



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

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

Roll Call:

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

Absent: Hernandez, Figone

Also in attendance: Staff Liaison, Jennifer Peat and Eric Wright (potential future EDC member)

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

Liaison Peat reported on City attendance at the West Contra Costa County Economic Development Summit.

2. Comments from the Public on Non Agenda Items - 7:15

Maurer reported on her experience at the Residential Parking Permit Meeting.

3. El Cerrito Chamber Updates – 7:30

Bill Kuhlman gave an update on the October 4th Chamber/EDC Joint Mixer at Mountain Mike's Pizza. Kuhlman also advised that there will be a Chamber Holiday party in December. More details to come.

4. Approval of the Minutes – 7:50

Maurer moved to adopt the September 27, 2018 meeting minutes, Cilley seconded. All in favor. Kuhlman and Gager abstained. Minutes were adopted.

5. Holiday Meeting Schedule – 7:55

Committee members considered dates for a special meeting to replace the November and December regular meetings due to holiday scheduling conflicts. Committee unanimously agreed to December 13, 2018.

6. Consider a Recommendation to Reappoint George Gager and Jean Shrem to the EDC – 8:00

As Gager and Shrem's terms expire at the end of the year, the Committee considered making a recommendation to reappoint both members to Council. The Committee unanimously voted to recommend reappointment to Council.

7. Business Recognition – 8:05

Kuhlman, Shrem and Eric Wright volunteered to draft an outline for this program for consideration by the Committee and City Management.

8. 2018-2019 EDC Work Plan – 8:25

Discussion around timelines and milestones of tasks established in 2017-2018 Work Plan. Consider possible changes for the 2018-19 plan.

a) 2018 Restaurant Week Update

Liaison Peat reported on the successes and challenges of this year's event. Committee discussed ideas for how to improve on next year's event.

b) Economic Development Metrics Prioritization Update

Nothing new to report.

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.

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c) Ohlone Greenway Wayfinding Signs for Businesses Update

Nothing to report.

9. San Pablo Avenue/New Business Updates – 9:00

Nothing reported.

10. Committee Member Updates and Discussion of Future Actions and Agenda Items – 9:00

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

11. Adjournment – 9:10

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.*