

# AGENDA



## ECONOMIC VITALITY COMMISSION SPECIAL MEETING

Planning Conference Room  
555 Santa Clara Street  
Vallejo, CA 94590

**May 13, 2015  
6:30PM**

### Economic Vitality Commission

Rey Amador  
Keith Hanson  
S. Bre Jackson  
Singh Jagdip  
Julianne Lyons  
Gregoria Torres, Vice Chair  
Johnny Walker, Chair

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.

**Agenda Items:** Those wishing to address the group on a scheduled agenda item should fill out a speaker card and give it to the Secretary. Speaker time limits for scheduled agenda items are five minutes for designated spokespersons for a group and three minutes for individuals.

**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 General Plan Working Group will be available for public inspection at City Hall, 555 Santa Clara St., 2<sup>nd</sup> 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 General Plan Working Group. Such documents may also be available on the City of Vallejo website at [www.ci.vallejo.ca.us](http://www.ci.vallejo.ca.us) subject to staff's ability to post the documents prior to the meeting.

**Disclosure Requirements:** Government Code Section 84308 (d) sets forth disclosure requirements which apply to persons who actively support or oppose projects in which they have a "financial interest", as that term is defined by the Political Reform Act of 1974. If you fall within that category, and if you (or your agent) have made a contribution of \$250 or more to any group member within the last twelve months to be used in a federal, state or local election, you must disclose the fact of that contribution in a statement to the group.

**If you have any questions regarding any of the following agenda items, please contact the secretary of the commission, Alea Gage, at [alea.gage@cityofvallejo.net](mailto:alea.gage@cityofvallejo.net) or (707) 649-5454.**

1. **CALL TO ORDER [ 6:30 PM ]**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
4. **APPROVAL OF AGENDA**

The Commission may adopt the agenda as presented or may rearrange the order of items. Pursuant to the Brown Act, the Commission may not add items to the agenda, and the Commission may only discuss items on the agenda.

5. **APPROVAL OF THE MINUTES**

April 27, 2015 Joint GPWG/EVC Meeting

6. **REPORT OF THE SECRETARY**
7. **REPORT OF THE PRESIDING OFFICER AND LIAISON REPORTS**

**8. COMMUNITY FORUM**

Anyone wishing to address the Commission on any matter not listed on the Agenda, but within the jurisdiction of the Commission to resolve, may state his/her name and address for the record. Individuals representing a group will be allocated 5 minutes for their presentation. Individuals representing themselves will be allocated 3 minutes for their presentation.

**9. PRESENTATION OF THE BUSINESS RETENTION (INFORMATION ITEM)**

Senior Community Development Analyst, Annette Taylor, will outline the Business Retention Program, to launch in May 2015, and describe an opportunity for commissioners to contribute to the effort.

**10. PRESENTATION OF THE COMMISSION'S 2015-2016 WORK PROGRAM (INFORMATION ITEM)**

Economic Development Project Manager, Alea Gage, will provide an overview of the Commission's work program through mid-2016, including a tentative meeting schedule.

**11. ADJOURNMENT**

Dated: May 7, 2015

\_\_\_\_\_  
Johnny Walker, Chair

I, Alea Gage, Economic Development Project Manager, do hereby certify that I 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 at 4:30 p.m., May 7, 2015.

Dated: May 7, 2015

\_\_\_\_\_  
Alea Gage, Economic Development Project Manager

**CITY OF VALLEJO  
GENERAL PLAN WORKING GROUP (GPWG)/  
ECONOMIC VITALITY COMMISSION (EVC) JOINT STUDY SESSION  
MEETING MINUTES  
MARE ISLAND CONFERENCE ROOM  
April 27<sup>th</sup>, 2015**

**1. CALL TO ORDER**

The meeting was called to order by GPWG Vice-Chair Gatz at 6:35 p.m.

