



MEETING SUMMARY

Approved September 28, 2016

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Thursday, March 24th, 2016 – 7:00 p.m.

El Cerrito City Hall
Hillside Conference Room
10890 San Pablo Avenue

Taylor called the meeting to order at 7:15 p.m.

Roll Call:

Present: Members Corrigan, Figone, Horng Brawer, Petersen, Shrem, Taylor

Absent: Gager, Kagawa, Kaliski

Also Present: Katherine Ahlquist, Staff Liaison; Bill Kuhlman, member of the public; Alena Andress, member of the public

1. **Staff/Council Liaisons Announcements and Reports** – Ahlquist shared results from the 2015 Chinook Book impact report and compared to the 2014 impact report, showing an increase in Chinook Book users. She also updated the committee on an upcoming Chamber event.

Ahlquist shared recent development updates with the Committee including the Mayfair property development team selection process and the expected time line for the RFQ and RFP process. She also gave an update on the McNevin site and explained the application currently under review.

Ahlquist updated the group on recent new business activity in El Cerrito including the new Himalayan Grocery store opening soon.

2. **Comments from the Public on non agenda items** – Kuhlman is an El Cerrito Planning Commission member and resident of El Cerrito and expressed his interest in attending EDC meetings and following up about this year's Restaurant Week. Andress is an El Cerrito resident and was invited by Horng Brawer. She is a Certified Nutrition Consultant interested in learning more about El Cerrito and potential opportunities for impacting food in El Cerrito.

Petersen spoke on behalf of property owners at 10534 San Pablo and 915 Clark Place in El Cerrito and brought up their concerns regarding experiences with delays in El Cerrito's planning process. Ahlquist said she would find out more about these properties and follow up with these concerns.

3. **Approval of the Minutes** – Figone made a motion to adopt the minutes of the Committee meeting on January 27th, 2016. Petersen seconded. Unanimous approval. Horng Brawer made a motion to adopt the minutes of the Committee meeting on February 24th, 2016. Petersen seconded. Unanimous approval.
4. **Appoint EDC Member to Mayfair RFQ/RFP Selection Committee** – Shrem was appointed as a member of the Mayfair RFQ/RFP Selection Committee, with Horng Brawer attending the first qualifications review meeting if needed.

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

5. **OGSP Strategic Planning Session** – Corrigan continued the strategic planning session using the OGSP tool as a process for the 2016 Work Plan. She discussed tasks from the Economic Development Action Plan (EDAP) and how they fit with the goals of the 2016 EDC Work Plan.

Ahlquist explained that the EDAP is meant to be a work program for the City’s economic development program. The specific tasks listed in the back of the document were a result of the EDC’s suggestion to make the document an implementation piece with measurable action items. The EDAP was reviewed by the EDC before going before Council for adoption. Ahlquist suggested that the EDC use the task list in the EDAP to identify potential priorities in their 2016 Work Plan.

Committee members discussed how to use this tool, their role as an EDC and identified priorities for the next year. Members went around the room and made a list of possible action items in three categories: attracting new businesses to El Cerrito, visibility and branding, and supporting existing businesses in El Cerrito.

Hornig Brawer agreed to share the list with the Committee to continue work during the next meeting and asked Ahlquist to give guidance on creating a temporary subcommittee within the EDC and the rules pertaining to the Brown Act. Ahlquist agreed to follow up with the committee on creating subcommittees.

6. **Committee Member Updates and Discussion of Future Actions and Agenda Items** – Committee members discussed additional agenda ideas including, an EDC-Chamber Community Mixers, 2016 Restaurant Week and an EDC sponsored Pop Up Event.

Consideration of Upcoming Agenda Items

- EDC Sponsored Pop Up Event (April)
- EDC-Chamber Community Mixers (April)
- 2016 Restaurant Week (April)
- Fourth of July (April)
- Annual Calendar of Events
- Create permanent plaza/civic space on lower Fairmount Ave (Off the Grid site)
- 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

7. **Adjournment-** Taylor adjourned the meeting at 8:57 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.