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**MINUTES OF THE  
CITY OF SAN RAMON  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING  
April 11, 2012**

6 **1. CALL TO ORDER**

8 A regular meeting of the Economic Development Advisory Committee of the City of San Ramon  
9 was held on April 11, 2012, and called to order at 6:30 p.m. in the Engineering Conference Room  
10 located at the Permit Center, 2401 Crow Canyon Road, San Ramon, California.

12 **Members Present:** Chairperson Devon Powers, Vice Chairperson Lou Dagen, Jason Gong,  
13 Greg Lonie, Joe Nelson, Michael Smart, Walt Trembley

15 **Members Absent:** Geoff Johnson, Rick Domanski

17 **Liaisons Present:** Brian Su, Teen Councilmember; Eric Wallis, Planning Commissioner

19 **Liaisons Absent:** Donna Kerger, Planning Commissioner (alternate); Jim Livingstone,  
20 Vice Mayor (alternate); Scott Perkins, Councilmember

22 **Staff Present:** Lauren Barr, Senior Planner  
23 Juanita Davalos, Office Specialist  
24 Marc Fontes, Economic Development Director

26 **Visitors:** Joyce Feldman, Chamber of Commerce Ambassador Chairperson

28 **2. APPROVAL OF MINUTES**

30 **2.1 Approval of the March 14, 2012 Minutes**

32 Mr. Trembley moved that the minutes of March 14, 2012 be approved as submitted. Mr. Nelson  
33 seconded the motion which passed 7-0.

36 **3. PUBLIC COMMENTS**

38 Ms. Feldman introduced herself as the Chairperson for the Chamber of Commerce Ambassadors  
39 program and that she was present to find out how the Chamber might be able to assist with promotion  
40 of the Shop San Ramon First campaign.

42 **4. SPECIAL PRESENTATIONS**

44 There were no special presentations.

46 **5. GOVERNMENT LIAISON REMARKS**

1 **5.1 City Council**

2  
3 Mr. Fontes noted that the Safe & Sane Fireworks proposal was denied by City Council.  
4

5 **5.2 Planning Commission**

6  
7 Mr. Wallis provided an update on the status of public hearings for the North Camino Ramon  
8 Specific Plan noting that three had been completed and there were two more still to be held. He  
9 noted that comments on the Environmental Impact Report (EIR) had been received and another  
10 hearing would be held on the EIR. Mr. Wallis apprised the Committee of his attendance at a  
11 Planning Conference and noted a topic of interest at the conference was sustainable community  
12 strategies. He noted that a High Occupancy Vehicle (HOV) lane proposal would be reviewed at the  
13 next City Council meeting.  
14

15 Mr. Wallis commented upon the establishment of the San Ramon Successor Agency Oversight  
16 Board. Mr. Fontes described the make up of the Board and gave a brief overview of its charge.  
17

18 **5.3 Housing Advisory Committee**

19  
20 There was no report.  
21

22 **5.4 Chamber of Commerce**

23  
24 Mr. Nelson apprised the Committee that Donna Kerger, the Planning Commission Chairperson, had  
25 attended the Chamber of Commerce Board Meeting, and he attended the Planning Commission  
26 meeting. He noted also that he would be attending more City Council meetings going forward. He  
27 mentioned that he and Ken Mintz are part of the Chamber Public Policy Committee and provided a  
28 statement on behalf of the Chamber regarding the HOV lane project and the NCRSP. He noted that  
29 the new Home Goods store contacted the Chamber inquiring about local agencies to consider for a  
30 donation, and that \$5,000 would be given to the Sentinels of Freedom. Mr. Nelson noted that he  
31 invited Ms. Feldman to attend this evening's meeting, and that Ms. Davalos had given a presentation  
32 on Shop San Ramon First to the Chamber Ambassadors at their last meeting. He noted that Ms.  
33 Feldman was present as the Chamber wished to become more involved in working with the City on  
34 encouraging residents to shop at San Ramon businesses.  
35

36 **5.5 Teen Council**

37  
38 Mr. Su apprised the Committee that the Race to Nowhere event was a success with over 350 people  
39 in attendance. He noted that there was a panel discussion at the event and there was a very  
40 emotional debate. He noted that Teen Council projects were done for this school year, and plans for  
41 next year were being made.  
42

43 **6. CONSENT CALENDAR**

44  
45 **6.1 The Kiplinger Forecasts for Management Decision-Making Letters**

46  
47 There was no discussion on this informational only item.  
48

49 **7. UNFINISHED BUSINESS**

1  
2 **7.1 Shop San Ramon First Business Outreach Implementation Plan**  
3

4 Ms. Davalos noted that those present were familiar with the Shop San Ramon First marketing  
5 campaign, and that at the prior meeting outreach plans were presented for both residents and  
6 businesses. At that time, it was determined that a draft presentation that would be given to  
7 businesses would be presented at this meeting. She distributed copies of the PowerPoint slides  
8 requesting members to take notes of anything not clear or that could be improved upon for  
9 discussion at the conclusion of the presentation. Ms. Davalos explained that the vision was to take  
10 the presentation to places of business at which a group of business owners or managers could attend.  
11 As an example, she noted that she spoke with EDAC member Geoff Johnson about possibly having  
12 a presentation in the lobby of his auto repair shop where neighboring shop owners could attend.  
13

