



MEETING SUMMARY - minutes to be adopted at the January 12, 2015 meeting

SPECIAL MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Thursday, December 18th, 2014 – 7:30 p.m.

El Cerrito City Hall
Hillside Conference Room
10890 San Pablo Avenue

Roll Call:

Members Lehman, Shrem, Taylor and Kagawa

Absent: Horng Brawer, Figone

Also Present: Melanie Mintz, Interim Community Development Director

- 1. Staff/Council Liaisons Announcements and Reports** – Mintz provided an update on the CCTA PDA Planning Grant, which will include elements that study the marketability and financing options for achieving San Pablo Avenue Specific Plan goals. Mintz also told the Committee that Resources for Community Development is reaching out to help market its new ~3,000 sq ft of commercial space on Portola being built as part of the Ohlone Gardens affordable housing project anticipated to be open in June 2015. Mintz was elected to the Chamber Board of Directors and Mark Figone was elected to serve a 2nd term as President and will continue to serve on the EDC. Mayor Mark Friedman will be the new Council liaison.
- 2. Comments from the Public on non agenda items-** George Gager, one member of the public, and local real estate agent Roger Mills in attendance.
- 3. Recommendation to renew EDC Member** – Taylor moved to recommend that the City Council renew Jean Shrem's appointment to the EDC. Lehman seconded. Unanimous approval.
- 4. Regular Meeting Time Consideration** – Committee has tentatively rescheduled its regular meeting to the 2nd Monday of each month.
- 5. El Cerrito Real Estate Market** – Roger Mills made a presentation on the challenges of filling commercial vacancies on San Pablo Avenue. Mr. Mills has been working in the area for 27 years and represents the majority of available properties on San Pablo Avenue. Discussed the importance of improved customer service, including having a person dedicated to helping overcome obstacles in the permitting process. He discussed the need to weed out no longer applicable regulations.
- 6. Economic Development Staffing** – Committee discussed the importance of having a staff person dedicated to Economic Development activities.
- 7. End of the Year Happy Hour** – Committee had a brief conversation about lessons learned and will revisit the topic at its January meeting.

Consideration of Upcoming Agenda Items

- Economic Development Committee Action Plan
 - Pop-Up Use Policy Presentation (January)
 - Vacant Building Registration Fees
 - Local Business Presentations and Discussions
- 8. Adjournment-** Taylor adjourned the meeting at 9:30 PM
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 elalter@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