



**MEETING SUMMARY**  
**REGULAR MEETING OF THE**  
**ECONOMIC DEVELOPMENT COMMITTEE**  
**Wednesday, May 23, 2018 at 7:00 p.m.**

**El Cerrito City Hall – Hillside Conference Room**  
10890 San Pablo Avenue, El Cerrito

**Roll Call:**

Present: Gager, Maurer, Esquivel, Weber, Kuhlman, Shrem

Absent: Figone, Hernandez

Also in attendance: Mayor Quinto, Liaison Peat and Aissia Ashoori, Community Development/Affordable Housing Analyst

**1. Comments from the Public on Non-agenda Items- 7:00**

Mayor Quinto recommended that comments from the public be heard before Staff/Council Reports. Delfina Lin-Sau Fung spoke about proposed sites for the future/new El Cerrito Library, Community Center and Senior Center and submitted a letter describing the proposed sites. Maurer discussed the GIS map project that she created for school of the walkable areas around the BART stations.

**2. Staff/Council Liaisons Announcements and Reports - 7:25**

Mayor Quinto reported on Chamber meetings and the guest speaker who spoke at the last Chamber luncheon from an alarm company who suggested alarm systems and system registry with PD. Mayor Quinto reported on discussion with the Rotary Club regarding being a Charter City and reported on the Business Round Table initiative that will be on the November ballot. Ashoori reported on the status of Inclusionary Zoning and the Parking Study currently taking place. Ashoori also discussed grant funding for the design of buffered bike lanes. Peat gave an update on the cannabis business dispensary application process/status and also reported on the Eastshore property Purchase and Sale Agreement.

**3. El Cerrito Chamber Updates – 7:55**

Kuhlman reported on future Chamber luncheon on June 19 and a mixer on July 19.

**4. Approval of the Minutes – 8:00**

Maurer moved to adopt the April 25, 2018 meeting minutes, Shrem seconded. All in favor. Kuhlman abstained. Minutes were adopted.

**5. Business Recognition – 8:00**

Committee continued discussion of how to recognize long-time local businesses. Kuhlman will speak with Chamber regarding their interest in involvement with recognition.

**6. EDC Meeting Calendar Change – 8:05**

Committee voted to change the meetings from the fourth Wednesday to the fourth Thursday, effective in July 2018. Shrem made a motion to change the meetings. Maurer Seconded. All in favor.

**7. 2018-2019 EDC Work Plan – 8:05**

Discussion around timelines and milestones of tasks established in 2017-2018 Work Plan. Consider possible action items.

**a) 2018 EDC/ACC Treasure Hunt**

- Shrem will pass along the Treasure Hunt clues for City approval.

**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, contact Jennifer Peat, Staff Liaison at [jpeat@ci.el-cerrito.ca.us](mailto:jpeat@ci.el-cerrito.ca.us) or 215-4362 (voice) at least FIVE (5) WORKING DAYS NOTICE PRIOR TO THE MEETING to ensure availability.*

**10890 San Pablo Avenue El Cerrito 94530**

- Peat will do the printing for the event.
- Weber will lead at the sign in table for the event.
- Gager requested that the EDC make a motion that the ACC provide music at the Treasure Hunt.
- Shrem made a motion to include music offered by the ACC at the end of the Treasure Hunt from 3:30-4:30. Esquivel seconded. All in favor.

**b) 2018 Restaurant Week Update**

Nothing to report.

**c) Economic Development Metrics Prioritization Update**

Nothing to report.

**d) Ohlone Greenway Wayfinding Signs for Businesses Update**

Nothing to report.

**8. Chamber Hosted Expo – 8:35**

Nothing to report.

**9. San Pablo Avenue/New Business Updates – 8:35**

Peat reported on 24 Hour Fitness progress. Ashoori reported on the potential of a new ice cream shop at Peppermint Plaza.

**10. Committee Member Updates and Discussion of Future Actions and Agenda Items – 8:45**

Upcoming items to include continued discussion of Ohlone Greenway wayfinding and business signage; work plan; metrics and Restaurant Week.

**11. Adjournment – 9:00**

**12. *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.***