



MEETING SUMMARY

Approved July 26, 2017

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, June 28th, 2017 – 7:00 p.m.
El Cerrito City Hall
Hillside Room
10890 San Pablo Avenue

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

Roll Call:

Present: Corrigan, Gager, Hernandez, Maurer and Lisa Martinengo for Figone as Chamber Representative

Absent: Figone, Kagawa, Kuhlman, Petersen and Shrem

Also Present: Noa Kornbluh, Staff Liaison; Melanie Mintz, Community Development Director; Paul Fadelli, Councilmember; Ilya Weber, member of the public; Rosa Esquivel, member of the public; John Hattam, member of the public

1. Maurer motioned to recommend to the City Council the appointment of Rosa Esquivel and Ilya Weber as members of the Economic Development Committee. Hernandez seconded. Unanimous approval.
2. **Staff/Council Liaisons Announcements and Reports** – Kornbluh gave the Committee updates on the development of marketing and business outreach materials.

Councilmember Fadelli gave an update on recent Council actions and City events including July 3rd concert and the relocation of the Senior Center.

3. **Comments from the Public on non-agenda items** – No comments from members of the public
4. **El Cerrito Chamber Updates** – Martinengo shared information on partnership with East Bay EDA for a regional event, the relocation of the Chamber office and new membership.
5. **Approval of the Minutes** – Maurer made a motion to postpone the adoption of the May minutes until the July meeting. Corrigan seconded. Unanimous approval.
6. **Presentation on EQC's 100% for 100th Initiative** – Postponed until the July meeting
7. **2016-2017 EDC Work Plan** –
 - a) **Restaurant Week Update** – Committee members we asked to please volunteer at the City's table during July 4th to promote the Restaurant week.
 - b) **Joint Meeting with ACC** – The Committee directed the Chair and staff work with the ACC chair to finding a way in which to collaborate effectively, possibly by agreeing to appoint members to a joint subcommittee.

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 Noa Kornbluh, Staff Liaison at nkornbluh@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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- c) **Economic Development Metrics Update** – Gager is putting together a list of websites with useful economic statistics which staff will then share with the committee.
- d) **Ohlone Greenway Wayfinding Signs for Businesses Update** – no update.
- e) **Centennial Celebration Long Time Business Recognition** – Committee members were reminded that their time capsule contribution should be emailed to staff by July 7th.

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

a) Future Agenda Items:

- Review of EDC work plan at August meeting
- Presentation in July by Community Development Director on the Specific Plan and current major development projects
- Discussion of a video and other marketing materials
- Presentation by the East Bay Economic Development Agency

b) Announcement by Maurer that she had started a Master's in Urban Planning!

9. Adjournment- Maurer 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.