



# AGENDA

## MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE Wednesday, February 28, 2018 at 7:00 p.m.

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

**Roll Call:** Members Esquivel, Figone, Gager, Hernandez, Kuhlman, Maurer, Petersen, 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 - 7:25**

*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 – 7:30**

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

**4. Approval of the Minutes – 7:40**

Consider a motion adopting the minutes of the Committee meetings on December 13, 2017 and January 24, 2018 – **See attached**

**5. 2018-2019 EDC Work Plan – 7:45**

Discussion around timelines and milestones of tasks established in 2017-2018 Work Plan. Consider possible action items.

**a) 2018 Restaurant Week Update – 7:55**

Peat will give updates on the progress of promotional material for ECRW 2018 and confirm the dates as October 11-17, 2018. Volunteers for the event will be identified. (Block Captains.)

**b) Economic Development Metrics Prioritization Update – 8:05**

EDC member George Gager and Bill Kuhlman will provide an update on economic development metrics project and discussion of any action items. Hernandez will report on progress with the EQC and the environmental metrics.

**c) Ohlone Greenway Wayfinding Signs for Businesses Update – 8:25**

EDC members Laura Maurer and Bill Kuhlman will provide an update on developing a potential program for business wayfinding signs along the Ohlone Greenway and discussion of any action items.

**d) Business Recognition – 8:35**

Continue discussion on ways to feature and recognize long time businesses and welcome new businesses.

**e) Gager will share results of ACC sub-committee formation.**

**6. Chamber Hosted Expo – 8:45**

Bill Kuhlman will discuss ideas for a Chamber hosted services expo.

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

Staff will report on new businesses along San Pablo Avenue.

### 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](mailto: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**

- 8. 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.
- 9. Adjournment - 9:15**
- 10. *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.***