



## ECONOMIC DEVELOPMENT BOARD MEETING MINUTES

**DATE:** Thursday, August 6, 2009

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

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

Meeting called to order at 6:35 pm

### **I. Roll Call**

Economic Development Board Members Present: Rebecca Benassini (Vice-Chair), Ken Lerch, Baylan Megino, Jean Shrem,

Staff: Dwayne Dalman

Council Liaison: Ann Cheng

Absent: Jen Komaromi, Martin Kaliski, Joe Parisi

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

None

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

May 09 minutes approved

### **IV. Oral Communications**

Liaison Update

none

Staff Update

- Dalman gave a brief update on the status of the Target property and the potential purchase by Safeway.

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

San Pablo Avenue Specific Plan

Dalman gave an update on the July 30 Specific Plan Advisory Committee meeting, which reviewed Volume I. Since the meeting took longer than expected, a follow-up meeting will be held on August 13<sup>th</sup> to review Volume II.

## Business Events

### Home Improvement EXPO recap

The group discussed the success of the Home Improvement EXPO and talked about possible improvements/ changes for next year. One idea would be to move the event to May, to allow for connections to be made in advance of work being performed in the summer.

### Home-Based Business EXPO

The main discussion for the event centered on the speakers. The group looked at choices for the keynote address and decided on the final topic which could appeal to a wide audience. The group also looked at possible choices for breakout sessions and decided on six topics to be covered in three breakout sessions.

## **VI. Set Next Agenda**

- Recap Home-Based Business EXPO
- Discuss Business Recognition Awards
- Discuss future events

## **VII. Adjourned to Next Meeting - November 5<sup>th</sup> or sooner**

Meeting adjourned at 8:15 pm.