



MINUTES – adopted at 10.16.14 meeting

SPECIAL MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Thursday, September 4th, 2014 - 7 p.m.

El Cerrito City Hall
Hillside Conference Room
10890 San Pablo Avenue

Alter called the meeting to order at 7:04 pm

Roll Call:

Members Horng Brawer, Lehman, Shrem, Taylor and Kagawa

Absent: Figone

Also Present: Rebecca Benassini, Council Liaison; Emily Alter, Community Planning Analyst and Staff Liaison; Melanie Mintz, Interim Community Development Director

1. **Staff/Council Liaisons Announcements and Reports** – Benassini reported on recent City Activities and Presentations, including: adopted Anti-Smoking Ordinance, Community Choice Aggregation feasibility analysis, City Budget, and the 1715 Elm Street Project decision.
2. **Comments from the Public on non agenda items** – George Gager in attendance.
3. **Presentation and Discussion of Measure R Extension** – Mintz gave a presentation on the Preservation of Citywide Services Funding Measure on the November 4, 2014 ballot.

Taylor moved to recess the meeting at 7:40 pm to provide public comment at the Council Meeting considering adoption of the San Pablo Avenue Specific Plan. Meeting reconvened at 7:50 pm.

4. **Approval of the Minutes** – Lehman moved to adopt the minutes of the Committee meeting on July 17, 2014 with the clarification that she did not present the possibility of assigning a fee to vacant properties to all attendants of the City's Commissioner Dinner. Kagawa seconds. Unanimous approval.
5. **Presentation and Discussion of El Cerrito's Changing Demographics** – Community Member Gager gave a presentation on El Cerrito's current and changing demographics. See Attachment A.
6. **Economic Development Committee 12-Month Work Plan Update** – Taylor reported on meeting with Tom Panas of the El Cerrito Historical Society to discuss the City's history and opportunities for civic, cultural and economic engagement/branding. Horng Brawer presented a revised 12-Month Work Plan, including a calendar of events and deliverables and two descriptions of intern positions at the City for review.
7. **Discussion of future committee actions and agenda items** – Hear suggestions for future EDC agenda items.

Consideration of Upcoming Agenda Items

- Calendar refinement and discussion
- Pop-Up Use Policy Presentation
- Demographics Presentation follow-up
- Discussion with property owners
- Historical Society Presentation

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 Emily Alter, Staff Liaison at alter@ci.el-cerrito.ca.us or 215-4385 (voice) at least FIVE (5) WORKING DAYS NOTICE PRIOR TO THE MEETING to ensure availability.

10890 San Pablo Avenue El Cerrito 94530

Upcoming Meetings + Events | more details online at www.el-cerrito.org

- City Council Hearing on the San Pablo Avenue Specific Plan (9/22)
- Music for Madera (10/12)

8. Adjournment- Taylor adjourned the meeting at 9:48 PM.

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.