



# AGENDA

## REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Thursday, November 20<sup>th</sup>, 2014 – 7:30 p.m.

El Cerrito City Hall  
Hillside Conference Room  
10890 San Pablo Avenue

**Roll Call: Members Figone, Horng Brawer, Lehman, Shrem, Taylor and Kagawa.**

**1. Staff/Council Liaisons Announcements and Reports 7:30**

Staff and/or Councilmember Rebecca Benassini may report on matters of general interest to the Economic Development Committee, Council policies, priorities and/or significant actions taken by the City Council.

**2. Comments from the Public on non agenda items- 7:35**

*Speakers are limited to 3 minutes for comment on non-agenda items. Comments regarding specific agenda items may be made during discussion of those items and are subject to the same limits.*

**3. Approval of the Minutes – 7:40**

Consider a motion adopting the minutes of the Committee meeting on October 16, 2014.

**4. EDC Vacancy Announcement – 7:45**

Participate in discussion and consider possible action items regarding encouraging citizens to apply to the Committee.

**5. Discussion of Walkable Urbanism – 7:50**

Hear a presentation from El Cerrito community member Steve Price on the urban design framework in El Cerrito and its impact on economic vitality.

**6. Discussion of El Cerrito's Commercial Real Estate Market – 8:20**

Hear a presentation from real estate agent, Roger Mills, regarding the nature of El Cerrito's commercial real estate market. Participate in discussion of emerging commercial real estate opportunities and potential business attraction strategies.

**7. Economic Development Committee 12-Month Work Plan Discuss – 8:50**

Discuss update to the 12-Month Work Plan and hear work to date, including intern postings and hiring process, and consider adoption of the EDC 12-Month Work Plan.

**8. Committee Member Updates and Discussion of Future Actions and Agenda Items – 9:10**

Hear updates and consider action items regarding member work to date and consider suggestions for future EDC agenda items.

**Consideration of Upcoming Agenda Items**

- Pop-Up Use Policy Presentation (January)
- Vacant Building Registration Fees

**Upcoming Meetings + Events | more details online at [www.el-cerrito.org](http://www.el-cerrito.org)**

- "To Kill a Mockingbird" Contra Costa Civic Theater premiere (November 21, 8pm)

**9. Adjournment- 9:00**

*Any writings or documents provided to a majority of the Economic Development Committee regarding any item on this agenda will be made available for public inspection at City Hall - 10890 San Pablo Avenue, El Cerrito during normal business hours.*

### COMMUNICATION ACCESS INFORMATION

*To request a meeting agenda in large print, Braille, or on cassette, or to request a sign language interpreter for the meeting, call Emily Alter, Staff Liaison at [alter@ci.el-cerrito.ca.us](mailto:alter@ci.el-cerrito.ca.us) or 215-4385 (voice) at least FIVE (5) WORKING DAYS NOTICE PRIOR TO THE MEETING to ensure availability.*

10890 San Pablo Avenue El Cerrito 94530