**2. PLEDGE OF ALLEGIANCE**

**3. ROLL CALL**

**GPWG Present:** Vice-Chair Gatz, GPWG Members Atkinson, Cohen-Thompson, Genn, Kutza, Nichols, Riley (proxy), Ripley, Scoggin, Stout, and Walker

**GPWG Absent:** Chair Adams, Holmes, Kinney, Swanson, and Tranter

**EVC Present:** Chair Walker, Vice-Chair Torres, Commissioners Hanson, Jackson (arrived 6:38 PM), and Jagdip

**EVC Absent:** Commissioners Amador and Lyons

**Staff present:** Planning Manager Ouse, Senior Planner Hoffheimer, and Economic Development Project Manager Gage

**Consultants present:** Andrew Hill, PlaceWorks

**4. APPROVAL OF THE MINUTES**

A. January 26<sup>th</sup> GPWG/EVC Joint Meeting

**Action:** Moved and carried by GPWG Member Ripley to adopt the minutes of the January 26<sup>th</sup> meeting. (GPWG Aye: Vice-Chair Gatz, GPWG Members Atkinson, Cohen-Thompson, Kutza, Nichols, Ripley, Scoggin, Stout, and Walker; GPWG Abstain: Genn and Riley; GPWG Absent: Chair Adams, Holmes, Kinney, Swanson, and Tranter). (EVC Aye: Chair Walker, Vice-Chair Torres, Commissioners Hanson, Jackson, and Jagdip; EVC Absent: Amador and Lyons).

## 5. REPORT OF THE SECRETARY

Economic Development Project Manager Gage announced that the EVC's next meeting will be held on May 13, 2015 at 6:30pm.

## 6. REPORT OF THE PRESIDING OFFICER AND LIAISON REPORTS

EVC Chair Walker reported that he will not be present for the next EVC meeting.

## 7. CONSENT CALENDAR AND APPROVAL OF THE AGENDA

**Action:** Moved and carried by GPWG Member Gatz to approve the Consent Calendar and Agenda. (GPWG Aye: Vice-Chair Gatz, GPWG Members Atkinson, Cohen-Thompson, Genn, Kutza, Nichols, Riley (proxy), Ripley, Scoggin, Stout, and Walker; GPWG Absent: Chair Adams, Holmes, Kinney, Swanson, and Tranter). (EVC Aye: Chair Walker, Vice-Chair Torres, Commissioners Hanson, Jackson, and Jagdip; EVC Absent: Amador and Lyons)

## 8. PUBLIC HEARING

### A. Presentation and Discussion: General Plan Draft Future Scenarios

Andrew Hill of PlaceWorks presented an overview of the outreach process and methodology by which the Draft Future Scenarios were developed; explanation of the role of the Future Scenarios in the General Plan Update process; and introduction of the three Draft Future Scenarios for Vallejo.

Hill solicited questions and comments from GPWG members, EVC Commissioners, and the general public on the process and the role of the Draft Future Scenarios in the General Plan Update process. Hill also solicited questions and comments from GPWG members, EVC Commissioners, and the general public to: 1) confirm that the Draft Future Scenarios were consistent with the Propel Vallejo Guiding Principles; and 2) suggest additions, deletions, or shifting of ideas so that the Draft Future Scenarios better supported the Guiding Principles.

Public Comment (speaker cards submitted): Daniel Raffawxi, Topher Delaney, Christopher Delaney, Doug Darling, Steve Souza, and Donald Osborne.

**EVC Action:** Moved by EVC Commissioner Torres and carried to approve, by resolution, the Draft Future Scenarios, as amended, for consideration by the GPWG. (Aye: Chair Walker, Vice-Chair Torres, Commissioners Hanson, Jackson, and Jagdip; EVC Absent: Amador and Lyons).

**GPWG Action:** Moved by GPWG Member Cohen-Thompson and carried to approve, by resolution, the Draft Future Scenarios, as amended, for consideration by the Planning Commission. (Aye: Vice-Chair Gatz, GPWG Members Atkinson, Cohen-Thompson, Genn, Kutza, Nichols, Riley (proxy), Ripley, Scoggin, Stout, and Walker; GPWG Absent: Chair Adams, Holmes, Kinney, Swanson, and Tranter).

