



MEETING SUMMARY – minutes to be adopted at the November 20th meeting

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Thursday, October 16th, 2014 – 7:30 p.m.
El Cerrito City Hall
Hillside Conference Room
10890 San Pablo Avenue

Horng Brawer called the meeting to order at 7:31pm

Roll Call:

Members Horng Brawer, Lehman, Shrem and Kagawa.

Absent: Figone, Taylor

Also Present: Rebecca Benassini, Council Liaison; Emily Alter, Community Development Analyst and Staff Liaison

- 1. Staff/Council Liaisons Announcements and Reports - Benassini** reported on recent City Council Activities and Presentations, including: adoption and next steps of the San Pablo Avenue Specific Plan, including need to go out for grants to construct the Complete Streets components, \$100,000 Safe Routes to Transit grant to complete additional Complete Streets analysis, and the adoption of a new Fee Schedule.
- 2. Comments from the Public on non agenda items-** Ethan Guy, Graduate Student at the Goldman School of Public Policy, UC Berkeley; Nicholas Arzio, El Cerrito Resident; and, George Gager, El Cerrito Resident in attendance. Arzio presented the idea of a new low-income housing development at the East Shore Triangle in coordination with the existing landowner and the redevelopment of the old Orchard Supply Hardware site into a Boys and Girls Club. Gager reiterated his interest in discussing an office building along Cutting Boulevard.
- 3. Approval of the Minutes – Lehman** moved to adopt the minutes of the Committee meeting on September 4, 2014. Horng Brawer seconded. Unanimous approval.
- 4. Recommendation to appoint EDC Member – Lehman** moved to recommend that the City Council appoint George Gager to the EDC. Kagawa seconded. Unanimous approval.
- 5. Discussion of El Cerrito’s Changing Demographics – Gager** presents update to September 4th, 2014 presentation on El Cerrito’s Changing Demographics, including research/interest in developing a high-tech incubator at the former Guitar Center
- 6. Economic Development Committee 12-Month Work Plan Discuss –** Committee discussed progress on the 12-Month Work Plan, including updates to the internship listings, potential upcoming events and possible additional action items. Kagawa moved to establish an Event Planning subcommittee. Shrem seconded. Unanimous approval. Lehman nominates herself to serve as the sole subcommittee member. Committee discusses the opportunity for a December mixer with the Chamber of Commerce. Shrem presents the idea of establishing an El Cerrito Treasure Hunt, similar to that put on in San Francisco. Lehman, Kagawa, and Shrem present results of business outreach and engagement: Lehman to invite representative from Rialto to speak to Committee; Kagawa to invite Stan Zimmerman, owner of the former Guitar Center, to present; and, Shrem to invite owner of the del Norte Marketplace to present.
- 7. Committee Member Updates and Discussion of Future Actions and Agenda Items – 8:40**

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.

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Committee discussed future action and agenda items.

Consideration of Upcoming Agenda Items

- Pop-Up Use Policy Presentation (January)
- Vacant Building Registration Fees
- Urban Advantage Presentation (November)
- Calendar/Work Plan
- San Pablo Avenue Specific Plan Developer Outreach

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

- Arts Month (October)
- Urban Greening Plan Joint Study Session (10/22, City Council Chambers)
- AC Transit Open House Workshop (10/23, Richmond Main Library)
- Free Folk Festival (10/25, El Cerrito High School)

8. Adjournment- Hong Brawer adjourned the meeting at 9:29 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.