



MINUTES

SPECIAL MEETING OF THE EVENTS AND OUTREACH SUBCOMMITTEE OF THE ENVIRONMENTAL QUALITY COMMITTEE

Tuesday, March 1, 2011, 7:00 p.m.
El Cerrito City Hall – Hillside Conference Room
10890 San Pablo Avenue
This Meeting Place Is Wheelchair Accessible

Chair Weinstein called the meeting to order at 7:04 PM.

Roll Call

Present: Chair Weinstein, Krueger, Hammer, Wong, Goudey,

Also Present: Maria Sanders, Environmental Analyst and Staff Liaison; Robin Mitchell

1. Comments from the public on non-agenda items

None.

2. Approval of the Minutes

Krueger put forward a motion to approve the Special Committee meeting minutes on October 26, 2011.

Seconded by Hammer and met with unanimous approval.

3. Subcommittee Goals and Outreach Strategies

Krueger discussed topics covered in an earlier ad hoc meeting between Hammer, Weinstein, and Krueger on potential EQC outreach strategies. These topics included: promoting the formation of more Green Teams and creating a “how to” packet for volunteer leaders; identifying possible partnerships and work parties to combine volunteer forces; recognizing volunteers; focusing on on-going projects that could be a staple for volunteerism, such as the Ohlone Greenway and Baxter Creek native plants restoration.

4. Environmental Film Series

“Tango 73: A Bus Rider’s Diary” will be shown at the Rialto Cerrito Theatre on Sat. March 12th, 2011 from 10 a.m. to 12 p.m., launching the first film of the eco film series. The Eco Film Series mission is to use film as a vehicle to inform, involve, inspire & ignite. Goudey discussed the ad hoc group’s desire to show monthly and to highlight local activities and to request from the EQC a \$500 to \$750 budget for their activities. Motion to approve the budget request to the EQC and to empower the ad hoc group to go directly to the full EQC with film event ideas and dates. Hammer/ Wong. Unanimous.

5. Green Business Outreach

This item postponed until a future meeting.

6. Environmental Education Topics

The subcommittee is interested in creating Community Chat forums to get people interested in environmental issues in the City and beyond. Potential topics discussed include the Soil/Food Web, Home Energy Efficiency Retrofits, Gray Water.

7. Open Space and Habitat

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, call Garth Schultz, Staff Liaison at 215-4354 (voice) at least FIVE (5) WORKING DAYS NOTICE PRIOR TO THE MEETING to ensure availability.

10890 San Pablo Avenue, El Cerrito, CA 94530 Tel: 510.215.4354 E-mail: gschultz@ci.el-cerrito.ca.us

Members discussed the potential role of the EQC and larger community in promoting the development and preservation of open space in City for recreational and ecological purposes. Motion made that the subcommittee propose that the EQC recommend that the City Council consider a policy to preserve open space for ecological and recreational purposes. Hammer/ Krueger (Ayes; Weinstein, Goudey, Hammer, Krueger) (Abstain: Wong)

8. Adjournment

Chair Weinstein closed the meeting at 9:05 pm.

Any writings or documents provided to a majority of the Environmental Quality Committee regarding any item on this agenda will be made available for public inspection at the El Cerrito Recycling Center Offices at 7501 Schmidt Ln., El Cerrito, Monday - Thursday from 9 a.m. to 12 p.m. & 1 p.m. to 5 p.m.