**9. COMMUNITY FORUM**

Public Comment: None

**10. ADJOURNMENT**

The meeting adjourned at 9:13 p.m.

---

PATRICIA GATZ, GPWG VICE CHAIR

---

JOHNNY WALKER, EVC CHAIR

ATTEST:

---

MARK HOFFHEIMER  
SENIOR PLANNER

---

ALEA GAGE  
ECONOMIC DEVELOPMENT PROJECT MANAGER



CITY OF VALLEJO  
BUSINESS RETENTION AND EXPANSION PROGRAM  
May 7, 2015

Business retention and expansion (BRE) is one component of an economic development strategy that focuses on supporting and nurturing businesses in a community. By closely tracking local businesses, cities can both support growing companies and be aware of businesses that could downsize or leave. Sustaining and growing the businesses already in Vallejo can have significant economic benefit.

In 2012 the City Council adopted the Economic Development Strategic Plan and Strategic Marketing Plan. The intent of the Plan is to focus city resources to capture city-wide economic development opportunities and on processes and programs that can enhance city-wide economic growth. The intent of the Plan was to identify the overarching goals, objective and action plans to support economic development.

One of the goals identified in the Plan is to retain and expand existing businesses by establishing a business retention and expansion program. Recognizing that the majority of new job creation comes from existing businesses, it was determined that the existing BRE program needed to be better structured to provide high-leverage resources to support expansion of Vallejo businesses and resolve issues that negatively affect business vitality.

The components of the BRE program are to:

- Identify and track Vallejo's business community
- Develop a BRE survey to send to local businesses
- Direct liaison relationships with the City's largest employers
- Establish a coordinated BRE visitation program to assess the needs of existing companies in Vallejo and connect business owners and managers with resources to grow their businesses.
- Follow up to issues raised during site visit
- Develop information materials and resources to assist local businesses
- Business Resources and Partners

#### BRE TEAM MEMBERS

The BRE team will consist of an Economic Development Division staff member, a City Council member, a representative from the Economic Vitality Commission.

VALLEJO’S EXISTING BUSINESS BASE

The four large industry clusters in Vallejo identified in the 2012 Economic Strategic Plan are:

- Manufacturing and related industries that include metal products manufacturing, maritime industries, construction-related manufacturing (such as earthquake systems), and goods transportation, logistics and distribution.
- Tourism, which includes entertainment venues, hotels, and restaurants, and potentially tourism-related retail in the future.
- Healthcare and social assistance, which, includes healthcare providers, residential care facilities, and some limited life-science related research.
- Higher Education, which includes the four university and college systems operating in Vallejo (Touro University, California Maritime Academy, Solano Community College, and Sonoma State which offers classes at Solano Community College).

The City’s largest employers in 2014 and an approximation of number of employees are:

• Kaiser Permanente Medical Center	3,906
• Vallejo City Unified School District	1,600
• Six Flags Discovery Kingdom	1,600
• Kaiser Permanente Call Center	950
• Sutter Solano Medical Center	690
• City of Vallejo	509
• California Highway Patrol Regional Office	400
• Touro University	385
• U.S. Forest Service	300
• California Maritime Academy	290
• Petrochem Corporate Headquarters	225

RELATIONSHIPS WITH LARGEST EMPLOYERS

Staff will continue to work closely with the three institutions of higher education in their efforts to grow their campuses and to identify the City of Vallejo as a College Town and collaborate with the Unified School District to prepare students for the workforce through the Wall to Wall Academy Advisory Board. Staff will team with Kaiser Permanent Medical Center and Sutter Solano Medical Center to reinforce their contribution of addressing the healthcare needs of the region, and assist Six Flags Discovery Kingdom in its effort to expand. Staff will meet with Petrochem and the California Highway Patrol annually.

BUSINESS RETENTION SURVEY

Understanding the specific needs of businesses can often be problematic. To assist with ascertaining the needs of the business in the community, a survey will be prepared and sent to local businesses. Responses from these surveys may provide early warnings of businesses that may need assistance, may be thinking of relocating to out of the city, or may be thinking of expansion.

