MINUTES
REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE
Monday, October 18, 2021, at 7:00 p.m.
VIA TELECONFERENCE

7:00 CONVENE REGULAR MEETING Chair Shrem called the meeting to order at 7:02p.m.

1. ROLL CALL – Present: Chair Jean Shrem and Vice-Chair Rachel Melby
Members: Travis Campbell, Mark Figone, Patrick Swen, Eric Wright and Jonathan Zazove
Absent: George Gager
Also in attendance: Chris Bunting and Melanie Mintz

2. ORAL COMMUNICATIONS FROM THE PUBLIC
Cordell Hindler submitted written comments regarding the opening of Our Town at Contra Costa Civic Theatre playing between October 1st – 31st along with the project he is working on with the Richmond City Council.

3. STAFF/COUNCIL LIAISONS ANNOUNCEMENTS AND REPORTS
Aissia Ashoori advised members that the EDC Work Plan is slated for presentation to the City Council on 11/16. The Building Division recently received a building permit submission for the project at 10290 San Pablo Avenue. City Council adopted a resolution to authorize the continuance of remote advisory body meetings for the next 30 days. Melanie Mintz provided a presentation on the San Pablo Avenue Specific Plan and transit-oriented development.

4. EL CERRITO CHAMBER OF COMMERCE UPDATES
Upcoming mixer at Los Moles on 10/19 at 5:30pm in the outdoor patio.

5. APPROVAL OF MINUTES
Consider a motion adopting the minutes of the regular Committee meeting held on September 20, 2021.
Moved/Second: Member Zazove/Wright
Action: Passed a motion to adopt the minutes of the regular committee meeting held on September 20, 2021. Ayes: Vice-Chair Melby and Member Campbell
Noes: None
Abstention: Figone, Shrem

6. ADOPTION OF EDC WORK PLAN
Subcommittee worked with staff liaison to secure two domains - www.elcerrito.biz and www.whyelcerrito.com - and Squarespace to design website Why El Cerrito. Member Zazove and Vice-Chair Melby are working to format and create content. This project will be iterative as EDC markets the City and may even include a blog in the future. Melanie Mintz would like to see a Gap Analysis to further inform this effort.
Consider a motion to adopt the EDC 2021-22 Work Plan. **Moved/Second:** Members Figone/Shrem **Action:** Passed a motion to adopt the Fiscal Year 2021-2022 EDC Work Plan. **Ayes:** Vice-Chair Melby, Members Campbell, Swen, Wright, Zazove **Noes:** None **Abstention:** None

7. **ADJOURNMENT** The meeting adjourned at 8:15 p.m.

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 September 20, 2021, as approved by the Economic Development Committee.

Aissia Ashoori, Staff Liaison