

ECONOMIC DEVELOPMENT BOARD MEETING MINUTES

DATE: Thursday January 16, 2014

PLACE: El Cerrito City Hall

10890 San Pablo Avenue Hillside Conference Room

TIME: 7:30 p.m.

Meeting called to order at 7:42 pm

I. Roll Call

Economic Development Board Members Present: Ann Lehman, Ken Lerch, Jean Shrem

Staff: Dwayne Dalman

Council Liaison: Mark Friedman

Absent: Sonja Givens-Thomas, Tess Taylor, Vikram Bajaj, Wendy Horng Brawer, Mark

Friedman

II. Public Comment: None

III. Approved minutes from meeting of December 19, 2013 – Board unable to approve December minutes as only three members present

IV. Oral Communications

<u>Liaison Update</u> - none

<u>Staff Update</u> – Dalman gave a brief overview of the change from an Economic Development Board to an Economic Development Committee for member Lehman, who was absent from the December meeting.

V. Discussion of Economic Development Board Activities

Economic Development Action Plan (EDAP)

Dalman gave a brief overview of the proposed goals and corresponding strategies for the EDAP as well as the overall time frame. The committee then discussed the following Action Plan items:

- 1. Leverage opportunities with progressive and motivated business and property owners
 - Identify top strategic sites Dalman to bring list by next meeting
 - Assemble property owner contact team to agree on vision and possible issues
 - Meet with property owners to determine level of participation

- 2. Increase community engagement in Economic Development activities
 - Increase engagement in Economic Development Committee
 - Establish and compile Economic Development email listserve
 - Explore concept of community/commercial node meetings
- 3. Identify ways to increase place-making in vital commercial districts
 - Capitalize on existing strengths of community to promote the positive aspects of El Cerrito and link the community with businesses
 - Committee to brainstorm at next meeting about possible events
 - Could lead to business survey to get feedback from business community
- 4. Assist in effort to make permitting process business friendly
 - Committee agreed on effort to make permitting process more business friendly but also feel that the City needs to look at a more comprehensive Customer Service approach
 - Explore having liaison team for key commercial projects
 - Develop counter handouts that address reoccurring commercial issues
- 5. Support economic sustainability of existing El Cerrito businesses
 - Business visitations Dalman to compile list of potential businesses/categories by next meeting – proposed one visit per month
 - Possible expansion of Entrepreneur Program (Entrepreneurs & Home Businesses)
 - Support follow-up for training class
 - Networking event(s)

VI. Set Next Agenda

At the next meeting the committee will discuss the following items:

- Discuss the remaining goals, strategies and time frames for the Economic Development Action Plan
- 2. Review list of top strategic development sites
- 3. Review list of potential business visit companies and determine visit list for next 12 months
- 4. Brainstorm potential community/business events

VII. Adjourned to Next Meeting - February 20, 2014

Meeting adjourned at 8:48 pm