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Sent: Monday, April 22, 2024 9:42 PM
To: City Council
Subject: Agenda Item 7.1

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Good evening Council,

I hope the team is doing well. Thank you to you and staff for all your effort putting together the Economic Vitality Strategy. There are a lot of good ideas here. In general I think we should focus on land use and permitting optimization to fill vacancies and help existing enterprises expand. I was happy to see an emphasis placed on the experience economy and entrepreneurs of all kinds.

There are numerous typos in the early sections of the draft document (see page 9, which abruptly ends).

Here are a few ideas for improvements:

- Emphasis on electric car chargers in transportation-related action opportunities, especially downtown
- Adding the Minority Business Development Association to our list of potential partners
- Touching on Santa Clara County's Microenterprise Home Kitchen Pilot Program
- Strict scrutiny on where our marketing contracting dollars are going. \$300,000 is a significant investment, and if we improve planning and permitting, the market should organically create Mountain View's brand

Thanks for your consideration.

All my best,
Nicholas Hargis

California Street resident