



MEETING SUMMARY
REGULAR MEETING OF THE
ECONOMIC DEVELOPMENT COMMITTEE
Thursday, July 26, 2018 at 7:00 p.m.

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

Roll Call:

Present: Gager, Maurer, Hernandez, Weber, Shrem

Absent: Figone, Esquivel, Kuhlman

Also in attendance: Liaison Peat, Santiago Cilley (potential future EDC member) and two members of the public, Richard Brooks and Mike Cunningham.

1. Staff/Council Liaisons Announcements and Reports - 7:00

Liaison Peat reported on status of projects along the Avenue, including Cigar Box Kitchen and 24 Hour Fitness openings, the sale of the Eastshore and Theater properties at 1718 Eastshore Boulevard and 10070 San Pablo Avenue, respectively. Liaison Peat also reported on the progress of development project which included 11175 San Pablo Avenue, 10979 San Pablo Avenue and 10167 San Pablo Avenue.

2. Comments from the Public on Non Agenda Items - 7:30

Mike Cunningham stated that he would like to see development and construction progress more accessible on the website.

3. El Cerrito Chamber Updates – 7:45

The Chamber was not represented at this meeting. Nothing to report

4. Approval of the Minutes – 7:45

Gager moved to adopt the May 23, 2018 meeting minutes, Weber seconded. All in favor. Minutes were adopted.

5. Business Recognition – 7:50

Committee continued discussion of how to recognize long-time local businesses. Peat will work with City Management to identify the best time of year to hold recognition ceremonies.

6. 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 Restaurant Week Update

Liaison Peat reported that the banners for Restaurant Week would be ordered within the next week and that she has already reached out to two restaurants regarding participation. The Committee will begin reach out within the next two weeks to sign up restaurants and gauge interest for music during the event to be provided in part by the Arts and Culture Commission.

b) Economic Development Metrics Prioritization Update

Nothing new to report, but Hernandez gave a brief summary regarding metrics to the members of the public that were in attendance.

c) Ohlone Greenway Wayfinding Signs for Businesses Update

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 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

Nothing to report.

d) 2018 EDC/ACC Treasure Hunt

7. Chamber Hosted Expo – 8:35

Nothing to report.

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

These updates provided in item 1.

9. Committee Member Updates and Discussion of Future Actions and Agenda Items – 8:35

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

10. Adjournment – 8:45

11. *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.*