



MEETING SUMMARY

Approved September 27, 2017

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, August 23rd, 2017 – 7:00 p.m.
El Cerrito City Hall
Hillside Room
10890 San Pablo Avenue

Kuhlman called the meeting to order at 7:05 p.m.

Roll Call:

Present: Esquivel, Figone, Gager, Hernandez, Kuhlman, Maurer, Shrem and Weber

Absent: Corrigan and Petersen

Also Present: Noa Kornbluh, staff liaison; John Hattam, member of the public; Cordell Hindler, member of the public.

1. Staff/Council Liaisons Announcements and Reports

Kornbluh gave an update on Affordable Housing Strategy, new 'How to Start a Business in El Cerrito' handout available online and new businesses coming to El Cerrito. Committee members signed a letter thanking former member Scott Kagawa for his service on the Committee.

2. Comments from the Public on non-agenda items

Hindler presented on a proposed Teen Club in El Cerrito. Committee members recommended reaching out to the Boys and Girls Club.

3. El Cerrito Chamber Updates – Figone shared that the chamber is looking for new board members. The Chamber is participating in a regional event coordinated by East Bay EDA. They started fundraising through a direct mailer in which El Cerrito business can buy space.

4. Approval of the Minutes – Maurer made a motion for the adoption of the July minutes with an amendment to correct the date of the August ACC meeting. Weber seconded. Minutes from July were approved. Shrem and Figone abstained.

5. 2017-2018 EDC Work Plan Discussion

Kuhlman presented on the EDC Work Plan goals and strategies. The Committee brainstormed ideas from the coming year's work plan.

6. 2016-2017 EDC Work Plan –

a) **Restaurant Week Update – Kuhlman, Esquivel, Maurer and Weber** are conducting restaurant outreach. 10 restaurants have signed up as of August 23rd. Staff asked that the Committee approve purchasing \$20 gift certificates from each participating restaurant as a prize for Restaurant Week patrons who turn in a passbook. Shrem proposed a \$500 cap. Figone motioned to approve purchasing \$20 gift certificates from each restaurant with a \$500 cap. Hernandez seconded. All in favor. Motion passed.

b) **Joint Meeting with ACC – Kuhlman** will present at the next ACC meeting on August 24th.

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

- c) **Economic Development Metrics Update** –Kuhlman presented on metrics to be used in tracking economic development in El Cerrito. Hernandez offered to provide metrics for Solar and Electric Vehicle investment. Esquivel asked to include crime statistics. Maurer asked to include mode share.
 - d) **Ohlone Greenway Wayfinding Signs for Businesses Update** – no update, Maurer will continue to look into wayfinding.
 - e) **Long Time Business Recognition** – Committee members will look into creating a sticker or placard to identify long standing businesses and ask City Council to write a proclamation recognizing those businesses. Staff will look into identifying businesses located in El Cerrito for more than 50 years.
7. **Committee Member Updates and Discussion of Future Actions and Agenda Items** – No updates or discussion of future agenda items.
8. **Adjournment-** Kuhlman adjourned the meeting at 9:00 p.m.

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.