14 The presentation covered a range of topics including why a business' success mattered to the  
15 community, how taxes impacted City services, demographics on residents (age, income, percentage  
16 of homeownership) and employees that were customers or potential customers (noting larger  
17 corporations in town and number of employees), resources available for business owners through the  
18 City's website or local agencies, and what the City is doing to support them including maintaining  
19 low business license fees (showed comparison to other cities), transportation alternative resources,  
20 and the Shop San Ramon First marketing campaign to encourage residents to shop in town. She  
21 described the Shop San Ramon First campaign including the website with free listings for businesses  
22 and an email bulletin sent to business owners with resource and marketing opportunities twice a  
23 month. She described outreach being done to residents through information booths at special events  
24 (including the Farmers' Market once a month), articles and ads in various publications, and  
25 presentations to community groups. She presented a "Business Kit" folder with brochures, poster,  
26 etc., and encouraged businesses to shop at other businesses and keep sales tax dollars in San Ramon.  
27

28 Comments regarding the presentation included that though there was good information, it was  
29 important to clearly state the action being requested or goal of presentation. It was suggested that  
30 more photos be included showing valued amenities in the City. There was more discussion about  
31 possible options for theme of presentation. Ms. Feldman noted that as a small business owner she  
32 would want to know what the City was doing to help businesses. It was suggested that three main  
33 points be identified (perhaps sales taxes critical, information on great potential customer base and  
34 here's how City can help) and a specific call to action. It was suggested that the hospital be added as  
35 one of the employers. It was noted that some of the resources identified were unfamiliar and needed  
36 further explanation.  
37

38 Discussion ensued about how to get the presentation out into the community. Ms. Feldman  
39 suggested it could be given to the Chamber Board and possibly one of the quarterly luncheons. It  
40 was suggested that Chamber Ambassadors could help identify venues for giving the presentation  
41 once finalized. Other suggestions included working with Bishop Ranch and their tenants.  
42 Suggestions for additional outreach included information booths at Back to School night and the  
43 annual Community Fair, presentations to PTA's (parent teacher associations) and health clubs.  
44

45 Next steps identified were to incorporate changes, present to City Department Directors and  
46 incorporate any suggestions they have, then to take that draft to the Chamber of Commerce  
47 Ambassadors for feedback and finalization. It was noted that additional items needed to be  
48 discussed regarding business outreach opportunities, however given the length of the agenda and

1 availability of staff to pursue implementation of the items that the remainder would be tabled for a  
2 future meeting.

## 3 4 5 **7.2 City Center Ad Hoc Committee Update**

6  
7 Mr. Fontes defined the ad hoc committee and differentiated it from a standing committee such as  
8 EDAC. He noted that he clarified with the City Attorney that the ad hoc committee was appointed  
9 by EDAC (the standing committee) and therefore would report its findings to EDAC, and EDAC  
10 would present findings to City Council. He clarified that although Mr. Domanski and Mr. Trembley  
11 had previously been identified as good resources for the Ad Hoc committee, their input would need  
12 to be received as part of EDAC. Chairperson Powers noted that future agendas would need to allow  
13 adequate time to receive input from the full Committee when discussing the subject.

14  
15 Mr. Dagen, Chairperson of the City Center Ad Hoc Committee, apprised EDAC that an appointment  
16 was being scheduled to interview the primary key stakeholder, Alex Mehran of Sunset Development,  
17 and that an update would be presented at the May 9<sup>th</sup> EDAC meeting. He added that additional  
18 interviews would then be scheduled and an update and discussion would take place at the June  
19 meeting, and comments would be incorporated into a report to be presented to City Council. The  
20 timeline for presentation to City Council was discussed, and Mr. Fontes indicated that determining  
21 the timing of the Council presentation would be clearer after the June EDAC meeting.

