



MEETING SUMMARY
REGULAR MEETING OF THE
ECONOMIC DEVELOPMENT COMMITTEE
Thursday, March 28, 2019 at 7:00 p.m.

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

Roll Call:

Present: Bill Kuhlman, Jean Shrem, Laura Maurer, George Gager, Ilya Weber, Mark Figone, Santiago Cilley

Absent: Eric Wright

Also, in attendance: Staff Liaison, Jennifer Peat; Affordable Housing Analyst, Aissia Ashoori; Jason Somer, potential future member; and member of the public, Howdy Goudey.

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

Analyst Ashoori reported on the progress of the San Pablo Avenue Specific Plan Update Workshop and upcoming First Time Homebuyer Workshop, hosted by Richmond Neighborhood Housing Services. Liaison Peat reported on future training opportunities for advisory board members and a leasing opportunity at 10562 San Pablo Avenue and a new dumpling restaurant at 10064 San Pablo Avenue.

2. Comments from the Public on Non-Agenda Items - 7:40

Nothing

3. El Cerrito Chamber Updates – 7:40

Mark Figone reported on the organization of a subcommittee to create a Chamber of Commerce Strategic Plan and presented the idea of a Chamber hosted, transit themed expo. Ashoori advised that the next Chamber luncheon will be on April 16, 2019.

4. Approval of the Minutes – 7:45

Figone moved to adopt the February 28, 2019 meeting minutes, Maurer seconded. Cilley abstained. All in favor. Minutes were adopted.

5. Consider a Recommendation to Appoint Jason Somer to the EDC – 7:45

Kuhlman moved to make a recommendation to City Council to appoint Jason Somer to the EDC. Shrem seconded. All in favor.

6. Tenant Protections – 7:50

Gager will draft a letter of recommendation to the City Council, based on the findings of the sub-committee, to present to the Committee at the next meeting. Howdy Goudey spoke to the Committee in favor of Tenant Protections.

7. Business Recognition – 8:05

Nothing to report.

8. 2018-2019 EDC Work Plan – 8:05

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

a) Treasure Hunt

COMMUNICATION ACCESS INFORMATION

To request a meeting agenda in large print, Braille, or on disc, 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

Committee discussed details of this years Treasure Hunt. The date of the Hunt is set for **Saturday, June 8, 2019, from 2-4 pm.** Kuhlman made a motion to allocate \$300 of the EDC budget to the event and to request an additional \$250 from the Arts and Culture Commission to pay for live music at the event. Maurer seconded. All in favor.

b) Economic Development Metrics Prioritization Update

Nothing to report

c) Ohlone Greenway Wayfinding Signs for Businesses Update

Nothing to report.

d) Restaurant Week

Nothing to report.

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

Nothing to report.

10. Committee Member Updates and Discussion of Future Actions and Agenda Items – 8:50

Upcoming items to include updating the Economic Development Work Plan; the negative affects of vacant lots and how the EDC can be involved in addressing the issue.

11. 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.