AGENDA
MEETING OF THE
ECONOMIC DEVELOPMENT COMMITTEE
Thursday, August 23, 2018 at 7:00 p.m.
El Cerrito City Hall – Hillside Conference Room (2nd Floor)
10890 San Pablo Avenue, El Cerrito

Roll Call: Members Esquivel, Figone, Gager, Hernandez, Kuhlman, Maurer, Shrem and Weber.

1. Staff/Council Liaisons Announcements and Reports - 7:00
   Staff and/or Mayor Quinto 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 - 7:25
   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 liaison or Chamber representative may report on matters of general interest to the EDC.

4. Approval of the Minutes – 7:40
   Consider a motion adopting the minutes of the Committee meeting on July 26, 2018 – See attached

5. Recommendation to Appoint EDC Member – 7:45
   Consider a motion to recommend that City Council appoint Santiago Cilley to the EDC. – See attached application for appointment

   Discuss timeline/schedule for business recognition.

7. 2018-2019 EDC Work Plan – 8:05
   a) 2018 Restaurant Week Update – 8:15
      Update on restaurant reach out and progress of sign ups.
      • What to emphasize to management/owner
      • Promotion and visibility
   b) Economic Development Metrics Prioritization Update – 8:35
      Hernandez will update on Metrics.
   c) Ohlone Greenway Wayfinding Signs for Businesses Update – 8:45
      Maurer will update on progress of plan to move forward with Wayfinding trial run.

8. San Pablo Avenue/New Business Updates – 8:50
   Staff will report on new businesses along San Pablo Avenue.

9. 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.

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
10. Adjournment - 9:00

11. 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.