AGENDA
REGULAR MEETING OF THE
ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, July 26, 2017 at 7:00 p.m.
El Cerrito City Hall – Hillside Room (upstairs)
10890 San Pablo Avenue, El Cerrito

Roll Call: Members Corrigan, Figone, Gager, Hernandez, Kagawa, Kuhlman, Maurer, Petersen, Shrem and Weber.

1. Staff/Council Liaisons Announcements and Reports - 7:00
   Staff and/or Council member Fadelli may report on matters of general interest to the Economic Development Committee, Council policies, priorities and/or significant actions taken by the City Council.

2. Comments from the Public on non-agenda items - 7:15
   Speakers are limited to 3 minutes for comment on non-agenda items. Comments regarding specific agenda items may be made during discussion of those items and are subject to the same limits.

3. El Cerrito Chamber Updates – 7:20
   Chamber liaison or Chamber representative may report on matters of general interest to the EDC.

4. Approval of the Minutes – 7:30
   Consider a motion adopting the minutes of the Committee meeting on May 24th, 2017 and June 28th, 2017. – See attached

5. Presentation on EQC’s 100% for 100th Initiative – 7:35
   The Environmental Quality Commission (EQC) will give a presentation on their 100% for 100th outreach initiative followed by discussion and consideration of any action items for potential cross-promotion activities with the EDC.

   Discussion around timelines and milestones of tasks established in 2016-2017 Work Plan. Consider possible action items, including when to present EDC Work Plan to Council and when to start updating Work Plan.
   a) 2017 Restaurant Week Update – 7:50
      Update on plans for 2017 Restaurant Week and discussion of any action items.
   b) Joint ACC/EDC Projects Update – 8:00
      Discussion of Arts and Culture Commission regarding collaborative projects and consideration of any action items.
   c) Economic Development Metrics Prioritization Update – 8:10
      EDC member George Gager and Bill Kuhlman will provide an update on economic development metrics project and discussion of any action items.
   d) Ohlone Greenway Wayfinding Signs for Businesses Update – 8:20
      EDC members Laura Maurer will provide an update on developing a potential program for business wayfinding signs along the Ohlone Greenway and discussion of any action items.

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 Noa Kornbluh, Staff Liaison at nkornbluh@ci.el-cerrito.ca.us or 215-4361 (voice) at least FIVE (5) WORKING DAYS NOTICE PRIOR TO THE MEETING to ensure availability.
10890 San Pablo Avenue El Cerrito 94530
e) **Centennial Celebration Time Capsule & Long Time Business Recognition – 8:30**
   Continue discussion on the City’s Centennial Celebration Time Capsule and ways to feature and recognize long time businesses.

7. **Presentation about San Pablo Avenue Specific Plan- 8:40**
   Community Development Director will present on the San Pablo Avenue Specific Plan and provide an update on new major development projects along San Pablo Avenue.

8. **Committee Member Updates and Discussion of Future Actions and Agenda Items – 8:55**
   Hear updates and consider action items regarding member work to date and consider suggestions for future EDC agenda items.

9. **Adjournment- 9:00**

   *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.*