7:00 CONVENE REGULAR MEETING Chair Shrem called the meeting to order at 7:04 p.m.

1. ROLL CALL – Present: Chair Jean Shrem; Vice-Chair Vacant. Members: Mark Figone, George Gager, Rachel Melby, Eric Wright and Jonathan Zazove Absent: None
Also in attendance: Travis Campbell, Pat Tsen and Georgina Edwards.

2. ORAL COMMUNICATIONS FROM THE PUBLIC
There were no oral communications from the public.

3. STAFF/COUNCIL LIAISONS ANNOUNCEMENTS AND REPORTS
Aissia Ashoori provided a grant award update for the Mayfair Affordable Housing Project that received $500K through HUD’s Hope VI Main Street Program.

4. EL CERRITO CHAMBER OF COMMERCE UPDATES
The Chamber is working on securing sponsorships to launch a shop local campaign – We Love El Cerrito - through the Yiftee eGift Card platform. Soft launch will target current Chamber members with potential to expand to other businesses.

5. APPROVAL OF MINUTES.
Moved/Second: Member Shrem/Wright Action: Passed a motion to adopt the minutes of the regular committee meeting held on March 15, 2021. Ayes: Members Gager, Melby, Zazove Noes: None Abstention: Figone

6. APPOINTMENT OF CHAIR AND VICE CHAIR
Nomination by Wright to appoint Shrem as Chair.
Moved/Second: Member Figone/Wright Action: Passed a motion to appoint Shrem as Chair. Ayes: Members Gager, Melby, Zazove Noes: None Abstention: None

Nomination by Wright to appoint Melby as Vice Chair
Moved/Second: Member Shrem/Figone Action: Passed a motion to appoint Melby as Vice Chair. Ayes: Members Gager, Wright, Zazove Noes: None Abstention: None

Nomination by Shrem to appoint Wright as Vice Chair
**Action:** Withdrawn until Ashoori confirms if there can be a backup to the Vice Chair position. **Moved/Second:** None  **Ayes:** None  **Noes:** None  **Abstention:** None

7. **CONSIDER RECOMMENDATION TO APPOINT THOMAS MINTER TO THE EDC**
   Ashoori confirmed that Minter decided to withdraw his application and given that he attended two of three meetings, he is not eligible for appointment at this time.

8. **DISCUSS EDC WORK PLAN**
   Chair Shrem encouraged EDC members to champion ideas tonight to develop a draft Work Plan. Members shared ideas, Ashoori took notes and will share with a draft Work Plan document in advance of the next meeting. Many Members echoed the idea of creating a stronger social media presence and a more prominent Economic Development banner on the City’s website. Ashoori encouraged Members to share the City’s Outdoor Seating Program with El Cerrito businesses.

   Member Figone has a conflict with the current EDC Meeting Schedule due to serving on the EC Library Committee. Ashoori will circulate a Member poll to determine if the EDC would like to propose a revised meeting schedule.

9. **ADJOURNMENT** The meeting adjourned at 8:06 p.m.

   [Signature]
   Jean Shrem, Chair

   This is to certify that the foregoing is a true and correct copy of the minutes of the regular Economic Development Committee meeting of April 19, 2021 as approved by the Economic Development Committee.

   [Signature]
   Aissia Ashoori, Staff Liaison