



# MEETING SUMMARY

*Approved May 24, 2017*

## REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

**Wednesday, April 26<sup>th</sup>, 2017 – 7:00 p.m.**  
**El Cerrito City Hall**  
Creekside Room  
10890 San Pablo Avenue

Kagawa called the meeting to order at 7:04 p.m.

### **Roll Call:**

Present: Corrigan, Gager, Kagawa, Kuhlman, Maurer and Shrem

Absent: Figone and Petersen

Also Present: Katherine Ahlquist, Staff Liaison; Paul Fadelli, Councilmember; Ilya Weber, member of the public; Paul Hernandez, member of the public; Rosa Esquivel, member of the public

1. **Staff/Council Liaisons Announcements and Reports** – Ahlquist gave the Committee updates on affordable housing projects and upcoming City events.

Councilmember Fadelli gave an update on recent Council actions and City events.

2. **Comments from the Public on non-agenda items** – Paul Hernandez, member of the public, stated his continued interest in becoming a member of the EDC and that this was his third meeting.

Ilya Weber, member of the public, is a new El Cerrito home owner currently working for a federal VA program in San Francisco. He shared his interest in learning more about the EDC.

Rosa Esquivel, member of the public, expressed her continued interest in becoming a member of the EDC.

Kuhlman made motion to recommend that the City Council appoint Paul Hernandez as a member of the Economic Development Committee. Corrigan seconded. Unanimous approval.

3. **El Cerrito Chamber Updates** – Kuhlman shared information on the El Cerrito Chamber and upcoming Chamber meetings and events. He discussed the challenges of finding a space for a new Chamber office.
4. **Elections for Chair and Vice Chair** – After a brief discussion, it was moved (Kagawa / Corrigan) to elect Kuhlman to serve as Chair. Kuhlman accepted and it was approved unanimously. It was then moved (Kagawa / Corrigan) to elect Maurer to serve as Vice-Chair. Maurer accepted and it was approved unanimously. Terms are through March 2018.
5. **Approval of the Minutes** – Kagawa made a motion to adopt the minutes of the Committee meeting on March 22<sup>nd</sup>, 2017. Kuhlman seconded. Unanimous approval.
6. **Mira Vista Country Club** – Figone was not present and this item was tabled until further discussion is necessary.
7. **2016 EDC Work Plan** –

### 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 Katherine Ahlquist, Staff Liaison at [kahlquist@ci.el-cerrito.ca.us](mailto:kahlquist@ci.el-cerrito.ca.us) or 215-4361 (voice) at least FIVE (5) WORKING DAYS NOTICE PRIOR TO THE MEETING to ensure availability.*

**10890 San Pablo Avenue El Cerrito 94530**

- a) **Potential Joint Meeting with ACC** – The Committee reviewed the project priority list that was narrowed down at the previous EDC meeting and discussed the desired outcomes of this potential joint meeting with the ACC. The Committee also discussed potential dates to hold the meeting that were provided by the ACC.

Kagawa made a motion to hold a Joint ACC-EDC meeting on June 5<sup>th</sup> at 7:00pm in the City Hall Council Chambers to discuss potential collaborative projects. Kuhlman seconded. Unanimous approval.

- b) **Economic Development Metrics Update** – Kuhlman shared a list of potential economic development metrics that he compiled. The Committee discussed the list and suggested additional metrics and possible data sources.

Ahlquist agreed to send out the list of metrics to Committee members so they could prioritize the list of metrics to track. The top priorities will be discussed at the 5/24/17 EDC meeting.

- c) **Ohlone Greenway Wayfinding Signs for Businesses Update** – Kuhlman and Maurer gave the Committee an update on the Ohlone Greenway wayfinding signage project for businesses. They agreed to continue to vet their ideas by brainstorming with members of the Parks & Recreation Commission and starting to gauge the interest of El Cerrito businesses.

- d) **Centennial Celebration Long Time Business Recognition** – Committee members brainstormed and came up with an idea for each Committee member to provide a snapshot narrative of their “day in the life of El Cerrito 2017” to include in the Centennial Time Capsule. Each Committee member’s narrative would include names of businesses, daily purchases, cost of rent, participation in various organizations, and daily activities, etc. to help paint an economic snapshot of the life in El Cerrito in 2017.

Kagawa made a motion for the EDC to submit a Centennial Time Capsule proposal for “A Day in the Life of El Cerrito 2017”. Maurer seconded. Unanimous approval.

8. **Committee Member Updates and Discussion of Future Actions and Agenda Items** – Committee members discussed adding Restaurant Week as an upcoming meeting topic.

9. **Adjournment-** Kagawa adjourned the meeting at 9:00 p.m.

*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.*