



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

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

**Roll Call:**

Present: Gager, Kuhlman, Maurer, Esquivel, Weber, Shrem, Liaison Peat, Mayor Quinto

Absent: Figone, Petersen, Hernandez

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

Mayor Quinto reported on his efforts since taking office, such as community engagement, Chamber member recruitment, ribbon cuttings at Dentists of El Cerrito Plaza and Bankston Immigration Law Office and the LimeBike Launch. Liaison Peat provided update on the Senior Center, Hana Gardens, Permit Fee Study, Mayfair DDA and Cigar Box Kitchen progress.

**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. – No speakers.*

**3. El Cerrito Chamber Updates – 7:30**

Chamber Vice-President Kuhlman shared that the Chamber has found a new location above Doherty's Truck Rentals, across the street from City Hall.

**4. Approval of the Minutes – 7:35**

Esquivel moved to adopt the December 13, 2017 meeting minutes. Weber seconded. All in favor. Esquivel moved to adopt the January 24, 2018 meeting minutes. Maurer seconded. Esquivel, Weber, Kuhlman, Maurer, Gager in favor. Shrem abstained. Minutes were adopted.

**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**

- Liaison Peat reported that there is no conflict with the proposed dates of Restaurant Week 2018 which will be October 11<sup>th</sup>-17<sup>th</sup>.
- It was suggested that an El Cerrito Restaurant Week Facebook page be created for the event. Peat will look in to the logistics of that and report back to the committee.
- Kuhlman, Maurer, Weber, Shrem and Esquivel volunteered to reach out to restaurants for the event.
- Committee suggested that we revisit the “passbook” incentive.

**b) Economic Development Metrics Prioritization Update – 8:00**

Nothing to report.

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

Maurer suggested doing a “pilot” run of the wayfinding program. It was suggested that Maurer provide a Project Summary or description which includes purpose of the project, number of signs, location, cost, aesthetic, maintenance, etc. It was also suggested that the Chamber reach out to business owners to help to determine the level of interest.

**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, contact 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**

**d) Business Recognition – 8:35**

Peat discussed the idea of a guest column in the E-News for businesses who are doing “special events”. Submissions will go to Jennifer Peat and be approved by the Community Development Director.

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

Esquivel shared on behalf of the ACC/EDC subcommittee and reported on discussed, joint events including:

- Movie nights in El Cerrito.
- Music/musicians in restaurants, possibly during Restaurant Week. Committee members will gauge interest during initial reach out to restaurants for the event. EDC would match the musician with the restaurant.
- ACC will provide funding for these events.
- Kuhlman made a motion in favor of music in restaurants. All in favor.
- Shrem shared about subcommittee’s idea for a “Treasure Hunt” through El Cerrito, hosted by the ACC/EDC. Possibly dated for June 9<sup>th</sup>, 2018

**6. Chamber Hosted Expo – 9:00**

Nothing to report.

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

Peat shared updates on new/upcoming development, new retail/restaurants including Cigar Box Kitchen during Staff/Council Liaisons Announcements and Reports.

**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.

**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.***