



## ECONOMIC DEVELOPMENT BOARD MEETING MINUTES

**DATE:** Wednesday, May 13, 2009

**PLACE:** Creekside Conference Room  
El Cerrito City Hall  
10890 San Pablo Avenue

**TIME:** 6:30 p.m.

Meeting called to order at 6:34 pm

### I. **Roll Call**

Economic Development Board Members Present: Martin Kaliski, Ken Lerch, Baylan Megino, Rebecca Benassini, Joe Parisi

Staff: Dwayne Dalman

Council Liaison: Ann Cheng

Absent: Jen Komaromi, Jean Shrem, Ann Cheng

### II. **Public Comment:**

Leslie Adams, an El Cerrito resident, attended the meeting and stated a desire to learn more about Economic Development in El Cerrito and about potentially opening a new business.

### III. **Approval of Minutes**

March 09 minutes approved

### IV. **Oral Communications**

Liaison Update

none

Staff Update

- Dalman gave a brief update on the Creekside residential project as an article appeared in the paper discussing the project that has been stalled due to financing issues with the developer. Dalman also gave an update on the community meeting that was taking place by Safeway to discuss their intention to purchase the Target building. A question was also raised concerning the latest status of the Cerrito Theater. Dalman told the group that the Council had given direction to staff to find a new operator for the theater.

## **V. Unreinforced Masonry Building Presentation**

Dalman gave the group a presentation on the status of the City Seismic Hazards Identification & Mitigation Program. This presentation was made to the City Council on March 6<sup>th</sup>. At that time, the Council suggested that staff make presentations to the Economic Development Board and the Planning Commission in order to receive their comments and feedback. Through the Seismic Hazards Program, the City is currently performing structural evaluations of buildings that contain seismic hazards and is proposing that an ordinance be prepared that requires seismic retrofit.

## **VI. Discussion of Economic Development Activities**

### San Pablo Avenue Specific Plan

Rebecca Benassini gave an update on the May Specific Plan Advisory Committee meeting. Benassini explained that the meeting presented the economic and traffic analysis that will go into the Draft Plan that will be released in July.

### Business Events

#### Home-Based Business EXPO

Dalman gave an outline of the structure for the home-based business event to be held on October 25th. The keynote speaker has been reserved and discussion centered around the idea of having one track for starting a small business and one track for growing a small business. The group wanted to scale the presentations to meet the needs of the targeted audiences and to have more detailed, rather than general presentations. Specific ideas included: expanding the rules and regulations talk to include insurance, legal and taxes; having the finance presentation more focused on smaller loans; and having choices for the group to decide on at the next meeting for the two sessions on growing your business.

#### Home Improvement EXPO

Dalman gave an overview of the vendors that have signed up to date and potential vendors. The group discussed additions to be added to the potential list.

## **VII. Set Next Agenda**

- Discuss planning for business events

## **VIII. Adjourned to Next Meeting - August 6<sup>th</sup> or sooner**

Meeting adjourned at 8:22 pm.