MEETING SUMMARY
Adopted on February 28, 2018
REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, January 24, 2018 at 7:00 p.m.
El Cerrito City Hall – Creekside Conference Room
10890 San Pablo Avenue, El Cerrito

Roll Call:
Present: Gager, Hernandez, Kuhlman, Maurer, Esquivel, Liaison Peat
Absent: Shrem, Figone, Weber, Petersen

1. **Staff/Council Liaisons Announcements and Reports - 7:15**
   Peat provided update on Cannabis Ordinance, Bike to Work Day 2018, LimeBike launch, the new Graffiti Ordinance and Senior Center.

2. **Comments from the Public on non-agenda items - 7:30**
   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 – 7:30**
   Chamber Vice-President Kuhlman shared that the Chamber would like to co-sponsor a mixer with the EDC, likely sometime in May. Gager made a motion for the mixer. Hernandez seconded. All in favor.

4. **Approval of the Minutes – 7:35**
   Approval of the December minutes will be postponed until the February meeting, as one member of our quorum did not attend the December meeting.

   Discussion around timelines and milestones of tasks established in 2017-2018 Work Plan. Consider possible action items.
   a) **2018 Restaurant Week Update – 7:40**
      - Dates for Restaurant Week 2018 were proposed as October 14th through October 20th. Committee would like the event to start on a Thursday. A suggestion was made for October 11th-17th.
      - Esquivel made a motion in favor of the revised dates. Maurer seconded. All in favor. Peat will check the City calendar for conflicts.
      - Peat will update Restaurant Week promotional material.
      - This year, the committee will provide restaurants three ideas each for possible Restaurant Week specials.
   b) **Economic Development Metrics Prioritization Update – 8:00**
      Kuhlman presented metrics for discussion. Hernandez will work with the EQC on metrics to ensure the accuracy of information. Esquivel made a motion to move forward with metrics. Kuhlman seconded. All in favor.
   c) **Ohlone Greenway Wayfinding Signs for Businesses Update – 8:15**
      Laura Maurer and Bill Kuhlman provided an update on developing a potential program for business wayfinding signs along the Greenway. Ideas included:
      - “Adopt a Greenway”
      - Chamber reach-out to businesses and a lottery to choose participating businesses

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 Jennifer Peat, Staff Liaison at jpeat@ci.el-cerrito.ca.us or 215-4362 (voice) at least FIVE (5) WORKING DAYS NOTICE PRIOR TO THE MEETING to ensure availability.
10890 San Pablo Avenue El Cerrito 94530
d) Business Recognition – 8:35
Peat discussed possibilities of recognizing El Cerrito businesses including:
- Adding a nomination form to the E-News for the community to nominate businesses
- Chamber hosted ribbon cuttings with Council members invited.

e) Arts and Culture Commission Mission Statement (Not agendized) – 8:50
Gager shared the ACC mission Statement and expressed that the ACC would like to collaborate with the EDC on an activity. Gager requested to form a subcommittee. It was suggested that Gager and Esquivel would head the committee with Shrem if willing. Kuhlman made a motion to appoint Esquivel. Maurer seconded. All in favor.
- Will work together on an El Cerrito scavenger hunt

6. Chamber Hosted Expo – 9:00
Kuhlman shared that the Chamber would like to host a business expo. To be discussed.

7. San Pablo Avenue/New Business Updates – 9:05
Peat shared updates on new/upcoming development, new retail/restaurants including Nori Roll and 24 Hour Fitness, and new/upcoming retail spaces. Peat shared that a brochure is being created to assist in new business recruitment.

8. Committee Member Updates and Discussion of Future Actions and Agenda Items – 9:10
Upcoming items to include continued discussion of Ohlone Greenway wayfinding and business signage; work plan; metrics. Committee members are to bring a note of their opinion of “best business” to next meeting.

9. Adjournment - 9:15

10. 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.