentation on Development along Sonoma Blvd., Dir. Nimon

Presentation made by Director Nimon on Development along Sonoma Blvd.

8. REPORT FROM THE ED DIRECTOR AND EDC SECRETARY

- A. Updates from Economic Development Director, Michael Nimon
i. Business Retention and Expansion, Business Retention Ad Hoc Committee
Brief comments regarding recent business retention meetings made by Dir. Nimon and Sec. Iraheta
- B. Update from EDC Secretary, Ivette Iraheta
i. Update on EDC Ordinance & Resolution Presented to City Council
Status of EDC Ordinance and Resolutions provided by Sec. Iraheta.
- ii. Reminder on Attendance of EDC Commissioners at Community Events. Brown Act and other Considerations, Attorney Nebb
Sec. Iraheta requested that this item be continued to the next

meeting, given Attorney Nebb's absence.

9. ACTION CALENDAR

- A. Request to add Reinstatement of 50 Flags and Sidewalk Plaques on Mare Island as future agenda item, Comm. Barbeiro

Motion to continue this item made by Comm. Monroe.

Seconded by Comm. Matias.

Chair Loufas – Yay
Vice Chair Monroe – Yay
Comm. Barbeiro – Absent
Comm. Garcia – Yay
Comm. Harrell – Absent
Comm. Hernandez – Absent
Comm. Matias – Yay

Motion passes with 4 (Y) and 3 (Absent) votes.

- B. Request to add Consideration to Outline a list of Recurring Agenda Items for EDC's Regular Meetings for 1 yr., as future agenda item, Comm. Garcia

Motion to add this item to a future agenda item made by Comm. Monroe.

Seconded by Comm. Matias.

Chair Loufas – Yay
Vice Chair Monroe – Yay
Comm. Barbeiro – Absent
Comm. Garcia – Yay
Comm. Harrell – Absent
Comm. Hernandez – Absent
Comm. Matias – Yay

Motion passes with 4 (Y) and 3 (Absent) votes.

- C. Request to add Sales Tax Revenue Enhancements Presentation, as a future agenda item, Comm. Matias

Motion to add this item to a future agenda, made by Comm. Matias.

Seconded by Comm. Monroe.

Chair Loufas – Yay
Vice Chair Monroe – Yay
Comm. Barbeiro – Absent

Comm. Garcia – Yay
Comm. Harrell – Absent
Comm. Hernandez – Absent
Comm. Matias – Yay

Motion passes with 4 (Y) and 3 (Absent) votes.

- D. Request to add The Creation of a Business Highlights and Shop Local Ad Hoc Subcommittee to as future agenda item, Chair Loufas

Motion to add this item to a future agenda, made by Chair Loufas.

Seconded by Comm. Monroe.

Chair Loufas – Yay
Vice Chair Monroe – Yay
Comm. Barbeiro – Absent
Comm. Garcia – Yay
Comm. Harrell – Absent
Comm. Hernandez – Absent
Comm. Matias – Yay

Motion passes with 4 (Y) and 3 (Absent) votes.

10. SECOND COMMUNITY FORUM

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No speakers during Second Community forum.

11. REPORTS OF THE CITY COUNCIL LIAISON

City of Vallejo Councilmember Loera-Diaz - Absent

12. REQUESTS FOR FUTURE AGENDA ITEMS

Request to add the following items under item 9 during the next meeting:

1. Research on other Economic Development/Workforce bodies
2. Dev. update on Springs Road from Columbus Ave. to Hwy. 80
3. Signage and Wayfinding program as Compliment to Banner Program

13. ANNOUNCEMENTS AND COMMISSIONER COMMENTS

Comm. Monroe made a comment regarding EDC's budget.

Comm. Matias made a comment regarding using the budget for training, banner program, etc. as approved.

Sec. Iraheta reminded the EDC that Council Chambers goes dark in August, so the next planned meeting will be in September.

14. ADJOURNMENT

The meeting adjourned at 7:45 PM.

