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Business Connection is a bi-monthly publication of the Pleasanton Chamber of Commerce.

The positions and views advocated here are solely the responsibility of the Chamber.

Layout and Design by Paul Llewellyn, Embarcadero Media

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Stay connected with the Chamber



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Hear from Pleasanton Mayor Karla Brown at State of the City address on March 29

The Pleasanton Chamber of Commerce is pleased to announce the State of the City Pleasanton 2023, featuring Mayor Karla Brown. Everyone in the community is invited to hear Mayor Brown's annual address on Wednesday, March 29, 2023, at the Palm Event Center.

"I am pleased to join the Pleasanton Chamber of Commerce to present the State of the City update this year," said Mayor Brown. "It is an honor to reflect and acknowledge the achievements we have made together over the past year, as we set our sights on a strategic and sustainable future. I hope to see many of our Pleasanton residents and businesses at the event to hear about ongoing projects and exciting initiatives that ensure the city's continued progress in the years to come."

Following her election in November 2020, Brown is serving her second term as Mayor of the City of Pleasanton, preceded by serving two terms on the Pleasanton City Council. Mayor Brown currently serves on multiple regional and city committees, boards and commissions. She has worked as an Associate Broker/Real Estate Agent since 2002 and has held a Real Estate Broker's license since 2007.

Mayor Brown has lived in Pleasanton for 29 years during which she has supported many organizations. She has volunteered



Mayor Karla Brown
City of Pleasanton

with RAGE youth soccer as a coach, the Tri-Valley Conservancy, Hively, Valley Humane Society, and she has held positions as a Gifted and Talented Education (GATE) Liaison and School Site Council for Pleasanton schools. When not working, she enjoys playing tennis, walking, hiking, bicycling, and spending time with her family.

The Chamber looks forward to hosting the annual event as it is an opportunity to connect influential business and community leaders to elected officials. A portion of the program is dedicated to recognizing the Chamber's Circle of Influence members, whose ongoing support has been instrumental in the growth of the Chamber. The Circle of Influence is a catalyst for the exchange of ideas and



A sellout crowd is expected at the State of the City Pleasanton as attendees will hear directly from Mayor Karla Brown, while enjoying lunch and conversation at the beautiful Palm Event Center, a luxurious winery estate.

engaging key leaders regarding both obstacles and opportunities for local business growth and economic expansion.

"Pleasanton faces many challenges, from housing to water quality, that require collaboration across broad stakeholder groups," said Chamber board chair Jill Buck of Go Green Initiative. "The State of the City event is a unique opportunity to hear from the Mayor, and learn how to substantively engage in the most pressing issues in our community," said Buck.

Stanford Health Care Tri-Valley is the premier sponsor of the event, while The Clorox Company and Mirador Capital Partners are both elite sponsors. Altamont Corridor Express (ACE), Amos Productions, Bay East Association

of REALTORS, CEMEX, Hoge Fenton, John Muir Health, Fremont Bank, Nina Pomeroy Photography, Palm Event Center in the Vineyard, Sensiba San Filippo and UNCLE Credit Union have also partnered as sponsors. A limited number of sponsorships are still available. Email susie@pleasanton.org if interested.

Tickets to attend the luncheon are available at www.pleasanton.org, \$75 per person. All attendees must register by March 10. The event begins at 11:00 a.m. with networking and visiting sponsor tables followed by the lunch and program at 11:45 a.m. A sellout crowd is expected as attendees will hear directly from the Mayor, while enjoying lunch and conversation at the beautiful Palm Event Center, a luxurious winery estate.

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Workforce Housing: Expanding Pleasanton's Economic Family

The new housing element approved by the City Council on January 26 includes a wide variety of housing products that will benefit a broad range of Pleasanton's workforce pay scale. There are 19 sites throughout the City that are now zoned to accommodate nearly 6,000 new housing units, many of which will be affordable



Jill Buck
2023 Chair of the Board

for the many talented and cherished members of our economic family.

Workforce housing is defined as affordable for households making 60-120% of the average median income (AMI). Pleasanton's AMI is \$168,000, so workforce housing in Pleasanton is designed for households earning \$101,000 to \$202,000 annually.

Think of all the firefighters, teachers, police officers, nurses, and tech workers who will be able to become our neighbors, and not just people who come in and out of our community to make it better for current residents. Very soon, graduates of Pleasanton high schools who love their hometown can have a reasonable expectation of raising their own families here.

The City Council and City Staff worked incredibly hard with the

entire community to develop a housing plan that will help ensure economic prosperity for Pleasanton for decades to come. This one piece of public policy may be one of the most consequential decisions made by a council in a generation, and they deserve tremendous credit for what this housing element will accomplish.

Jill Buck, Go Green Initiative, and 2023 Board Chair of the Pleasanton Chamber of Commerce Board of Directors

Jill is an internationally featured speaker at business, public policy, political, and environmental conventions, and is one of the nation's leading advocates of free market solutions for environmental protection issues. In 2002, Jill founded the Go Green Initiative, a 501(c)(3) that is the global leader in environmental education, operating in all 50 U.S. states, over 73 countries, and on 5 continents. In 2004, Jill established Buck Consulting, which helps businesses "go green," and achieve profitability through sustainability. She is also the host of Go Green Radio, a weekly program on the U.S.'s largest internet talk radio station, www.VoiceAmerica.com, and is co-author of the book, 47 Things You Can Do For The Environment.