## 22 23 **8. NEW BUSINESS**

### 24 25 **8.1 North Camino Ramon Specific Plan Approval**

26  
27 Lauren Barr, Senior Planner, introduced himself and noted that there had been many presentations  
28 made on the North Camino Ramon Specific Plan (NCRSP) and that they were listed on the City's  
29 website. Copies of the PowerPoint presentation were distributed to EDAC for reference. He  
30 indicated he would give a recap this evening as the Committee had heard much of the presentation  
31 before. Project area boundaries were described, and it was noted that this was a long range plan with  
32 smart growth strategies including a "park once" concept for use of cars. He noted that there would  
33 be a blend of retail and housing, and serve as a stimulus for economic development with an intention  
34 of being business friendly providing current businesses with opportunities to expand. He reviewed  
35 the timeline of the planning process and its inclusion in the General Plan update. Outreach to the  
36 community included presentations, information booths at special events and meetings with  
37 commercial property owners. Plans for the City Center were for a lifestyle center, and those of the  
38 NCRSP would fill in other needs. None of the three original proposed plans were now being  
39 considered, instead a fourth "hybrid" plan had been chosen.

40  
41 An overview was given of the development potential noting existing and proposed uses. He noted  
42 that comments had been received on the Environmental Impact Report (EIR) and that responses  
43 would be provided at another hearing. High Occupancy Vehicle (HOV) ramps were identified as  
44 long range plans and though not part of the NCRSP they would have impacts on the project.  
45 Comments were made on traffic patterns noting that offices normally opened at 8:00 a.m. and retail  
46 businesses opened at 10:00 a.m. which impacted peak time factors. He noted that the traffic analysis  
47 in the EIR built upon the General Plan which addressed traffic for City Center, etc, and that the plan  
48 is intended for guidance in development over the next 20 years. He clarified that this was not a  
49 project, just a plan for the area and individual projects had to go through planning approval

1 processes. Mr. Barr stressed that balance was important, and that competing interests be considered  
2 such as Economic Development wanting to include more retail and the Parks & Community Services  
3 Commission requesting more parks. It was noted that at the last public hearing there was discussion  
4 regarding reducing the plan area.

5  
6 Comments were made regarding areas that were not likely to change including parts of north  
7 Camino Ramon which had successful businesses, and a proposed new change was by Sunset  
8 Development to include Bishop Ranch 6 in the plan which would allow for flexibility in the future.

9  
10 Mr. Barr requested EDAC consider the proposed plan, and make a determination on if it was  
11 consistent with the Economic Development Strategic Plan (EDSP). Chairperson Powers indicated  
12 that the NCRSP seemed consistent with the concept of the EDSP though he was not a planner so  
13 could not say if other options would work as well. Chairperson Powers invited members to provide  
14 comments. Mr. Trembley expressed interest in knowing how others responding including Toyota.  
15 Mr. Barr noted that representatives from Toyota participated in the owner meetings and it was  
16 clarified they could continue current operations. He noted representatives had not attended hearings  
17 after that meeting.

18  
19 There was discussion regarding potential park like uses in the planned area that may have not  
20 typically been considered parks noting that San Ramon had mostly built new developments and this  
21 was a plan that involved existing development.

22  
23 Mr. Lonie inquired if the park uses would be part of the plan or be individually negotiated, and Mr.  
24 Barr indicated negotiations would be project specific. Mr. Lonie indicated there was room for  
25 creativity including tennis courts or basketball courts on top of parking structures or nice streetscapes  
26 connecting to the Iron Horse Trail.

27  
28 Housing plans were discussed, and Mr. Barr noted that the Plan would be revisited once 1,000 units  
29 had been completed to evaluate needs at that time which allowed flexibility.

30  
31 Mr. Smart indicated that neighboring cities would benefit if the City did not plan to address service  
32 and retail needs of its residents, and it was important to acknowledge that community needs had and  
33 would continue to change. Mr. Nelson noted that use of the word plan was perhaps over emphasized,  
34 and that a word such as “guide” might better explain what was proposed. Mr. Gong indicated it  
35 might be helpful to give examples of how specific plans had worked in other communities, to  
36 emphasize that it was important to stay flexible, and to acknowledge that this opportunity could not  
37 happen elsewhere in San Ramon.

38  
39 Ms. Feldman departed the meeting at 8:45 p.m.

40  
41 There was discussion regarding changing construction standards, need for long range plans for retail  
42 growth, and the preference of younger generations to live in a mixed use environment which does not  
43 currently exist in the City.

44  
45 Chairperson Powers proposed a motion for consideration by the committee, summarized as “The  
46 North Camino Ramon Specific Plan is consistent with the Economic Development Strategic Plan  
47 and the Committee supports the process to consider the Specific Plan as proposed.” Mr. Smart  
48 moved that the motion be approved. Mr. Nelson seconded the motion which carried 7-0.

1 **9. ANNOUNCEMENTS**

2  
3 **9.1 Other Announcements**

4  
5 No other announcements were made.

6  
7 **10. ADJOURNMENT**

8  
9 There being no further business, Chairperson Powers adjourned the meeting at 9:10 p.m. The next  
10 regular EDAC meeting was scheduled for May 9, 2012.

11  
12  
13 Respectfully submitted by Juanita Davalos, Office Specialist

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16  
17 *As approved at the meeting of May 9, 2012.*