



MEETING SUMMARY

Approved April 26, 2017

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, March 22nd, 2017 – 7:00 p.m.

El Cerrito City Hall

Creekside Room

10890 San Pablo Avenue

Kagawa called the meeting to order at 7:04 p.m.

Roll Call:

Present: Figone, Gager, Kagawa, Kuhlman, Maurer and Petersen

Absent: Corrigan, James and Shrem

Also Present: Katherine Ahlquist, Staff Liaison; Karyn Noel, member of the public; Paul Hernandez, member of the public

- 1. Staff/Council Liaisons Announcements and Reports** – Ahlquist gave the Committee updates on recent development along San Pablo Avenue, affordable housing projects and upcoming City events.
- 2. Comments from the Public on non-agenda items** – Paul Hernandez, member of the public stated his interest in becoming more involved in City economic development projects.

Karyn Noel, member of the public expressed her interest in understanding the economic outlook for El Cerrito.

- 3. El Cerrito Chamber Updates** – Figone shared upcoming Chamber meetings and events and discussed the challenges of finding a space for a new Chamber office.
- 4. Approval of the Minutes** – Figone made a motion to adopt the minutes of the Committee meeting on January 4th, 2017. Petersen seconded. Unanimous approval.
- 5. 2016 EDC Work Plan** –
 - a) July 4th Booth** – The Committee discussed whether or not the EDC would hold a booth at the July 4th festival event and which events or projects could be promoted.

Kagawa made a motion to share a booth with the City of El Cerrito at the July 4th event. Kuhlman seconded. Unanimous approval.

- b) Economic Development Metrics Update** – Kuhlman gave a presentation on potential economic development metrics the Committee could measure and Committee members shared their ideas. Ahlquist compiled the list of economic development metrics and the Committee agreed to discuss further at the next EDC meeting.
- c) Ohlone Greenway Wayfinding Signs for Businesses Update** – Kuhlman and Maurer provided an update on their research to develop a potential program for business wayfinding signs along the Ohlone Greenway. Kuhlman and Maurer agreed to continue sharing updates from the subcommittee meetings.

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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- d) **Select 5 Project Ideas for Collaboration with the ACC** – Committee members selected their top 5 project ideas for possible partnership with the ACC. These projects have both economic development and arts aspects and were generated at a prior EDC meeting. Ahlquist tracked selections and noted the projects with the most interest. Ahlquist agreed to discuss with the ACC Staff Liaison and report back on next steps at the April EDC meeting.
 - e) **Centennial Celebration Long Time Business Recognition** – Committee members shared their ideas for recognizing long time businesses during the City’s Centennial Celebration. Ahlquist agreed to work on updating list of businesses to help determine the criteria and recognition process.
6. **Committee Member Updates and Discussion of Future Actions and Agenda Items** – Figone expressed interest in including an item on the next EDC agenda to discuss the Mira Vista Country Club’s name change to Berkeley Country Club and any potential actions.
7. **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.