
MARCH 7, 2013

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **March 14th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Thomas Tong** of Thomas Watch Repair and **Bob Olsen** of Olsen Painting.

The SPOTLIGHT will be on **LogoBoss** given by **Thomas Tong**.

Dave Silva of Silmar Flooring will give his CLASSIFICATION.

The BOARD will meet directly after adjournment.

MEMBERSHIP PROPOSAL:

1st Posting:

Proposing Member: Jay Woidtke

Classification: Attorney – Family Law

Member: Law Office of Christopher R. Rugaard

Represented by: Christopher Rugaard

Address: 2641 Crow Canyon Rd. Suite 3, San Ramon

Phone: 925.320.8288

E-mail: crugaardatty@aol.com

If you have any questions or comments about or objection to the proposed member, please contact the Chairperson of the Membership Committee: Sheri Facciolla at 447-7100.

ELECTIONS:

The Election is upon us once again! Attached is the BALLOT to elect the new Board and for your nomination for the **Executive of the Year**. Please return these by next week, 3/21.

Your nomination should be for the member who you believe did a good job giving leads, bringing in new

members, had great attendance, a combination of those or who has some other outstanding quality that you think should be awarded "Executive of the Year".

DUES:

Invoices for the second quarter will go out this week. Please pay as soon as possible and by April 15th to save \$25.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$64.00** with 8 white marbles (\$5), 2 blue (\$10) and 1 red (winner takes all).

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING?

HIGHLIGHTS OF THE GUEST SPEAKER: NELSON FIALHO

City Manager, Pleasanton, CA

Commercial/Retail

- Founder of PeopleSoft (now Oracle), Dave Duffield has started a new company headquartered in Pleasanton, Workday (Oracle's new competitor.) They currently employ 1,000 people, projected to be 4,000.
- Clorox has moved its headquarters to Pleasanton, initially bringing 700 employees, which has grown to 1,200. The remainder of their workforce will be relocated over the next 5 years.
- 200,000 square feet of commercial units have been absorbed, taking Pleasanton's vacancy rate down.
- USF has moved its extension campus from San Ramon to Stoneridge Mall Drive in Pleasanton.
- Auto Dealerships are investing in their facilities, showing their commitment to the city.
- The Gateway Shopping Center at 680 and Bernal is opened and has only one vacancy.
- Downtown was struggling, but is currently at 6% vacancy, which is considered good.

- The former Domus space will be leased to an unnamed national retailer.

Economics

- While the national unemployment rate is 8% and the state is 9.8%, Pleasanton's unemployment is at 4.8%.
- Median household income is \$123,000, which is double that of the state and nearly triple that of the country.
- The average home price is \$789,000, an increase of 7% over the previous year.
- The assessed value of Pleasanton is \$17 billion, which is in the top tier of the Bay Area. \$50 million in property taxes is collected from properties in the city.
- Sales tax was up 3.2% with \$19.1 million collected last year attributable to Stoneridge Mall and the auto dealerships.
- Permits for development are up 24% because of TIs at Clorox, Gateway residential and retail, and the 800 units of senior housing going in at the east end of Stoneridge Drive.
- Business licenses are up 6%.
- During the recession, Pleasanton avoided dipping into reserves by shrinking the workforce through attrition and reorganizing staff.
- Pleasanton has \$25 million in Reserve and \$80 million in Insurance Reserve, and is AA rated.
- Assets exceed liabilities by \$872 million with \$154 million of unrestricted funds.

2013

- \$10 million of \$15 million in funds have been secured for the build-out of Bernal Park. They are working toward completing the second phase, which will include much-needed synthetic fields.
- Pleasanton now has a Certified Housing Development Plan that has been approved by the State (important in avoiding 3rd-party lawsuits). The result will be increased residential development.
- High-end high-density housing is planned for areas near the mall, in the business park and near Gateway Plaza; 1,200 total units will break down to 250, 154, 345, 210, and 500 multi-family units and 88 single-family homes.
- The biggest pressure on the budget expenditure is salaries, mainly pension obligations. These

obligations were reduced 13%, and will be reduced over 5 years by another 10%.

- The city budget is approximately \$100 million of which 78% is salaries. They are working toward a more healthy 75%.

Transportation

- The controversial Stoneridge Drive extension is scheduled to open in October this year, which should alleviate congestion at other parts of the city during the evening commute.
- The \$300 million project to widen highway 84 was voted down last November. The project is felt necessary to improve traffic to/from the South Bay and eliminate cut-through traffic.

Schools

- \$3.20/square foot on residential property tax is required by the State for schools. A study has shown that the impact of the proposed increase in residential housing will be absorbed in the short term. They are trying to improve the impact and are looking for a 10th elementary site, that will most likely be in the business park or near the quarry.

We appreciate the time Mr. Fialho spent preparing for and informing our business owners about the state of city of Pleasanton and what we can look forward to in the coming years.

DID YOU GIVE A REFERRAL THIS WEEK?



BALLOT

2013 Board of Directors

Nominees:

- Wayne Yeaw**, Allegra Print & Imaging (President-Elect)
- Larry Brumm**
- Dorn Driggs**
- Sheri Facciolla**
- Richard Gross**
- Kevin Gundry**
- Jerry Raney**
- Thomas Tong**

Jay Woidtke will remain as Past-President and is a non-voting member.

The new administration will be inducted at the first meeting of April.

Executive of the Year Nomination

Please write the name of the member who you to believe did a good job giving leads, bringing in new members, had great attendance, a combination of those or who has some other outstanding quality, that you think should be awarded "Executive of the Year":

The award will be given at the first meeting in April.

Fax to 925-736-4522 or email to cristin.realtor@gmail.com by MARCH 21.