



MEETING MINUTES –adopted at the May 28, 2015 meeting

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Thursday, April 23rd, 2015 – 7:30 p.m.

El Cerrito City Hall
Hillside Conference Room
10890 San Pablo Avenue

Hornig Brawer called the meeting to order at 7:30 pm

Roll Call:

Members Figone, Hornig Brawer, Kagawa, Lehman, Shrem

Absent: Taylor, Gager

Also Present: Suzanne Iarla, Community Outreach Specialist; Alessandra Thompson, Community Development Intern; Emily Alter, Staff Liaison

- 1. Staff/Council Liaisons Announcements and Reports** – Discussion of the Ohlone Greenway Natural Area orange temporary fencing to allow for plant establishment; update on the One Bay Area Grant (OBAG) project along the Ohlone Greenway at the two BART Stations to do access and place-making improvements in coordination with BART's del Norte Station Modernization project. El Mono re-opened at the former Yummy restaurant location; Taste of Ethiopia opened at the former El Mono location. El Cerrito Urban Greening Plan (Plan) to be released for public comments in early May; Plan has Economic Vitality as a goal and proposes projects such as Lower Fairmount Avenue Plaza improvements as a goal and opportunities for parklets and pocket parks in commercial districts as a policy.
- 2. Comments from the Public on non agenda items-** Tom Petersen, owner of Noodles Fresh and EDC applicant; Bill Kuhlman, El Cerrito resident in attendance.
- 3. Draft Tobacco Retailer License Ordinance** – a presentation by Suzanne Iarla, Community Outreach Specialist was moved forward on the agenda. Iarla summarized her earlier presentation to the Committee, responded to questions and comments raised during the March 26th meeting, and provided an update on the process, including the action of the Planning Commission on April 15th not to take a motion and to carry on the discussion at their May meeting. Figone reported that he had not heard any significant push back from Chamber of Commerce members. Committee members discussed the impact on existing retailers and overall economic development and potential action items. Shrem makes a motion to make a recommendation in support of the Tobacco Retailer License Ordinance. Hornig Brawer seconds. Ayes – Shrem, Hornig Brawer, Kagawa; Noes – None; Abstention: Figone.
- 4. Approval of the Minutes** – Figone made a motion to adopt the minutes of the Committee meeting on March 26th, 2015. Kagawa seconded. Unanimous approval.
- 5. Recommendation to appoint EDC Member** – Lehman makes a motion to recommend that City Council appoint Tom Petersen to the EDC. Shrem seconds. Unanimous approval.
- 6. El Cerrito Restaurant Event** – Bill Kuhlman presented his proposal for an El Cerrito restaurant event to encourage community members to eat out in El Cerrito and to thank El Cerrito restaurant owners for their local business; Alessandra Thompson presented her research on successful local and national restaurant events and a proposed structure moving forward. Kuhlman requested Committee sponsorship of the event. Committee members participated in a discussion of event logistics and the need to establish a subcommittee; Kagawa requests that the subcommittee collect data from local businesses about event impacts. Figone recommended engaging the Chamber and the opportunity for the Chamber to recruit additional businesses for Chamber

COMMUNICATION ACCESS INFORMATION

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membership. Lehman makes a motion for the Committee to support the event and establish a subcommittee to help with planning and logistics. Shrem seconds. Unanimous approval. Figone, Shrem and Petersen volunteered to be a member of the subcommittee.

7. **Vacant Property Registration and Fees Presentation** – Kagawa presents on vacant property registration programs and fee best practices and impacts, including Richmond’s program; Committee participates in discussion on the relevancy and opportunities in El Cerrito, including the need of the program to address blight. Committee finds that the program addresses concerns that aren’t prevalent in El Cerrito, but that there remain a high level of turnover and vacant properties; Committee will continue to consider programs and policies to incentivize property owners to tenant their properties and maintain their sites. Kagawa to research City of Alameda’s policies and programs.
8. **City Council 12-Month Work Plan Presentation** – Hornig Brawer presents the draft City Council 12-Month Work Plan Presentation; Committee discusses their “ask” of City Council and how best to convey economic development needs. Mintz expresses the Council’s interest in redoing the Economic Development Action Plan and to request a Community Development Analyst and Economic Development & Housing Analyst position.
9. **Elections for Chair and Vice Chair** – Lehman moves to recommend Tess Taylor as Chair for the 2015-16 Year. Figone seconds. Unanimous approval. Kagawa moves to recommend Wendy Hornig Brawer as Vice Chair for the 2015-16 Year. Shrem seconds. Unanimous approval.
10. **May 29th Community Mixer** – Committee discusses event logistics: Co-sponsored Community Mixer at Scene Winebar, 5-7 pm; outreach via Community Development e-newsletter, City website, flyers, a press release and the Chamber email blast and Byline newsletter, and additional direct Committee member outreach. Lehman makes a motion to spend \$300 on food; Shrem seconds with the amendment to spend up to \$200 on food. Unanimous approval.

11. Committee Member Updates and Discussion of Future Actions and Agenda Items –

Consideration of Upcoming Agenda Items

- Pop-Up Use Policy Presentation
- Collaboration with other City committees and community organizations
- Development Entitlement Process Training
- Business Engagement Strategies
- 4th of July Table Planning

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

- Draft Urban Greening Plan Community Workshop – April 25th
- Draft Action Transportation Plan Community Workshop – May 12th
- Spring Citywide Garage Sale – May 2nd
- Bike to Work Day – May 14th
- Hillside Festival – May 17th

12. Adjournment- Hornig Brawer adjourns 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.