



MEETING SUMMARY

Approved September 28, 2016

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, August 24th, 2016 – 7:00 p.m.
El Cerrito City Hall
Hillside Conference Room
10890 San Pablo Avenue

Shrem called the meeting to order at 7:09 p.m.

Roll Call:

Present: Members Corrigan, Gager, Horng Brawer, Kagawa, Shrem

Absent: Figone, Kaliski, Petersen, Taylor

Also Present: Katherine Ahlquist, Staff Liaison; Bill Kuhlman, member of the public; Ashley James, member of the public

1. **Staff/Council Liaisons Announcements and Reports** – Ahlquist shared recent development updates with the Committee as well as the total number of new housing units in El Cerrito since 2007. She also shared brief updates on the new Minimum Wage Standards and East Bay Times article on the new beer garden at El Cerrito business Barney McBear's.

Ahlquist gauged the Committee members' interest in being involved in the City's Centennial Celebration Planning Task Force, viewing the webinar on "Making Stone Soup: Building Healthy Small Businesses Without Breaking Your Staff or Your Budget", and potential National Park Service sponsored Park(ing) Day in El Cerrito on 9/16/16.

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 becoming a member of the EDC and shared updates on El Cerrito Restaurant Week.

James is a new El Cerrito resident and professional planner. She expressed interest in attending EDC meetings and possibly becoming a member of the EDC.

3. **El Cerrito Chamber Updates** – A representative from the Chamber was not present and Chamber updates were adjourned to the next meeting.
4. **Approval of the Minutes** – The adoption of the March 24th, 2016 Meeting Minutes was adjourned to the next meeting since a majority of those in attendance during that meeting were not present.
5. **Elections for Chair and Vice Chair** – After a brief discussion, it was moved (Horng Brawer / Corrigan) to elect Kagawa to serve as Chair. Kagawa accepted and it was approved unanimously. It was then moved (Horng Brawer / Corrigan) to elect Shrem to serve as Vice-Chair. Shrem accepted and it was approved unanimously. Terms are through March 2017.

The Committee moved to recommend that the City Council appoint Kuhlman as a member of the Economic Development Committee. It was approved unanimously.

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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Hornig Brawer agreed to follow up with a chart containing current members' skill sets to assist with the recruitment process of additional Economic Development Committee members.

6. **2016 Restaurant Week** – Ahlquist gave an update on the 2nd Annual El Cerrito Restaurant Week event on October 6-9th. She shared promotional materials, current number of participating restaurants, contest and prizes to encourage patrons to dine at the most participating restaurants, public outreach and promotion opportunities.

Ahlquist asked for volunteers to help out at the Restaurant Week trivia table at the Off The Grid event, taking place on 9/21/16 or 9/28/16. Kagawa and Shrem agreed to check their calendars and consider volunteering if needed.

The Committee discussed ideas around additional promotion for Restaurant Week.

7. **2016 EDC Work Plan** – Committee members discussed the current draft work plan and went through the action items listed under the 2016-2017 Plans section. Members volunteered for tasks and assigned dates these items would be taken on. The Committee agreed to approved the draft document and Ahlquist said she would make the noted changes and send back to the Committee.
8. **Community Engagement Event Discussion** – Committee members covered this item in the previous discussion regarding the draft 2016 EDC Work Plan.
9. **Committee Member Updates and Discussion of Future Actions and Agenda Items** – Committee members discussed potentially moving the Community Engagement Event Discussion agenda item to the beginning of the EDC agenda for future meetings. Committee members discussed additional agenda ideas including, a program similar to Creative Mornings.
10. **Adjournment-** Kagawa adjourned the meeting at 9:00 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.