



AGENDA
REGULAR MEETING
OF THE
ECONOMIC DEVELOPMENT COMMITTEE

Thursday, September 24th, 2015 – 7:30 p.m.

El Cerrito City Hall
Hillside Conference Room
10890 San Pablo Avenue

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

In Attendance: Jean, Wendy, Scott, George, member of public

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.

Comm Dev Director report on upcoming events: El Cerrito Folk Festival (September 26), Arts Month fliers, October 17 Art Day, Chinook Book Partner Offer, Ohlone Gardens Grand Opening (October 28), Oversight Board Meeting/ROPS (September 28) as well as status of Eden project funding, and Castro Park meeting.

2. Comments from the Public on non agenda items- 7:45

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 – 7:50

Consider a motion adopting the minutes of the Committee meeting on August 27th, 2015.
To be approved at future meeting

4. Upcoming Meeting Dates- 7:55

Consider rescheduling October meeting and establishing a new regular meeting day.

Motion (Shrem)/ Second (Petersen) to change regular meeting date to second Wednesday of month (October 14th, November 11th, December 9th, ongoing) All in favor.

5. EDC-Chamber Community Mixers – 8:05

Discuss and consider possible action items regarding goals, desired outcomes, programming and scheduling of the regular Community Mixers.

Last mixer included several new people and was overall successful. Make sure EDC members are all on CommDev eNews to assure they are notified/reminded. Maintain regular meetings, approximately quarterly. Next Mixer is November 13. EDC members who will attend: Kagawa, Petersen and Gaeger. Discussion of switching venues on occasion, to-be-determined on a case-by-case basis. Will be held quarterly.

6. Discuss Minimum Wage – 8:15

Receive staff update and consider possible action items regarding development of a local Minimum Wage ordinance.

Community Development Director said that the City Council has asked for a draft ordinance to be brought to them on November 3. Items being contemplated include whether to raise the wage to \$15 by 2018 or 2020. More information is on the City webpage www.el-cerrito.org/wages Discussion of the Monday, September 21 Community meeting. Discussion of whether the EDC would like to review the draft Ordinance prior to City Council meeting. EDC determined that this would not be necessary. Mintz reported that an electronic survey would be drafted and sent to business owners. Discussion of potential impacts to businesses, UC Berkeley Center for Labor Research and Education study on possible effects of increased minimum wage on low wage workers, businesses and consumers (available at the City's website on the topic.) Gager discussed his own

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research and findings on the topic of low wage workers. Discussion of the Chamber Luncheon on the topic by the EDC. Discussion of whether an increased minimum wage would have an impact on commercial vacancies/occupancy. Discussion of ways to understand vacancies and future activities. (Gaeger and Horng Brawer will conduct vacancy inventory). Discussion of challenges and issues associated with the minimum wage not being regional and whether the County and other Contra Costa County cities will also be pursuing. Member of the public from an organization working across the County, city-by-city to implement a local minimum wage spoke to learn from El Cerrito's effort. Discussion of pros and cons of possible exemptions, such as for restaurants, senior care employees.

Motion (Kagawa) to support \$15 by 2020 with no exemptions. Second (Gaeger) Ayes: Horng Brawer, Gaeger, Kagawa. Noes: Shrem, Petersen.

Minutes to reflect that Shrem having heard more information on the topic, she is less concerned than previously. Petersen, noting that he is the only business owner in the room, including no one from the Chamber, and wants to represent the voice of other business owners and restaurants.

7. Discuss EDC Goals and Activities – 8:30

Review and discuss EDC goals (presented to Council May 2015) and upcoming activities.

Reviewed Goals and Activities (attached).

8. Economic Development Plan and CCTA PDA Planning Grant – 8:50

Hear updates from staff and discuss underway Economic Development Action Plan update and CCTA PDA Planning grant activities.

Heard updates from Community Development Director regarding scope of both planning efforts, including market analysis being conducted by Strategic Economics for the CCTA PDA Planning grant. The draft EDAP will be brought back to the EDC for discussion prior to being brought to City Council.

9. Restaurant Week Update – 9:05

Discuss follow up activities and communications and consider possible action items regarding Restaurant Week (Oct 1-4th).

Committee members' discussion of upcoming event, participating restaurants, advertising. Discussion of how to debrief after the event, including inviting participating restaurants to a sit down meeting and follow up survey.

10. 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.

Discussed inviting brokers, both residential and commercial, to upcoming meeting to discuss how they are marketing El Cerrito and what they are hearing; planning a Chamber presentation (i.e. how other Chambers are thriving).

11. Adjournment- 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.