



# AGENDA

## MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE Thursday, August 23, 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, 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 meeting on July 26, 2018 – **See attached**

**5. Recommendation to Appoint EDC Member – 7:45**

Consider a motion to recommend that City Council appoint Santiago Cilley to the EDC. – **See attached application for appointment**

**6. Business Recognition – 7:50**

Discuss timeline/schedule for business recognition.

**7. 2018-2019 EDC Work Plan – 8:05**

Discussion around timelines and milestones of tasks established in 2017-2018 Work Plan. Share thoughts and begin planning of 2018-19 EDC Work Plan.

**a) 2018 Restaurant Week Update – 8:15**

Update on restaurant reach out and progress of sign ups.

- What to emphasize to management/owner
- Promotion and visibility

**b) Economic Development Metrics Prioritization Update – 8:35**

Hernandez will update on Metrics.

**c) Ohlone Greenway Wayfinding Signs for Businesses Update – 8:45**

Maurer will update on progress of plan to move forward with Wayfinding trial run.

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

Staff will report on new businesses along San Pablo Avenue.

**9. 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.

### 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**

- Chamber Hosted Expo

**10. Adjournment - 9:00**

- 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.***