



# AGENDA

## MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Thursday, March 28, 2019 at 7:00 p.m.

El Cerrito City Hall – Hillside Conference Room (2nd Floor)  
10890 San Pablo Avenue, El Cerrito

**Roll Call:** Members Bill Kuhlman, Jean Shrem, Santiago Cilley, Mark Figone, George Gager, Laura Maurer, Eric Wright and Ilya Weber.

1. **Staff/Council Liaisons Announcements and Reports - 7:00**  
Staff and/or Councilmember Fadelli 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 - 7:15**  
*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 – 7:25**  
Chamber liaison or Chamber representative may report on matters of general interest to the EDC.
4. **Approval of the Minutes – 7:35**  
Consider a motion adopting the minutes of the Committee meeting on February 28, 2019 – **See attached**
5. **Consider a Recommendation to Appoint Jason Somer to the EDC – 7:40**  
Consider a recommendation to Council to appoint Jason Somer to the EDC.
6. **Tenant Protections – 7:45**  
Subcommittee will update Committee on findings and discuss recommendations and potential action.
7. **Business Recognition – 8:00**  
Shrem and Wright will discuss process for business recognition.
8. **2018-2019 EDC Work Plan – 8:15**  
Discussion around timelines and milestones of tasks established in 2017-2018 Work Plan. Share thoughts and begin planning of 2018-19 EDC Work Plan.
  - a) **Treasure Hunt**  
Discussion of details of El Cerrito Treasure Hunt
  - b) **Economic Development Metrics Prioritization Update**  
Kuhlman will update on metrics.
  - c) **Ohlone Greenway Wayfinding Signs for Businesses Update**  
Maurer will update on progress of plan to move forward with Wayfinding trial run.
  - d) **Restaurant Week**  
Discussion of process for this year's event.
9. **San Pablo Avenue/New Business Updates – 8:50**

### COMMUNICATION ACCESS INFORMATION

*To request a meeting agenda in large print, Braille, or on disc, or to request a sign language interpreter for the meeting, call Jennifer Peat, Staff Liaison at [jpeat@ci.el-cerrito.ca.us](mailto: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

Staff will report on new businesses along San Pablo Avenue.

**10. 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

**11. Adjournment - 9:00**

**12. *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.***