Nicole Loufas, EDC Chair

ATTESTED:

Ivette Iraheta, EDC Secretary

RESOLUTION NO. EVC 23-02

**A RESOLUTION OF THE ECONOMIC VITALITY COMMISSION (EVC)
OF THE CITY OF VALLEJO REQUESTING BUDGET ALLOCATION FROM THE CITY
COUNCIL FOR FY23-24**

WHEREAS, Chapter 2.36 of the Municipal City Code ("MCC") establishes that the Economic Vitality 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, the Commission identified priorities in FY23-24 of Business Safety and Education, Economic Policy Study and Recommendation and Business Attraction and Retention, that have been developed in a Workplan the Commission will adopt; and

WHEREAS, the Workplan and Commission priorities, which also coincide with the Vallejo City Council (Council) priorities for FY23-24, will require funding to adequately and effectively promote economic development in the City of Vallejo; and

WHEREAS, the Commission has proposed a budget (See accompanying Exhibit A) for the Council's consideration, reflective of the agreed-upon work areas for FY23-24 and will continue to advance ongoing Commission initiatives in line with stated Council goals at the April 2023 goal setting meeting.

NOW THEREFORE, BE IT RESOLVED:

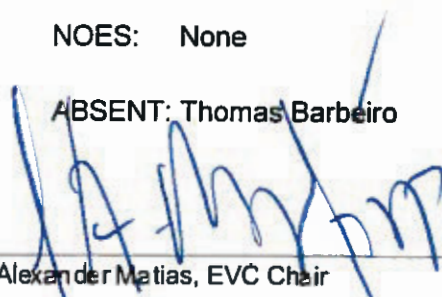
1. That the Economic Vitality Commission hereby urges the City Council to approve a funding request of \$10,392 to implement the Commission's Workplan for FY23-24.

PASSED AND ADOPTED by the Economic Vitality Commission of the City of Vallejo at a regular meeting thereof held on Wednesday, June 14, 2023, by the following vote:

AYES: Chair Alexander Matias, Vice Chair Calvin Harrell, Rob'Lena (Shay) Mile, Nicole Loufas, Dwight Monroe Jr., and Roberto Hernandez

NOES: None

ABSENT: Thomas Barbeiro


Alexander Matias, EVC Chair

ATTESTED


Ivette Llaneta, EVC Secretary

Exhibit A

Economic Vitality Commission (EVC): Funding Request Summary FY23-24

Line Items	EVC Workplan Priority	Total Amount
Honoraria		
Social Media Ads - Bus. Spotlight Program	Business Safety and Education	\$ 250.00
GROW Vallejo: Pole Banners + Signage	Bus. Attraction/Retention -ED	\$ 1,500.00
Professional Development & Training	Business Safety and Education	\$ 4,392.00
Supplies (Bus. Cards, Postcards, Publications, Marketing Collateral)	Bus. Attraction/Retention -ED	\$ 3,000.00
	Business Safety and Education	\$ 1,250.00
		\$ 10,392.00
Total		



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Introduction to Economic Development Certificate Program ("Keys Course")

October 21 @ 8:00 am - October 24
@ 5:00 pm

Details

Start:

October 21 @ 8:00 am

End:

October 24 @ 5:00 pm

Event Category:

CALED Events

Website:

<https://caled.org/introduction-economic-development-certificate-program/>

The next Keys Course will be held October 21-24, 2024 via a Hybrid Format: In-Person at Fresno State University or Virtual (Zoom)

General Course Information

CALED is partnering with The California Academy for Economic Development, Fresno State, and the University Business Center, to bring you the Introduction to Economic Development Certificate Program (also known as the "Keys Course"). This certificate program is designed as an introductory course for people who are generally interested in knowing more about how local economic development

Venue

Fresno State University

works, as well as for those people whose responsibilities include economic development assignments.

5245 N. Backer
Fresno, 93740-8001

 [+ Google Map](#)

Four days of everything you ever wanted to know about economic development. Take advantage of this in-depth interactive opportunity to discuss all aspects of economic development, including strategies, marketing, financing, incentives, business retention, business recruitment and resources. Attendees will get the opportunity to receive a professional certificate of completion in local economic development.

