



**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**

**OCTOBER 9, 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](http://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](http://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

For additional instructions on how to speak during public comment, please visit,

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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](http://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 October 9, 2024 Agenda.

**6. INTRODUCTIONS & PRESENTATIONS (INFORMATIONAL ONLY)**

**7. 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
  - iii. Business license data update
- B. Update from EDC Secretary, Ivette Iraheta (Economic Development Program Manager)

**8. ACTION CALENDAR**

A. Motion by Chair Loufas to withdraw her agenda request to add Discussion on an Update on Springs Road (Columbus Parkway Development Activities

and Road Diets) as a future agenda item.

- B. Request to Research Workplans and other Cities Economic Development Commissions as a future agenda item, Comm. Garcia (Step 2 of 2)
- C. 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/Loss) Data
  - iv. Recommendations and Memos for City Council
  - v. Community Outreach Reports (Info. from Comm) (Step 2 of 2)
- D. Adopt a Resolution to 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.

## **9. SECOND COMMUNITY FORUM**

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## **10. REPORTS OF THE CITY COUNCIL LIAISON**

City of Vallejo Councilmember Loera-Diaz

## **11. REQUESTS FOR FUTURE AGENDA ITEMS**

- A. Request to add Signage Wayfinding Program Discussion as a future agenda item, Comm. Matias
- B. Discussion regarding training opportunities (needs to go through 2 step process)
- C. Development on Benicia Road and Rollingwood (Little League field)

**12. ANNOUNCEMENTS AND COMMISSIONER COMMENTS**

**13. ADJOURNMENT**

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I, Michael Nimon, ED Director, 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 October 4, 2024.  
Dated: Friday, October 4, 2024.

Signed by:

*Michael Nimon*

10/4/2024

Michael Nimon, ED Director



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**DATE:** October 9, 2024  
**TO:** Economic Development Commission  
**FROM:** Ivette Iraheta, Economic Development Program Manager  
**SUBJECT:** **ADOPT A RESOLUTION ESTABLISHING A BUSINESS HIGHLIGHTS AND SHOP LOCAL AD HOC SUBCOMMITTEE AND THE APPOINTMENT OF ITS THREE MEMBERS**

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### **RECOMMENDATION**

To adopt a resolution 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**

Resolution.

### **CONTACT**

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

**RESOLUTION NO. \_\_\_\_\_**

**RESOLUTION OF THE ECONOMIC DEVELOPMENT COMMISSION OF THE CITY OF VALLEJO TO ESTABLISH THE BUSINESS HIGHLIGHTS AND SHOP LOCAL AD HOC SUBCOMMITTEE AND APPOINT ITS THREE (3) MEMBERS**

**WHEREAS**, the Economic Development Commission compiled a proposal requesting the Vallejo City Council to consider four (4) requests during special meetings held on June 14, 2023 and September 13, 2023 and;

**WHEREAS**, one of the Economic Development Commission's requests included a funding request of \$10,392 to implement the Commission's workplan in FY 2023-24 and;

**WHEREAS**, on November 19, 2023, the Vallejo City Council approved the request made by the Economic Development Commission to receive and allocate these funds to the Economic Development Commission's budget and;

**WHEREAS**, the Economic Development Commission is ready to plan and implement activities and tap into the FY 2024-25 budget as necessary for social media advertising and for a business spotlight program and;

**WHEREAS**, the Economic Development Commission would like to support the City's Shop Local campaign by having the Ad Hoc Subcommittee promote local businesses and add special features to the campaign in collaboration with City staff and;

**WHEREAS**, the Economic Development Commission has discussed and agreed that an ad hoc subcommittee is essential to carry out the business spotlight program and shop local campaign activities to effectively coordinate the relevant activities.

**NOW, THEREFORE, BE IT RESOLVED** that the Economic Development Commission,

1. Hereby establishes the Business Highlights and Shop Local Ad Hoc Subcommittee.
2. That the Business Highlights and Shop Local Ad Hoc Subcommittee will be established for a duration of one (1) year with three (3) members.
3. Hereby appoints \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ as the three (3) members of the Ad Hoc Subcommittee.

Adopted by the Economic Development Commission of the City of Vallejo at a regular meeting held on \_\_\_\_\_, 2024 with the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

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NICOLE LOUFAS, EDC CHAIR

ATTEST:

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IVETTE IRAHETA, EDC SECRETARY