



MEETING SUMMARY
Adopted on February 28, 2018

**REGULAR MEETING OF THE
ECONOMIC DEVELOPMENT COMMITTEE**
Wednesday, January 24, 2018 at 7:00 p.m.

El Cerrito City Hall – Creekside Conference Room
10890 San Pablo Avenue, El Cerrito

Roll Call:

Present: Gager, Hernandez, Kuhlman, Maurer, Esquivel, Liaison Peat

Absent: Shrem, Figone, Weber, Petersen

1. Staff/Council Liaisons Announcements and Reports - 7:15

Peat provided update on Cannabis Ordinance, Bike to Work Day 2018, LimeBike launch, the new Graffiti Ordinance and Senior Center.

2. Comments from the Public on non-agenda items - 7:30

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 Vice-President Kuhlman shared that the Chamber would like to co-sponsor a mixer with the EDC, likely sometime in May. Gager made a motion for the mixer. Hernandez seconded. All in favor.

4. Approval of the Minutes – 7:35

Approval of the December minutes will be postponed until the February meeting, as one member of our quorum did not attend the December meeting

5. 2018-2019 EDC Work Plan – 7:40

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

a) 2018 Restaurant Week Update – 7:40

- Dates for Restaurant Week 2018 were proposed as October 14th through October 20th. Committee would like the event to start on a Thursday. A suggestion was made for October 11th-17th.
- Esquivel made a motion in favor of the revised dates. Maurer seconded. All in favor. Peat will check the City calendar for conflicts.
- Peat will update Restaurant Week promotional material.
- This year, the committee will provide restaurants three ideas each for possible Restaurant Week specials.

b) Economic Development Metrics Prioritization Update – 8:00

Kuhlman presented metrics for discussion. Hernandez will work with the EQC on metrics to ensure the accuracy of information. Esquivel made a motion to move forward with metrics. Kuhlman seconded. All in favor.

c) Ohlone Greenway Wayfinding Signs for Businesses Update – 8:15

Laura Maurer and Bill Kuhlman provided an update on developing a potential program for business wayfinding signs along the Greenway. Ideas included:

- “Adopt a Greenway”
- Chamber reach-out to businesses and a lottery to choose participating businesses

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 or 215-4362 (voice) at least FIVE (5) WORKING DAYS NOTICE PRIOR TO THE MEETING to ensure availability.

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d) Business Recognition – 8:35

Peat discussed possibilities of recognizing El Cerrito businesses including:

- Adding a nomination form to the E-News for the community to nominate businesses
- Chamber hosted ribbon cuttings with Council members invited.

e) Arts and Culture Commission Mission Statement (Not agendaized) – 8:50

Gager shared the ACC mission Statement and expressed that the ACC would like to collaborate with the EDC on an activity. Gager requested to form a subcommittee. It was suggested that Gager and Esquivel would head the committee with Shrem if willing. Kuhlman made a motion to appoint Esquivel. Maurer seconded. All in favor.

- Will work together on an El Cerrito scavenger hunt

6. Chamber Hosted Expo – 9:00

Kuhlman shared that the Chamber would like to host a business expo. To be discussed.

7. San Pablo Avenue/New Business Updates – 9:05

Peat shared updates on new/upcoming development, new retail/restaurants including Nori Roll and 24 Hour Fitness, and new/upcoming retail spaces. Peat shared that a brochure is being created to assist in new business recruitment.

8. Committee Member Updates and Discussion of Future Actions and Agenda Items – 9:10

Upcoming items to include continued discussion of Ohlone Greenway wayfinding and business signage; work plan; metrics. Committee members are to bring a note of their opinion of “best business” to next meeting.

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.*