



ECONOMIC VITALITY COMMITTEE REGULAR MEETING MINUTES

**April 16, 2026
7:30 a.m.
200 Old Bernal Avenue, Council Chambers**

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:33 a.m. by EVC Chair Ken Benhamou followed by the Pledge of Allegiance.

ROLL CALL

Present: Chair Ken Bnhamou, Vice Chair Josh Chanin, Steve McCoy-Thompson, Paresh Hule, Gavin Shea, Davinder Channon

Absent: Brian Wilson, Igor Leonov, Pravin Venketsamy

City staff: Deputy Director of Community and Economic Development, Melinda Denis

AGENDA AMENDMENTS

Deputy Director Denis corrected the roll call for the April meeting.

CONSENT CALENDAR

1. Approval of February 19, 2026, meeting minutes were approved with the correction on motion by McCoy-Thompson and second by Hule. The motion passed unanimously.

MEETING OPEN TO THE PUBLIC

Chair Benhamou opened public comment. There were no public comments. Chair Benhamou closed public comment.

PUBLIC HEARINGS AND OTHER MATTERS

2. Receive an overview of the 2026-2027 Business Outreach Strategy Framework.

Deputy Director Denis provided a presentation and overview of the 2026-2027 Business Outreach Strategy Framework.

Chair Benhamou opened public comment. There were no public comments. Chair Benhamou closed public comment.

The Committee provided feedback on the four questions outlined in the agenda report and presentation. In response to question one, Committee members commented the outreach strategy should incorporate ways to bring Tier 1 and 2 businesses together; consider sub-tiers for Tier 2 and identify emerging businesses; and all five tiers adequately address the needs of

the community. In response to question two, Committee members commented annual business visits should be more consistent; the initial in-person one on one visits with businesses are important to establish relationships with the businesses and city representatives, and can be followed up by virtual meetings or phone calls; Tier 2, 3, and 4 outreach should be prioritized as the businesses need face time with city representatives; and Tier 4 outreach should include brokers and property managers in addition to the tenants. In response to question three, Committee members commented outreach should include virtual meetings in addition to in-person meetings; allow businesses options for meeting types such as seminars or group conversations; and provide technical assistance or a business concierge service to assist businesses through the permit process. In response to questions four, Committee members stated the survey should incorporate into the marketing that our community is a great place to live, work and play.

No formal action was taken by the Committee and Deputy Director Denis stated the Draft Business Outreach Strategy will be presented at a future EVC meeting.

3. Receive Economic Development Information/Updates

Deputy Director Denis provided the Economic Development information and updates.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

Vice Chair Chanin recommended the city explore a potential utility tax on new uses, like other jurisdictions.

Committee Member McCoy-Thompson recommended city staff use Monday.com as an additional tool and resource and incorporate additional QR codes on the 'Pleasanton Playbook' publication.

MEETING ADJOURNED

The meeting was adjourned at 8:42 a.m.