



MINUTES

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Monday, September 20, 2021, at 7:00 p.m.

Staff Liaison

Aissia Ashoori | 510-215-4361

aashoori@ci.el-cerrito.ca.us

VIA TELECONFERENCE

7:00 CONVENE REGULAR MEETING Vice-Chair Rachel Melby called the meeting to order at 7:04p.m.

1. **ROLL CALL – Present:** Vice-Chair Rachel Melby_Members: George Gager, Eric Wright and Jonathan Zazove **Absent:** Mark Figone, Chair Jean Shrem
Also in attendance: Chris Bunting, Travis Campbell, and Patrick Swen
2. **ORAL COMMUNICATIONS FROM THE PUBLIC**
Cordell Hindler announced the opening of Our Town at Contra Costa Civic Theatre playing between October 1st – 31st.
3. **THE CITY OF EL CERRITO PROPOSED SOLID WASTE ORDINANCES**
Presentation received from Public Works staff, Will Provost, and R3 Consulting, Claire Wilson, regarding two proposed ordinances: SB 1383 and Expanded Food Ware. EDC members asked questions and provided feedback. Oral communication was received from Cordell Hindler who wants interested in hearing what feedback was received from businesses regarding these proposals.
4. **STAFF/COUNCIL LIAISONS ANNOUNCEMENTS AND REPORTS**
Aissia Ashoori reminded members of the required sexual harassment training due in October. The Planning Department received a new application for a wine bar, Banter, on San Pablo Avenue @ Stockton. The Citywide garage sale is happening on 10/9. At the next City Council meeting on 9/21, there will be discussion regarding an equity and inclusion workplan for the community. Vice-Chair Melby inquired about Authentic El Cerrito which is slated to open late 2021.
5. **EL CERRITO CHAMBER OF COMMERCE UPDATES**
There were no Chamber updates. Chamber Treasurer, John Stashik, offered EDC members the opportunity to be included in the monthly Byline distribution e-list. Stashik also mentioned that holiday lights will happen along San Pablo Avenue this year followed by a mixer at Elevation 66, TBD. Oral communication was received from Cordell Hindler who would like an update on the monthly Chamber luncheons.
6. **APPROVAL OF MINUTES**
Moved/Second: Member Gager/Wright **Action:** Passed a motion to adopt the minutes of the regular committee meeting held on August 16, 2021. **Ayes:** Vice-Chair Melby and Member Zazove Noes: None **Abstention:** None

7. Approve the Revised 2021 Regular Meeting Schedule for the Economic Development Committee

Moved/Second: Member Wright/Zazove **Action:** Pass a motion revise the 2021 regular meeting schedule to change the meeting location to Council Chambers. **Ayes:** Vice-Chair Melby and Member Wright **Noes:** None **Abstention:** None
Oral communication was received from Cordell Hindler who would like to see meetings in-person and suggested a hybrid model.

8. CONSIDER A RECOMMENDATION TO APPOINT PATRICK SWEN TO THE EDC

Moved/Second: Vice-Chair Melby/Member Wright **Action:** Passed a motion to consider a recommendation to appoint Patrick Swen to the EDC. **Ayes:** Members Gager and Zazove **Noes:** None **Abstention:** None
Oral communication was received from Cordell Hindler who feels the EDC should recommend Patrick to the City Council. Oral communication was received from John Stashik stating that there are several vacancies on the EDC and encourages community members to get involved in this important work.

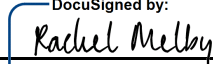
9. DISCUSS EDC WORK PLAN

Member Zazove is in the process of updating *Why El Cerrito Info Graphic* based on member feedback. He believes this should live on a website instead of a PDF. The EDC would like to host *Why El Cerrito* utilizing the following domains: www.elcerrito.biz and www.whyelcerrito.com. Vice-Chair Melby asked when the work plan will be presented to Council. Ashoori stated that once adopted, it will likely happen in November and can confirm with Clerk.

EDC voted to form a subcommittee who can focus on finalizing *Why El Cerrito* project. **Moved/Second:** Members Gager/Zazove **Action:** Passed a motion to form a Subcommittee - Melby, Zazove, Wright - to work on *Why El Cerrito* campaign. **Ayes:** Vice-Chair Melby and Member Wright **Noes:** None **Abstention:** None


Oral communication was received from Cordell Hindler regarding the EDC Work Plan and would like to see it presented at the City Council.

10. ADJOURNMENT The meeting adjourned at 8:36 p.m.

DocuSigned by:


Rachel Melby, Vice-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 September 20, 2021, as approved by the Economic Development Committee.



Aissia Ashoori, Staff Liaison