



MINUTES

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Monday, March 15, 2021 at 7:00 p.m.

VIA TELECONFERENCE

Staff Liaison

Aissia Ashoori | 510-215-4361

aashoori@ci.el-cerrito.ca.us

7:00 CONVENE REGULAR MEETING Chair Shrem called the meeting to order at 7:05 p.m.

1. **ROLL CALL – Present:** Chair Jean Shrem; Vice-Chair Vacant.
Members: George Gager and Rachel Melby **Absent:** Mark Figone
Also in attendance: Lisa Motoyama - Councilmember, Melanie Mintz - Community Development Director, Eric Wright, and Jonathan Zazove.
2. **ORAL COMMUNICATIONS FROM THE PUBLIC**
There were no oral communications from the public.
3. **STAFF/COUNCIL LIAISONS ANNOUNCEMENTS AND REPORTS**
Councilmember Motoyama introduced herself as the new Council liaison. She was appointed by the Mayor’s Conference of Contra Costa to serve on the Economic Development Alliance Executive Board and will share relevant info with EDC. She provided updates on the City’s current financial status and upcoming release of the State Audit Report on 3/16/21 that will be published on their website. The City is expected to receive funds from the recently passed American Rescue Plan. The City Council will meet on 3/16/21 to discuss 5-year budget forecast.
4. **EL CERRITO CHAMBER OF COMMERCE UPDATES**
There were no Chamber representatives in attendance.
5. **APPROVAL OF MINUTES.**
Moved/Second: Member Shrem/Melby **Action:** Passed a motion to adopt the minutes of the regular committee meeting held on February 19, 2020. **Ayes:** Members Gager Noes: None **Abstention:** None
6. **DISCUSS ANNUAL MEETING SCHEDULE FOR 2021**
Moved/Second: Member Shrem/Melby **Action:** Passed a motion to adopt the 2021 meeting calendar. **Ayes:** Members Gager Noes: None **Abstention:** None
7. **DISCUSS EDC WORK PLAN**
Given that former members, Wright and Zazove, are under consideration for reappointment, the members agreed to agenized this in April.
8. **CONSIDER A RECOMMENDATION TO REAPPOINT ERIC WRIGHT AND JONATHAN ZAZOVE TO THE EDC**

Member Melby wanted to clarify why they are no longer members and Ashoori confirmed their terms expired and will share EDC term dates at next meeting
Moved/Second: Member Shrem/Melby **Action:** Passed a motion to reappoint Eric Wright and Jonathan Zazove to the Economic Development Committee.
Ayes: Members Gager Noes: None **Abstention:** None

9. CONSIDER RECOMMENDATION TO APPOINT THOMAS MINTER TO THE EDC

Shrem would like to know if he is still interested since he is absent; Ashoori will confirm.

Moved/Second: Member Shrem/Melby **Action:** Passed a motion to recommend to the City Council to appoint Thomas Minter to the Economic Development Committee. **Ayes:** Members Gager Noes: None **Abstention:** None

10. ECONOMIC DEVELOPMENT ALONG SAN PABLO AVENUE

Mintz provided updates on the City's economic development efforts.

New Business: Penndel's Bakehouse opening in March at Ohlone Gardens on Portola; A new food truck recently approved next to Noodles Fresh on the vacant lot; Footlocker will replace the old DressBarn at the Plaza and Petco is adding vet clinic; Kyoto Ramen in the Plaza is fairly new; Café N!ne is under new ownership; Vasco College is a new vocational school on SPA; A new Himalayan Grocery store near Los Moles was recently approved.

Outdoor Seating: Los Moles has adapted by providing outdoor seating. If EDC members know of any others interested or can think of ways to expand further please visit www.el-cerrito.org/outdoorseating.

San Pablo Avenue: Cerrito Vista new 50 rental unit project (completed March 2021) includes 3,000 sf ground floor commercial; Credence new 32 unit condo project (estimated to be complete June 2021); Mayfair 156 rental unit project (estimated to be complete Summer 2021) will also have 8,000 sf ground floor commercial; vacant lot on Potrero near former Little Angie's submitted an application for mixed-use including beer garden. More details available at www.el-cerrito.org/majorprojects.

Chair Shrem would like EDC members to use this to champion ideas for discussion at next meeting.

11. ADJOURNMENT The meeting adjourned at 8:02 p.m.



Jean Shrem, Chair

This is to certify that the foregoing is a true and correct copy of the minutes of the regular Economic Development Committee meeting of March 15, 2021 as approved by the Economic Development Committee.



Aissia Ashoori, Staff Liaison