



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

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, February 24th, 2016 – 7:30 p.m.
El Cerrito City Hall
Hillside Conference Room
10890 San Pablo Avenue

Horng Brawer called the meeting to order at 7:41 p.m.

Roll Call:

Present: Members Corrigan, Figone, Horng Brawer, Kagawa, Taylor

Absent: Gager, Kaliski, Petersen, Shrem

Also Present: Melanie Mintz, Community Development Director; Katherine Ahlquist, Staff Liaison

- 1. Staff/Council Liaisons Announcements and Reports** –Ahlquist shared pertinent economic development updates from the City Manager’s Report including the National Citizen Survey, which is a survey distributed to residents that focuses on quality of life metrics and provides benchmarking against cities nationwide. It was distributed for the fifth time to a sample of households in February and results from previous years’ surveys are posted on the City website. She also shared that the Design Review Board approved architectural modifications on February 3rd to the Eden Housing Mixed Use Senior Apartments project and Mintz updated the group on the current funding needs of the project. Ahlquist reported new business updates including the Himalayan Grocery store opening at 10330 San Pablo Avenue, urgent care Medical Clinic proposed next to Pizza Roma, and an application for a 117 room hotel at the corner of Cutting and San Pablo Ave.

Mintz updated the group on new multi-family residential projects including Creekside Walk at El Cerrito Plaza, Mayfair property Request for Qualifications to secure a mixed-use ground floor commercial project, an application for a 85 ft. mixed-use development at the McNevin site, an application for 3-story town homes at the trailer park location and 20 units proposed on El Dorado. Mintz shared with the group that the San Pablo Avenue Specific Plan has been well received by developers and offers clarity, maintains high standards and still meets the market. She said that most of the planned development is occurring because of local investors. Once development starts to occur, there will be real estate comps to prove the market and we can expect more development and interest outside investors. Updates were shared about a new Brazilian restaurant at the old Yusan building, food truck inquiries, interest in existing restaurant space and Chef Rene’s BBQ opening a stand in Giovanni’s Grocery.

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, get through the permitting process, etc.

Mintz shared that City Council is meeting March 1st to study three potential library sites in hopes that the decision will be ready for the polls in November.

- 2. Comments from the Public on non agenda items-** No members of the public were present.
- 3. Approval of the Minutes** – The adoption of the January 27th, 2016 Meeting Minutes was adjourned to the next meeting since a quorum was not present.

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.

10890 San Pablo Avenue El Cerrito 94530

4. **Discuss Changing EDC Meeting Time/Date** – Corrigan moved to recommend that EDC meetings change from starting at 7:30pm to starting at 7:00pm. Kagawa seconded. Unanimous approval.
5. **Draft Economic Development Action Plan** – Mintz highlighted major changes to the Economic Development Action Plan (EDAP) since the outline was presented at the last EDC meeting. She also went over new elements including Attachment A, the Implementation Tasks. The EDAP is intended to be a work program for staff to guide economic development actions the City can accomplish. Mintz went over the overarching framework for the plan which is to help existing expanding and new businesses, continue placemaking efforts and attract new development. She also emphasized that elements were added to incorporate comments from the January EDC meeting, including adding a customer service aspect to the plan.

Corrigan suggested integrating elements from the EDAP into the next agenda item, the OGSP Strategic Planning Session.

Ahluquist asked for additional comments and revisions to the plan, specifically to Attachment A, to be submitted by the end of the following week.

6. **OGSP Strategic Planning Session** – Corrigan presented the OGSP strategic planning tool to the Committee and led a discussion on its use as a process for the 2016 Work Plan. She demonstrated how she has used the tool in a professional capacity with UC Berkeley. Corrigan led the Committee through the planning process and each member went around the room and described an economic development initiative they wanted to see accomplished in the next year. Corrigan agreed to incorporate all discussion into the OGSP planning tool and continue the planning process during the upcoming March 24th, 2016 EDC meeting.
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, an Annual Calendar of Events, 2016 Restaurant Week and potential EDC member recruitment.

Due to scheduling conflicts and the EDC's commitment to continued progress with their strategic planning effort, the Committee decided to change the March EDC meeting to Thursday, March 24th, 2016 at 7:00pm.

Figone moved to recommend changing the March EDC meeting to Thursday, March 24th, 2016 at 7:00pm. Corrigan seconded. Unanimous approval.

Consideration of Upcoming Agenda Items

- OGSP Strategic Planning Session (March)
- EDC Sponsored Pop Up Event (March)
- EDC-Chamber Community Mixers (March)
- Annual Calendar of Events (March)
- 2016 Restaurant Week (March)
- Create permanent plaza/civic space on lower Fairmount Ave (Off the Grid site)
- Fourth of July
- Off the Grid
- Food Trucks
- 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
- Vacancy Fee

10. Adjournment- Hornig Brawer adjourned the meeting at 9:32 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.