



AGENDA

MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE Thursday, October 25, 2018 at 7:00 p.m.

El Cerrito City Hall – Hillside Conference Room (2nd Floor)
10890 San Pablo Avenue, El Cerrito

Roll Call: Members Cilley, Figone, Gager, Hernandez, Kuhlman, Maurer, Shrem and Weber.

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

Staff and/or Mayor Quinto 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 - 7:30

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 – 7:35

Chamber liaison or Chamber representative may report on matters of general interest to the EDC.

4. Approval of the Minutes – 7:45

Consider a motion adopting the minutes of the Committee meeting on September 27, 2018 – **See attached**

5. Holiday Meeting Schedule – 7:50

Discuss alternative dates for EDC winter meeting schedule.

6. Consider a Recommendation to Reappoint George Gager and Jean Shrem to the EDC – 7:55

Consider a recommendation to Council to reappoint George Gager and Jean Shrem as members of the EDC.

7. Business Recognition – 8:00

Discuss process for business recognition.

8. 2018-2019 EDC Work Plan – 8:15

Discussion around timelines and milestones of tasks established in 2017-2018 Work Plan. Share thoughts and begin planning of 2018-19 EDC Work Plan.

a) Discuss EDC Work Plan

- Identify objectives for the next Work Plan
- El Cerrito marketing Project brochure

b) 2018 Restaurant Week Update

- “Criteria” for restaurant participation
- Prix Fixe menu
- Feedback

c) Economic Development Metrics Prioritization Update

Hernandez will update on Metrics.

d) Ohlone Greenway Wayfinding Signs for Businesses Update

Maurer will update on progress of plan to move forward with Wayfinding trial run.

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 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

9. San Pablo Avenue/New Business Updates – 8:50

Staff will report on new businesses along San Pablo Avenue.

10. 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

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.*