



AGENDA

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, March 22, 2017 at 7:00 p.m.

El Cerrito City Hall – Hillside Room (upstairs)

10890 San Pablo Avenue, El Cerrito

Roll Call: Members Corrigan, Figone, Gager, James, Kagawa, Kuhlman, Maurer, Petersen and Shrem.

1. Staff/Council Liaisons Announcements and Reports - 7:00

Staff and/or Council member Fadelli may report on matters of general interest to the Economic Development Committee, Council policies, priorities and/or significant actions taken by the City Council.

2. Comments from the Public on non-agenda items - 7:15

Speakers are limited to 3 minutes for comment on non-agenda items. Comments regarding specific agenda items may be made during discussion of those items and are subject to the same limits.

3. El Cerrito Chamber Updates – 7:20

Chamber liaison or Chamber representative may report on matters of general interest to the EDC

4. Approval of the Minutes – 7:35

Consider a motion adopting the minutes of the Committee meeting on January 4th, 2017. – **See attached**

5. 2016 EDC Work Plan – 7:40

Discussion around timelines and milestones of tasks established in 2016-2017 Work Plan and consider possible action items, including when to present the EDC Work Plan to Council.

a) July 4th Booth – 7:40

Discuss and consider possible action items regarding whether the EDC will host a booth on July 4th.

b) Economic Development Metrics Update – 7:45

EDC members will share ideas for metrics and member Bill Kuhlman will provide an update and discussion of any action items.

c) Ohlone Greenway Wayfinding Signs for Businesses Update – 8:05

EDC member Bill Kuhlman will provide an update on developing a potential program for business wayfinding signs along the Ohlone Greenway and discussion of any action items.

d) Select 5 Project Ideas for Collaboration with the ACC – 8:20

Select 5 projects out of the list cultivated by the EDC, that the EDC could collaborate with the Arts and Culture Commission. – **See attached**

e) Centennial Celebration Long Time Businesses Recognition – 8:40

Discuss ways to feature and recognize long time businesses during the City's Centennial Celebration.

6. Committee Member Updates and Discussion of Future Actions and Agenda Items – 8:50

Hear updates and consider action items regarding member work to date and consider suggestions for future EDC agenda items.

7. Adjournment- 9:00

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.

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