



MINUTES

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Monday, March 21, 2022, at 7:00 p.m.

Staff Liaison

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VIA TELECONFERENCE

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

1. **ROLL CALL – Present:** Chair Jean Shrem; Members: Travis Campbell, Mark Figone, George Gager, Patrick Swen, Eric Wright, and Jonathan Zazove; Others: Christopher Bunting **Absent:** Vice-Chair Melby
2. **ORAL COMMUNICATIONS FROM THE PUBLIC**
Cordell Hindler updated the EDC re: the upcoming Richmond Rotary Club event on May 6, 12:30pm at the Richmond Country Club.
3. **STAFF/COUNCIL LIAISONS ANNOUNCEMENTS AND REPORTS**
Mayor Quinto provided updates on: Yosemite Policy Committee; Ribbon Cutting at the Joint Chiropractic on 3/28; new UPS Store; Dolly's (coming soon) small Italian food at Peppermint Plaza; City is on track with our finances re: State Audit. Ashoori provided updates on: remote meetings through 4/20/22; El Cerrito Plaza commercial spaces; 2023 Housing Element upcoming workshop on 4/26; Chamber designing the *Best of El Cerrito* contest; Restaurant Week and EDC interest in restarting; Boards, Committees, Commissions training on 3/24; Annual Chair and Vice-Chair Elections in April; 4th of July fundraising; Mayfair Affordable AHSC grant; Super Slice at Peppermint Plaza; Golden Poppy on Fairmount.
4. **EL CERRITO CHAMBER OF COMMERCE UPDATES**
Chamber mixer held in March and tentatively in April.
5. **APPROVAL OF THE MINUTES**
Consider a motion adopting the minutes of the regular Committee meeting held on October 18, 2021, and November 15, 2021.
Moved/Second: Chair Shrem, Member Wright **Action:** Passed a motion to adopt the minutes of the regular committee meeting held on October 18, 2021. **Ayes:** Members Zazove and Swen **Noes:** None **Abstention:** Figone, Gager

Moved/Second: Chair Shrem, Member Wright **Action:** Passed a motion to adopt the minutes of the regular committee meeting held on November 15, 2021. **Ayes:** Members Gager, Zazove, Swen **Noes:** None **Abstention:** Figone
6. **DISCUSS ANNUAL MEETING SCHEDULE FOR 2022**
Moved/Second: Chair Shrem, Member Figone **Action:** Passed a motion to adopt the 2022 meeting calendar with modifications to meeting dates on the second Monday on November 14th and December 12th. **Ayes:** Members Gager, Campbell, Swen, Wright, Zazove **Noes:** None **Abstention:** None

7. **CONDUCT AN INFORMAL INTERVIEW AND CONSIDER A RECOMMENDATION TO APPOINT CHRISTOPHER BUNTING TO THE EDC**
Moved/Second: Chair Shrem, Member Figone **Action:** Passed a motion to consider a recommendation to appoint Christopher Bunting to the EDC. **Ayes:** Members Gager, Campbell, Swen, Wright, Zazove **Noes:** None **Abstention:** None
8. **EDC WORK PLAN UPDATES**
Ashoori updated the EDC regarding the *Why El Cerrito* sub-committee infographic website project and why the City intends to bring on Nerd Crossing to further design/buildout as a complete website. Zazove wanted clarity on the EDC's ability to publish/proceed as-is and the overall marketing and digital distribution policy. Shrem clarified the EDC's role as advisory to Council to make recommendations. Ashoori discussed the website project as a work product of the EDC with ongoing oversight of the website by the City in collaboration with EDC. Shrem discussed pickle ball activities. Wright explained Restaurant Week in Oakland and Berkeley which is primarily managed by Visit Oakland and Visit Berkeley. Ashoori can explore what vendors/budget may be able to support marketing if the EDC wishes to pursue in the future.
9. **ADJOURNMENT** The meeting adjourned at 8:08 p.m.

Jean Shrem

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 March 21, 2022, as approved by the Economic Development Committee.

Aissia Ashoori

Aissia Ashoori, Staff Liaison