Course Topics Include:

- How to market your community
- Developing an economic development strategy
- Basic and advanced financing techniques
- Pros and Cons of using incentives
- Business retention, expansion and creation techniques
- Community assessment and planning
- Marketing & Attraction
- How to Manage the Economic Development Organization
- Entrepreneurship & Small Business Strategies
- Ethics

Who Should Attend:

- Candidates for ACE certification – Accredited California Economic Developer (ACE)
- Candidates for IEDC certification – Certified Economic Developer (CEcD)
- Professionals new to the field of economic development
- Anyone who wants to learn the basics of economic development

- Practicing Economic Development professionals who want a refresher course on the basics

More information at:
<https://caled.org/introduction-economic-development-certificate-program/>

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DATE: September 11, 2024
TO: Economic Development Commission
FROM: Ivette Iraheta, Economic Development Program Manager
SUBJECT: **ESTABLISHMENT OF A BUSINESS HIGHLIGHTS AND SHOP LOCAL AD HOC SUBCOMMITTEE AND THE APPOINTMENT OF ITS THREE MEMBERS**

RECOMMENDATION

To establish the Economic Development Commission (EDC) Business Highlights and Shop Local Ad Hoc Subcommittee and Appoint its three (3) members.

REASONS FOR RECOMMENDATION

Members of the Economic Development Commission (EDC) propose that the Business Highlights and Shop Local Ad Hoc Subcommittee be established so that three (3) members of the commission may convene to plan and to implement business highlight activities and can enhance the City of Vallejo's Economic Development Department's Shop Local Campaign activities.

BACKGROUND AND DISCUSSION

In 2023/24 the EDC focused on implementation of the January 25, 2022 City Council approved EDC Work Plan objectives and to develop updates to their operating structure, duties, powers for EDC's FY 2023-24 implementation timeframe. The EDC began to review, discuss and propose updates to their operating structure during their April 11, 2023 regular meeting. After reviewing the current duties and powers of the EDC as indicated on the Vallejo Municipal Code Chapter 2.36, Commissioners concluded that an update of the duties and objectives sections of the chapter was necessary.

The EDC adopted two Resolutions, one during a Special meeting held on June 14, 2023 and another during a Special meeting held on September 13, 2023. In doing so, they compiled a proposal that requesting the Vallejo Council to consider four (4) requests. One of the requests included a funding request of \$10,392 to implement the Commission's workplan in FY 2023-24. On November 19, 2023 the Vallejo City Council approved the request made by the Economic Development Commission to receive these funds and directed staff to proceed with the next steps to allocate the funds to the EDC budget.

The FY 2024-25 EDC budget proposes a small budget for social media advertising and for a business spotlight program. The EDC is ready to plan and implement some activities and tap into the budget as necessary. Thus, the establishment of the Business Highlights and Shop Local Ad Hoc Subcommittee is being requested. Some of the activities under discussion for implementation include featuring small

businesses on the Vallejo Weekly and social media sites with articles and short videos promoting the businesses' history, products and services and their unique aspects. If the subcommittee is established the appointed members will be able to convene to select businesses that will be highlighted, devise the series of questions for interviews, conduct the interviews and collaborate when developing newspaper articles, videos or social media content.

Additionally, the EDC is eager to support the City's Shop Local campaign, especially as the holiday season approaches. This Ad Hoc Subcommittee would have the opportunity to come together to promote local businesses and add special features to the campaign in collaboration with City staff.

The proposed duration of the Ad Hoc Committee is for one (1) year, and it is proposed that three (3) members of the EDC be appointed to the Subcommittee.

FISCAL IMPACT

The EDC has an existing budget on the City's FY 2024-25 budget that was approved by City Council. The expenditures associated with the Business Highlights and Shop Local Ad Hoc Subcommittee will be drawn from such budget.

ENVIRONMENTAL REVIEW

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a 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

None.

CONTACT

Michael Nimon, Economic Development Director
(707) 648-4109 michael.nimon@cityofvallejo.net