



# AGENDA

## REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, July 26, 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, Hernandez, Kagawa, Kuhlman, Maurer, Petersen, Shrem and Weber.

**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 – 7:30**

Consider a motion adopting the minutes of the Committee meeting on May 24<sup>th</sup>, 2017 and June 28<sup>th</sup>, 2017. –  
**See attached**

**5. Presentation on EQC's 100% for 100<sup>th</sup> Initiative – 7:35**

The Environmental Quality Commission (EQC) will give a presentation on their 100% for 100th outreach initiative followed by discussion and consideration of any action items for potential cross-promotion activities with the EDC.

**6. 2016-2017 EDC Work Plan – 7:50**

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

**a) 2017 Restaurant Week Update – 7:50**

Update on plans for 2017 Restaurant Week and discussion of any action items.

**b) Joint ACC/EDC Projects Update – 8:00**

Discussion of Arts and Culture Commission regarding collaborative projects and consideration of any action items.

**c) Economic Development Metrics Prioritization Update – 8:10**

EDC member George Gager and Bill Kuhlman will provide an update on economic development metrics project and discussion of any action items.

**d) Ohlone Greenway Wayfinding Signs for Businesses Update – 8:20**

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

### 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](mailto:nkornbluh@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

**e) Centennial Celebration Time Capsule & Long Time Business Recognition – 8:30**

Continue discussion on the City's Centennial Celebration Time Capsule and ways to feature and recognize long time businesses.

**7. Presentation about San Pablo Avenue Specific Plan- 8:40**

Community Development Director will present on the San Pablo Avenue Specific Plan and provide an update on new major development projects along San Pablo Avenue.

**8. Committee Member Updates and Discussion of Future Actions and Agenda Items – 8:55**

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

**9. 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.*