



MEETING SUMMARY – minutes to be adopted at the March 24, 2016 meeting

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, January 27th, 2016 – 7:30 p.m.
El Cerrito City Hall
Hillside Conference Room
10890 San Pablo Avenue

Shrem called the meeting to order at 7:40 p.m.

Roll Call:

Present: Members Corrigan, Figone, Gager, Kagawa, Petersen, Shrem

Absent: Horng Brawer, Kaliski, Taylor

Also Present: Melanie Mintz, Community Development Director; Katherine Ahlquist, Staff Liaison; Gabe Quinto, Council Liaison; Patrick O’Keeffe, Consultant from Management Partners; member of public

1. **Staff/Council Liaisons Announcements and Reports** – Quinto updated the group on the Council’s agenda, specifically their upcoming study session to continue looking at minimum wage.

Mintz reported updates to the Eden affordable housing development proposal, including plans for a Japanese Heritage Plaza, taking the building down a story, removing the proposed medical clinic, keeping 2 ground floor commercial spaces and their application for additional funding in March. Mintz reported on the Active Transportation Plan process and explained that it is going back to Council on February 16th. She also pointed out that the plan has an economic component, where projects are prioritized based on proximity to transit. Mintz reported on additional upcoming Council agenda items including, a study session for the library and the Economic Development Action Plan. Mintz reported that the Long Range Property Management Plan was adopted and the City has permission sell the Mayfair property near Del Norte BART Station and to issue an RFQ/RFP. The City intends on issuing the RFQ and RFP around March/April for a 5-6 story mixed use residential project with commercial space on the ground floor. Mintz updated the Committee on potential development projects, including 3 small parcels in the Eastshore triangle, hotel application in place of the Freeway Motel, and proposal for the McNevin property. Mintz reported on other updates including the City now owning the vacant parcel next to Church by Public Safety Building, the City planning on selling the theater and businesses with new beer and wine licenses.

Ahlquist updated the group on her recent efforts to create a vacant property inventory and match businesses interested in available property. She also described her work on creating business handouts on how to open a business in El Cerrito.

2. **Comments from the Public on non agenda items-** Lisa Martinengo, Manager of the El Cerrito Chamber of Commerce; and Patrick O’Keeffe, Economic Development Action Plan Consultant from Management Partners, were in attendance. No public comment on non agenda items was received.
3. **Approval of the Minutes** – Kagawa moved to recommend adoption of August 27th, 2015 Meeting Minutes, September 24th, 2015 Meeting Minutes and October 14th, 2015 Meeting Minutes. Petersen seconded. Unanimous approval.

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 Katherine Ahlquist, Staff Liaison at kahlquist@ci.el-cerrito.ca.us or 215-4361 (voice) at least FIVE (5) WORKING DAYS NOTICE PRIOR TO THE MEETING to ensure availability.

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4. **Recommendation to Appoint EDC Member** – Shrem moved to recommend that City Council appoint Mark Figone to the EDC. Petersen seconded. Unanimous approval.
5. **Economic Development Action Plan Update** – Mintz introduced Patrick O’Keeffe from Management Partners and gave the Committee background on the Economic Development Action Plan 2016 Update. She emphasized this plan’s connection to recent City planning documents including the San Pablo Avenue Specific Plan, Strategic Plan, Ohlone Greenway Master Plan, Climate Action Plan, Arts & Culture Master Plan and Urban Greening Plan. O’Keeffe presented the Economic Development Action Plan 2016 Update outline and solicited comments from the Committee, specifically on the proposed goals and objectives. The Committee discussed relevant goals and objectives and voiced the importance of making the objectives more strategic and quantitative, by adding measurable action items. The Committee also mentioned the plan outline needing more details about the City ensuring quality and efficient customer service response, in part by implementing modern communication practices, measuring customer satisfaction and improving inefficiencies. Mintz recommended that the outline be updated and the full plan draft be sent back to the EDC for review prior to Council review.
6. **OGSP Strategic Planning Tool Presentation** – Corrigan presented the OGSP strategic planning tool to the Committee and led a discussion on its potential use as a process for the 2016 Work Plan. The Committee expressed an interest in participating in a strategic planning session using the OGSP at the upcoming February 24th, 2016 EDC meeting. Corrigan agreed to run the strategic planning session in the hopes that it would guide the EDC’s 2016 Work Plan.
7. **EDC Sponsored Pop Up Event** – Adjourned to the next meeting.
8. **EDC-Chamber Community Mixers** – Adjourned to the next meeting.
9. **Committee Member Updates and Discussion of Future Actions and Agenda Items** – Committee members discussed additional agenda ideas including, considering changing the EDC meeting time, clearing up the perception of El Cerrito’s customer service and effectively communicating the barriers of vacant properties.

Consideration of Upcoming Agenda Items

- Discuss Changing the EDC Meeting Time/Date (February)
- OGSP Strategic Planning Session (February)
- EDC Sponsored Pop Up Event (February)
- EDC-Chamber Community Mixers (February)
- Annual Calendar of Events (March)
- Fourth of July
- Off the Grid
- 2016 Restaurant Week
- Communication of Barriers for Vacant Properties
- Collaboration with other City committees and community organizations
- Development Entitlement Process Training
- Business Engagement Strategies
- Customer Service Review and Training
- Minimum Wage Ordinance (ongoing)
- Berkeley Global Campus Presentation

10. **Adjournment-** Shrem adjourned the meeting at 9:45 p.m.

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.