



MEETING SUMMARY
REGULAR MEETING OF THE
ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, April 25, 2018 at 7:00 p.m.

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

Roll Call:

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

Absent: Figone, Kuhlman, Weber

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

Liaison Peat updated the committee on Inclusionary Zoning progress, Bike to Work Day, the First 72 Homeowners Workshop and the opening of Mr. Pickle's sandwich shop. Liaison Peat also reported on the Richmond Ohlone Greenway Gap Closure ribbon cutting ceremony, two projects going to the DRB on May 2 (10167 and 10963 San Pablo Ave.) and potential completion dates for the Metro 510 and Hana Gardens developments.

2. Comments from the Public on non-agenda items - 7:20

No speakers.

3. El Cerrito Chamber Updates – 7:20

Chamber Manager, Lisa Martinengo spoke about the upcoming Business & Community Mixer and Open House at Everything Under the Rainbow Shop on Wednesday, May 2 as well as a Health and Wellness Expo planned for Fall 2018.

4. Approval of the Minutes – 7:35

Shrem moved to adopt the February 28, 2018 meeting minutes, Esquivel seconded. All in favor. Minutes were adopted.

5. Elections for Chair and Vice Chair – 7:40

After a brief discussion, Shrem nominated Kuhlman to serve as Chair for a second term (Kuhlman absent from this meeting but emailed that he would accept if nominated). Maurer seconded. Kuhlman's reelection was approved unanimously. Esquivel then nominated Shrem for Vice-Chair. Maurer seconded. It was approved unanimously. Shrem accepted to serve as Vice-Chair. Terms are through March 2019.

6. 2018-2019 EDC Work Plan – 7:55

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

a) 2018 Restaurant Week Update

- Gager will provide a list of what is needed from restaurants to offer music in restaurants for the event, i.e., space for performers, what type of music and what time slots would be best. Interest in having music during the event will be captured during the initial restaurant reach out.

b) 2018 EDC/ACC Treasure Hunt

- Treasure hunt sub-committee Shrem, Esquivel and Weber have planned to have a Treasure Hunt on June 9th from 2 to 4 pm starting in front of the Community Center. Participants will get clues that take them around the city to answer El Cerrito specific trivia and win prizes.
- Shrem will create a flyer to pass along to Peat for City approval and promotion.

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 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

c) Economic Development Metrics Prioritization Update

Hernandez reported on his meeting with the EQC and their support of our effort and initiative regarding metrics. The EQC expressed interest in sustainability metrics, waste metrics and the percentage of MCE enrollment.

d) Ohlone Greenway Wayfinding Signs for Businesses Update

Maurer will table this effort until the summer.

e) Business Recognition

Nothing to report.

7. Chamber Hosted Expo – 8:15

Chamber Manager, Lisa Martinengo spoke about hosting a Retail and Services Expo at the Community Center in the late Fall. This expo would be regional and not limited to El Cerrito businesses.

8. San Pablo Avenue/New Business Updates – 8:20

This was covered in item 1.

9. Committee Member Updates and Discussion of Future Actions and Agenda Items – 8:20

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

10. Adjournment – 8:30

11. *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.*