



MEETING SUMMARY
REGULAR MEETING OF THE
ECONOMIC DEVELOPMENT COMMITTEE
Thursday, August 23, 2018 at 7:00 p.m.

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

Roll Call:

Present: Gager, Maurer, Weber, Figone, Kuhlman

Absent: Esquivel, Shrem, Hernandez

Also in attendance: Liaison Peat, Aissia Ashoori (Housing Analyst), Santiago Cilley (potential future EDC member), Kimberly White (potential future EDC member) and Lisa Martinengo (Chamber of Commerce Manager.)

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

Liaison Peat reported on status of projects along the Avenue, including the openings of Cigar Box Kitchen and 24 Hour Fitness. Ashoori reported on the recent Parking Study and the Affordable Housing Strategy Study Session.

2. Comments from the Public on Non Agenda Items - 7:30

Santiago Cilley suggested that we host Small Business workshops to assist in providing useful information and resources to those who are interested in starting a business in El Cerrito.

3. El Cerrito Chamber Updates – 7:40

Lisa Martinengo reported on the El Cerrito Chamber of Commerce and Economic Development Committee upcoming joint mixer, scheduled for Thursday, October 4th from 5:30-7:30 at Mountain Mike's Pizza at 10750 San Pablo Avenue.

4. Approval of the Minutes – 7:50

Maurer moved to adopt the July 26, 2018 meeting minutes, Weber seconded. All in favor. Kuhlman and Figone abstained. Minutes were adopted.

5. Recommendation to Appoint EDC Member – 7:55

As Santiago Cilley has attended three regular EDC meetings, Figone made a motion to recommend that the City Council appoint Santiago to the City's Economic Development Committee. Weber seconded. All in favor.

6. Business Recognition – 8:05

Committee continued discussion of how to recognize long-time local businesses. Committee suggested the first quarter would be best for the recognition ceremonies to be held at Council meetings. Peat will check with City Management to confirm timeline. Santiago Cilley suggested that the Community Development E-News be utilized for reach out to the public and online voting like Best of the Bay.

7. 2018-2019 EDC Work Plan – 8:25

Discussion around timelines and milestones of tasks established in 2017-2018 Work Plan. Consider possible changes for the 2018-19 plan.

a) 2018 Restaurant Week Update

Liaison Peat reported that seven restaurants have signed up to participate in the event, special menu offerings and advertisement opportunities. Kuhlman moved to authorize Gager to request \$800 from the

COMMUNICATION ACCESS INFORMATION

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Arts and Culture Commission to pay for musicians to perform at interested restaurants during Restaurant Week. Maurer seconded. All in favor.

b) Economic Development Metrics Prioritization Update

Nothing new to report.

c) Ohlone Greenway Wayfinding Signs for Businesses Update

Nothing to report.

8. San Pablo Avenue/New Business Updates – 9:00

These updates provided in item 1.

9. Committee Member Updates and Discussion of Future Actions and Agenda Items – 9:00

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

10. Adjournment – 9:10

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.*