



# AGENDA

## REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Thursday, January 22<sup>nd</sup>, 2014 – 7:30 p.m.  
El Cerrito City Hall  
Hillside Conference Room  
10890 San Pablo Avenue

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

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

Staff and/or Mayor Mark Friedman 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 meetings on November 20<sup>th</sup> and December 18<sup>th</sup>, 2014.

**4. Commercial Property Vacancies, Real Estate Representation and Business Attraction – 7:45**

Discuss business attraction strategies to tenant existing and future vacant commercial spaces, particularly in the City's commercial nodes, including ~3,000 sq ft of space in development at the Ohlone Gardens affordable housing development site. Discuss local real estate representation and San Pablo Avenue Specific Plan outreach to businesses, developers and realtors.

**5. End of the Year Happy Hour and Future Committee Events – 8:30**

Discuss outcomes of the End of the Year Happy Hour and take-aways for future Committee events. Discuss the annual calendar and future proposed committee events.

**6. Economic Development Committee Newsletter and Listserve – 8:50**

Discuss creation of an Economic Development Committee Newsletter and review City policy concerning Committee emails and outreach.

**7. Economic Development Committee 12-Month Work Plan Discuss – 9:00**

Discuss update to the 12-Month Work Plan and hear work to date, including intern postings and joint meetings with others boards, committees and commissions, and consider adoption of the EDC 12-Month Work Plan.

**8. Committee Member Updates and Discussion of Future Actions and Agenda Items – 9:20**

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 (February)
- Vacant Building Registration Fee Studies
- Historical Society Presentation – Tom Panas (February)

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

**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