The survey results may help to identify strategies for economic development and design a comprehensive business retention and expansion program that combine various tools targeted at improving local business environment.

### SITE VISITS

Staff proposes a program of structured Business Retention site visits by a team of staff, City Councilmembers and Economic Vitality Commission members. Councilmembers and Commissioners reaching out to local businesses in their official capacity will educate the BRE team of the needs and concerns of businesses in the community and developing a positive communication process between the business community and the City of Vallejo.

Retention visits will be made by the BRE team to:

- Demonstrate to existing businesses that the community appreciates their contribution to the local economy
- To help existing businesses solve current and potential problems
- Assist local businesses in gaining awareness of available resources
- Encourage expansion that lead to sustainable job growth

The retention visit may include tour of the company facilities to help the BRE team get an in-depth understanding of what the business does and establish deeper rapport with the business owner.

The frequency of the retention visits by the BRE team will be twice a month. The BRE team will have standard questions to ask at each site visit.

Informal site visits will be made by the Economic Development Division staff member to:

- Recently owned businesses
- Neighborhood businesses
- Businesses with recent reinvestments

These informal site visits are to establish a relationship with these businesses and to provide assistance when needed. The frequency of the informal visits may be one a week. Handouts of useful information may be provided at these visits.

### BUSINESS TO TARGET FOR VISITATION

It is recommended that the retention visits target businesses with the following profile:

- High growth businesses, identified through sales tax figures
- Businesses that exist within one of the four industry sectors that drive Vallejo's economic vitality (manufacturing, tourism, health care, and higher education)
- Businesses that add quality jobs
- Businesses with over 50 employees

### VISITATION FOLLOW UP



Prepare a letter thanking the business for taking the time to meet with the BRE team and address any concerns that were raised during the visitation. After the visit, the business is encouraged to contact city staff when assistance as needed.

### TRAINING OF BRE TEAM MEMBERS

Since few people have extensive experience in conducting interviews, it is essential to offer training to the BRE team members. Most business owners and managers are reluctant to share business information. In order to obtain the information necessary for a successful BRE effort, owners and managers must be assured of the confidentiality of the data. BRE team members must be committed to confidentiality in order to be able to gain accurate data and the respect of the business community. Staff will provide training to the Economic Vitality Commissioners.

### BUSINESS RESOURCES AND PARTNERS

#### Grow Vallejo Fund

The Grow Vallejo Fund is a unique economic development partnership between the National Development and Grow America Fund, Inc. (GAF). Through the Grow Vallejo Fund, eligible small businesses in the City of Vallejo may apply for loans from \$50,000 to \$2,000,000 at competitive rates, floating or fixed, for a term of up to 25 years. In order to qualify for these loans, the businesses must be engaged in a legitimate for-profit business activity and have the ability to create permanent jobs in the community.

#### Governor's Office of Business and Economic Development (GO-Biz) Initiatives

- Manufacturing Equipment + Sales & Use Tax Exemption – Sales tax exemption that eliminates California portion of sales tax (4.19%)
- California Competes Credit – Income tax credit negotiated between GO-Biz and businesses that want to come to California or stay and grow in California.
- New Employment Credit – Credit based on wages above \$12 an hour and up to \$28 an hour (or above \$10 an hour base in limited pilot areas) Maximum credit amount is \$56,000 per employee (5-year total, 2,000 hours). Employee qualifications are persons unemployed 6 months, veterans within one year of separation, Earned Income Tax Credit (EITC) recipients, ex-offenders and recipients of CalWorks or general assistance.

#### Solano Community College Small Business Development Center

Solano Community College Small Business Development Center (SBDC) provides technical assistance (e.g. business planning, operations, accounting, financing, marketing, and other small business development issues), and conducts a variety of workshops and training programs for Vallejo businesses and residents.

#### Solano Economic Development Corporation

The Solano Economic Development Corporation assists the City in attracting, growing, and retaining businesses and industry that will enhance the economic vitality and quality of life within the community.

### Chambers of Commerce

The four chambers of commerce assist the City with economic development, to support quality of life for businesses and residents, and create jobs.

