



MEETING SUMMARY

Approved August 23, 2017

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, July 26th, 2017 – 7:00 p.m.

El Cerrito City Hall

Hillside Room

10890 San Pablo Avenue

Kuhlman called the meeting to order at 7:05 p.m.

Roll Call:

Present: Corrigan, Gager, Hernandez, Kagawa, Kuhlman, Maurer, Petersen and Weber

Absent: Figone and Shrem

Also Present: Noa Kornbluh, Staff Liaison; Melanie Mintz, Community Development Director; Paul Fadelli, Councilmember; Rosa Esquivel, member of the public; Lisa Martinengo, Chamber Manager; Rebecca Milliken, member of the EQC; Howdy Goudey, member of EQC; Mark Miner, member of the EQC

1. Staff/Council Liaisons Announcements and Reports

Councilmember Fadelli gave an update on recent Council actions and City events including the 4th of July Festival, Relay for Life, and councils consideration of both the site selection for the library and the affordable housing strategy.

Community Development Director Mintz gave an update on a joint City and BART Request for Proposals for the Plaza Station which includes sites proposals both with space for the El Cerrito public Library and without. Additionally, Mintz provided updates on major projects in the San Pablo Ave. Specific Plan Area and the new restaurant, Los Moles, which will likely be open in the next 3 weeks.

- 2. Comments from the Public on non-agenda items** – No comments from members of the public
- 3. El Cerrito Chamber Updates** – Martinengo shared information on the Chamber's new direct mailer and announced Copy Central as a new Chamber member. Additionally the Chamber requested that committee members participate in the ribbon cutting for the opening of the Rainbow Community Center Saturday, August 12th at 2:30pm.
- 4. Approval of the Minutes** – Corrigan made a motion for the adoption of the May minutes. Kagawa seconded. Minutes from May were approved. Maurer made a motion for the adoption of the June minutes. Ilya seconded. Minutes from June were approved.
- 5. Presentation on EQC's 100% for 100th Initiative** – Corrigan and Esquivel will work with Environmental Quality Committee (EQC) members on creating marketing materials and an outreach strategy to enroll Businesses in MCE's 100% Deep Green electricity program.

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.

10890 San Pablo Avenue El Cerrito 94530

6. 2016-2017 EDC Work Plan –

- a) **Restaurant Week Update** – Kuhlman, Esquivel, Maura and Weber are all conducting restaurant outreach. Noodles Fresh is the first restaurant to sign-up. Kuhlman asked that Committee Members promote Restaurant Week during National Night Out on August 1st.
- b) **Joint Meeting with ACC** – Kuhlman has been asked to present at the next ACC meeting on August 24th.
- c) **Economic Development Metrics Update** – Gager and Kuhlman are collecting metrics which they will present at the next committee meeting.
- 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 August 1st.

7. Presentation about the San Pablo Avenue Specific Plan – The presentation will continue next committee meeting with complete streets and major projects.

8. Committee Member Updates and Discussion of Future Actions and Agenda Items – No updates or discussion of future agenda items.

9. Adjournment- Kuhlman adjourned the meeting at 9:10 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.