



MEETING SUMMARY – minutes to be adopted at the special June 11, 2015 meeting

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Thursday, May 28th, 2015 – 7:30 p.m.

El Cerrito City Hall

Hillside Conference Room

10890 San Pablo Avenue

Shrem called the meeting to order at 7:33 pm

Roll Call:

Members Lehman, Taylor, Kagawa, Shrem, Gager, Petersen

Absent: Figone, Horng Brawer

Also Present: Alessandra Thompson, Community Development Intern; Emily Alter, Staff Liaison

- 1. Staff/Council Liaisons Announcements and Reports** – Ohlone Gardens construction nearing completion; there were a high number of applications for the 58 affordable housing units, which range in size from 1 bedroom to 3 bedroom. The developers are having a difficult time tenating the commercial space, having reached out their regional and national lists of potential tenants, but are interested in getting City and EDC support to reach out to more local businesses. The space may be leased as one large space or two smaller spaces, probably office or destination commercial such as a nail salon or barber shop. The space is not on San Pablo Avenue and is in the Midtown, which has historically had a hard time tenating smaller commercial spaces on the Avenue. The developer is asking \$22.80 per square foot per year for 1,850-3,045 square feet of space, which is slightly higher than local average. Shanti Corrigan, community member, recommended using Spot Mojo or some other online tool to gather information about desired businesses to share with potential businesses and developers. Discussed past City surveying efforts and opportunities to share this information. The Creekside Condominium Development is moving forward and will host a pre-construction community meeting on Wednesday, June 3rd at 5 pm at the El Cerrito City Hall, additional information about the project website is available on the City's website, www.el-cerrito.org/CreeksideWalk. The project will include Ohlone Greenway connection improvements, creek naturalization and a pedestrian trail along the creek. City Council denied an appeal of the Planning Commission's denial of an appeal to the Design Review Board's approval of the landscaping and design elements of the Elm Street Project. The project now needs approval from the Regional Water Quality Control Board; if the project does not hear anything within a year they will be able to proceed. The Community Development Department has put together a professional services agreement with Pat O'Keefe, former City Manager of the City of Emeryville, to do some economic analysis in coordination with the CCTA PDA Planning Grant the City has received. City Council is interested in receiving an update to the 2006 Economic Development Action Plan. Put together an external contract with Pat O'Keefe to review economic development programs, update to the Economic Development Action Plan. Committee is interested in the City doing more implementation-oriented work and feels that there has been a fairly significant amount of analysis thus far, interest in pursuing funding for a brochure or other marketing materials.
- 2. Comments from the Public on non agenda items** – Bill Kuhlman, resident and member of the Restaurant Week advisory committee; Shanti Corrigan, resident in attendance
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** – Shrem made a motion to adopt the minutes of the April 23rd meeting; Taylor seconds. 5 ayes, Lehman abstained due to most recent meeting minutes not being available at the meeting.
- 4. Pop-Up Use Policy Presentation** – Alessandra Thompson presented on pop-up uses and place-making opportunities; Committee participated in discussion about opportunities for pop-ups and what would be needed

COMMUNICATION ACCESS INFORMATION

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to make them feasible in El Cerrito. There are different formats that pop-up events or uses could take, depending on participants and stakeholders, such as local entrepreneurs, non-profits, for profits, property owners, etc. Petersen expressed interest in getting a parklet in front of Noodles Fresh and discussed what types of permitting would be necessary; Alter shared that it would be slightly more difficult given Caltrans right-of-way. Committee members identified local businesses, such as Arhoolie Records, that may be interested in hosting or participating in such an event.

5. **El Cerrito Restaurant Week: Updates and Actions** – Shrem presented on the results of the first Restaurant Week advisory committee meeting. Tentative dates were set for Thursday October 1st - Sunday October 4th and will be called El Cerrito Restaurant Week. Drive-thru restaurants will not be included. Committee members will approach restaurant owners and request that they choose for themselves what they want their special item to be for those dates. Event will be co-sponsored by the Chamber of Commerce, subject to their Board approval, but there will be no additional sponsors. Lehman asked why no other corporate sponsors. Shrem explained that corporate sponsorship would detract from the intent of the meeting, which is community development and orientation. Kuhlman added that, when looking at the needs of the event, there wasn't an overwhelming need for additional resources. Taylor said that setting a low administration fee for restaurants who want to participate would be a good precedent to set and could help offset the costs and would make it easier to ask for a fee next year. Corrigan offered to help with restaurant engagement.
6. **Community Mixer** – Alter distributed copies of the Community Mixer flyers and discussed the outreach plan for the event. Thompson will be the staff member at the event and will bring the pop-up use presentation.
7. **4th of July Table Planning** – Shrem and Lehman volunteered to staff the booth for a couple of hours. Committee members will distribute a Restaurant Week flyer and potentially a magnet or other incentive.
8. **Committee Member Updates and Discussion of Future Actions and Agenda Items** – Lehman expressed interest in agendizing Customer Service improvements to gauge how the City is doing, who helped, what was the customer's experience like, how do we best solicit feedback. Kagawa expressed interest in a minimum wage presentation and discussion, given the recent actions of surrounding communities; the Democratic Club is discussing the need for a minimum wage initiative in El Cerrito. Kuhlman notified the Committee that the Planning Commission would be hearing about Short Term Rentals and the Massage Moratorium on upcoming agendas, if the EDC was interested in staying informed about these issues. Alter announced that the next Committee meeting would be on June 11th and that the July meeting would be rescheduled for July 30th.

Consideration of Upcoming Agenda Items

- Collaboration with other City committees and community organizations
- Development Entitlement Process Training
- Business Engagement Strategies
- Urban Greening and Active Transportation Plan Presentation - June

Upcoming Meetings + Events | more details online at www.el-cerrito.org

- Commissioner Recognition Dinner – May 29th
- Draft Action Transportation Plan Community Workshop – June 23rd
- “Sound of Music” at Contra Costa Civic Theater – June 12th
- Ohlone Greenway/BART Station Community Meeting – June 19th and 20th, and July 2nd
- July 4th Festival – July 3rd-4th
- National Night Out – August 4th

9. **Adjournment-** Taylor adjoined the meeting at 9:30.

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.