



MEETING SUMMARY
REGULAR MEETING OF THE
ECONOMIC DEVELOPMENT COMMITTEE
Thursday, January 24, 2019 at 7:00 p.m.

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

Roll Call:

Present: Gager, Figone, Weber, Kuhlman, Shrem

Absent: Maurer, Cilley

Also, in attendance: Staff Liaison, Jennifer Peat, Affordable Housing Analyst, Aissia Ashoori, and Eric Wright, Jason Somer and Christian (last name not given), members of the public and potential future EDC members.

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

Liaison Peat reported on the status of the Mayfair project, the sale of the property at 1718 Eastshore Blvd., the opening of Burgerim at El Cerrito Plaza and potential re-opening of Cigar Box Kitchen. Analyst Ashoori reported on the progress of the Tenant Protection Program, the San Pablo Avenue Specific Plan Update, SB946 regarding street vending and AB626 regarding Microenterprise Home Kitchen. Ashoori also reported on a workshop that she attended on opportunity zones. Committee member Gager also discussed this topic.

2. Comments from the Public on Non-Agenda Items - 7:55

Nothing

3. El Cerrito Chamber Updates – 7:55

Bill Kuhlman reported on the next Chamber luncheon on 2/19 at the El Cerrito Royale.

4. Approval of the Minutes – 8:00

Figone moved to adopt the October 25, 2018 meeting minutes, Shrem seconded. All in favor. Minutes were adopted.

5. Consider a Recommendation to Appoint Eric Wright to the EDC – 8:00

Figone moved to recommend to the City Council the appointment of Eric Wright to the EDC. Kuhlman seconded. All in favor.

6. Business Recognition – 8:05

Kuhlman, Shrem and Eric Wright volunteered to draft an outline for this program for consideration by the Committee and City Management.

7. 2018-2019 EDC Work Plan – 8:10

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

a) Discuss Work Plan

- **Treasure Hunt** – Shrem would like to host another Treasure Hunt. Weber will assist
- **Restaurant Week** – Wright volunteered to champion the event and suggested moving El Cerrito Restaurant Week to January to coincide with California Restaurant Month. Weber suggested that we get participating restaurants to sponsor the event

b) Economic Development Metrics Prioritization Update

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.

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Kuhlman, Figone and Gager will work on metrics and report back with progress.

c) Ohlone Greenway Wayfinding Signs for Businesses Update

Nothing to report.

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

Nothing reported

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

Upcoming items to include continued discussion of the signage ordinance, Opportunity Zones, including a PowerPoint presentation. Kuhlman would like to discuss tenants' rights and its impact on the business community. Jason Somer would like to see a webpage dedicated to business assistance.

10. Adjournment – 9:05

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.