### POLICY RECOMMENDATIONS

Through all of the BRE functions, the ED Division will be learning the needs of Vallejo businesses, identifying trends and hearing requests for new services or changed policies. Actively and regularly working with business will aid City officials and staff in recommending programs or policies to promote business and job growth for Vallejo.

### SUPPORTING MATERIALS

#### Information Packet

Compile a packet of information from various city departments and economic development partners to leave with the businesses. Encourage businesses to sign up for E-Subscriptions on the City's website to receive city newsletters, reports, press releases, and agendas.



---

## MEMORANDUM

---

**DATE:** May 13, 2015  
**TO:** Economic Vitality Commission  
**FROM:** Kathleen Diohep, Economic Development Manager  
Alea Gage, Economic Development Project Manager  
**SUBJECT:** 2015-2016 ECONOMIC VITALITY COMMISSION (EVC) WORK PROGRAM

---

The purpose of this memorandum is to outline the Economic Vitality Commission's (EVC) Work Program from May 2015 to May 2016. The EVC will assist with two major initiatives: the Business Retention & Expansion Program and the Propel Vallejo process.

Both initiatives align with the three purposes for the EVC as outlined in the Vallejo Municipal Code Chapter 2.36:

1. To advise the city council on issues that can enhance job growth and increased private investment in Vallejo;
2. To review and assist with updates and the implementation of the economic development element of the general plan; and
3. To assist with business retention and attraction activities.

### Business Retention & Expansion

At the May 13, 2015 meeting, the EVC will receive an overview of the Business Retention & Expansion Program launching this month. Interested commissioners will have the opportunity to participate in visits with Vallejo business over the coming months.

### Propel Vallejo

The EVC has been engaged with the Propel Vallejo effort starting in the prior year, including three commission meetings to date: September 10, 2014, January 26, 2015 and April 27, 2015. The latter two meetings were joint meetings with the General Plan Working Group. Staff anticipates the EVC will meet an additional three to five times in the next year approximately for a total of seven to nine meetings during the Propel Vallejo process.

The EVC will continue to review and make recommendations to the General Plan Working Group on portions of the General Plan directly related to economic development. In particular, the EVC provides significant contributions in recommending policies that can incentivize job growth and business investment in Vallejo. Through the fall of 2015, the EVC will provide input related to the Preferred Future Scenario. After the Preferred Future Scenario is selected, the EVC will focus on the "Economy, Education & Training" chapter of the General Plan, which contains the "economic development element."

**Meeting Schedule**

Based on the two major initiatives described above, staff have developed a tentative schedule for upcoming noticed meetings of the EVC, shown below. Please note that the meeting schedule above does not encompass all EVC activities.

Date	Topic
May 13, 2015	Business Retention Program
August 15, 2015	Future Scenarios Evaluation (Joint study session with the General Plan Working Group)
October 26, 2015*	Selection of the General Plan Preferred Future Scenario (Joint study session with the General Plan Working Group)
November 18, 2015*	Goals, Policies & Actions of the “Economy, Education & Training” chapter of the General Plan
December 14, 2015*	Goals, Policies & Actions of the “Economy, Education & Training” and “Community & People” Chapters of the General Plan (Joint study session with the General Plan Working Group)
January 11, 2016*	Goals, Policies & Actions of the “Nature & the Built Environment” and “Mobility, Transportation & Connectivity” chapters of the General Plan (Joint study session with the General Plan Working Group)
May 11, 2016*	Draft General Plan (in its entirety) (Joint study session with the General Plan Working Group)

\*Please note that the topics will be refined and the dates confirmed to provide timely review of the related materials in support of the overall Propel Vallejo schedule.

**CONTACT**

Kathleen Diohep, Economic Development Manager, (707) 553-7283, [kathleen.diohep@cityofvallejo.net](mailto:kathleen.diohep@cityofvallejo.net)

Alea Gage, Economic Development Project Manager, (707) 649-5454, [alea.gage@cityofvallejo.net](mailto:alea.gage@cityofvallejo.net)