



MEETING SUMMARY

Approved October 26, 2016

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, September 28th, 2016 – 7:00 p.m.
El Cerrito City Hall
Hillside Conference Room
10890 San Pablo Avenue

Kagawa called the meeting to order at 7:20 p.m.

Roll Call:

Present: Members Gager, Horng Brawer, Kagawa, Petersen, Shrem, Taylor

Absent: Corrigan, Figone

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

1. **Staff/Council Liaisons Announcements and Reports** – Ahlquist presented updates on the Arts Month Kick-off Celebration, National Parking Day, the recent Arts and Culture Commission meeting, EDC member updates and information on new development in El Cerrito. Ahlquist also shared the City Manager's report with the group.

Gager went into detail on the Arts Month Kick-off Celebration and invited EDC members to the event.

2. **Comments from the Public on non-agenda items** – Member of the public Ashley James introduced herself and shared her continued interest in becoming an EDC member.
3. **El Cerrito Chamber Updates** – There were no Chamber representatives present to give an update.
4. **Approval of the Minutes** – Taylor made a motion to adopt the minutes of the Committee meeting on March 24th, 2016. Shrem seconded. Unanimous approval. Kagawa made a motion to adopt the minutes of the Committee meeting on August 24th, 2016. Gager seconded. Unanimous approval.
5. **2016 Restaurant Week** – Ahlquist shared the most recent updates on El Cerrito Restaurant Week, October 6-9th, and asked for assistance with continuing to promote the event by posting posters/flyers throughout the City. She encouraged the committee to visit a participating restaurant and fill out their Restaurant Week Passbooks during the event.
6. **2016 EDC Work Plan** – Gager shared a presentation on a commercial real estate survey and market overview comparing the East Bay and El Cerrito to other regional markets in California from a developers perspective. He also asked if EDC members were allowed to reach out to developers to connect with City staff and potentially bring them in for a presentation to the EDC. Ahlquist said she would follow up on what role the EDC can play when working with developers.

Shrem followed up on her work plan item to approach businesses in El Cerrito to discuss a potential parklet. She reported that the business Well Grounded may have an interest in a pilot parklet, but has concerns about safety and parking availability at the unmarked 2 hour parking across street. Ahlquist said she would research

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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and discuss with Public Works to understand what it would take to get a pilot parklet project going at Well Grounded.

- 7. Community Engagement Event Discussion** – Horng-Brawer suggested that the Committee consider the idea of hosting themed meet-ups.

Taylor brought up a few potential sites for pop-up events in parking lots including Plaza Auto Services Inc. at 6801 Fairmount Ave and Mod Lang at 6328 Fairmount Ave. Shrem said she would inquire with the property owner about the use of the parking lot at Mod Lang for a potential music themed pop up event on Wednesday night in coordination with Off The Grid.

Petersen asked about requirements to set up outdoor seating on the sidewalk outside of Noodles Fresh and Ahlquist agreed to look into it.

Ahlquist agreed to continue working with City staff to look into solutions for piloting community/placemaking events and projects in El Cerrito.

- 8. Committee Member Updates and Discussion of Future Actions and Agenda Items** – Horng-Brawer recruited an El Cerrito resident, Kristie Miller as a potential new member to join the EDC.

Taylor brought up the need for growing community support around El Cerrito schools and said she would be working on ways to cultivate these conversations.

- 9. Adjournment-** Kagawa adjourned the meeting at 9:04 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.