



MEETING SUMMARY

Adopted February 28, 2018

SPECIAL MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE Wednesday, December 13, 2017 at 7:00 p.m.

El Cerrito City Hall – Council Chambers
10890 San Pablo Avenue, El Cerrito

Roll Call:

Present: Gager, Hernandez, Kuhlman, Maurer, Shrem, Weber, Liaison Mintz

Absent: Corrigan, Esquivel, Figone, Petersen

Chamber Manager: Lisa Martinengo

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

Mintz provided update on Cannabis Ordinance scheduled to be considered by Council on December 19 and the adopted Affordable Housing Strategy

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 Manager Martinengo shared that the direct-market mailer has been receiving good feedback and may be provided quarterly and that the Chamber has 3 new Board Members. She also shared that the January 16th luncheon would feature Fiona Ma as speaker.

4. Approval of the Minutes – 7:40

Shrem made a motion for the adoption of the October minutes. Weber seconded. All in favor. Minutes from October were approved.

5. 2016-2017 EDC Work Plan – 7:45

Discussion around timelines and milestones of tasks established in 2016-2017 Work Plan. Consider possible action items.

a) 2017 Restaurant Week Update – 7:55

Reflection on Restaurant Week 2017 plus changes for next year and discussion of any action items, included:

- Want to keep attracting both newer and established restaurants to participate
- Consider providing earlier trainings of restaurant employees
- Encourage restaurants to provide better/more clear Restaurant Week specials
- Start earlier outreach to restaurants
- Consider more advertising, i.e. BART stations, Facebook and other social media pages, EastBay Express

b) Economic Development Metrics Prioritization Update – 8:05

Kuhlman presented metrics for discussion and will send out to all Committee members for ongoing discussion

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

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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 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

Gager shared that the Arts and Culture Commission continues to be interested in this as well. Mintz shared the model for what the City's wayfinding signs will look like. It was discussed that this idea and effort should continue to undergo development.

d) Business Recognition – 8:35

To continue to be discussed.

6. Charter Cities – 8:45

Mintz presented what a Charter City is and why the City is considering it and informed EDC members that a Charter Committee had been established by City Council and that applications to serve would be due December 18 by 4pm.

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

Mintz shared updates on new/upcoming development, new retail/restaurants, and new/upcoming retail spaces. Committee said they want more information and materials to help recruit businesses.

8. Committee Member Updates and Discussion of Future Actions and Agenda Items – 8:55

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

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.*