MINUTES

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Monday, May 16, 2022, at 7:00 p.m.

VIA TELECONFERENCE

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

1. ROLL CALL – Present: Chair Shrem; Members: Mark Figone, Christopher Bunting, Travis Campbell, George Gager, Eric Wright Absent: Members Patrick Swen Others: Mayor Quinto, Rachel Melby and Sandra Mayithara

2. ORAL COMMUNICATIONS FROM THE PUBLIC

There were no oral communications from the public.

3. STAFF/COUNCIL LIAISONS ANNOUNCEMENTS AND REPORTS

Ashoori provided updates on: Hybrid Council meeting in June; Boards, Committees, Commissions will continue virtual meetings for now; Chamber of Commerce event at Berkeley County on May 19th; Best of El Cerrito, led by the Chamber, begins in June; Contra Costa micro grant is now accepting applications; Bike to Wherever day on May 20th.

Mayor Quinto provided updates on: Upcoming Council meeting items on May 17th; Seeking state funds to support SB 1383, etc.; 4th of July fundraising goal met, and the event may include a car show.

4. EL CERRITO CHAMBER OF COMMERCE UPDATES

No updates provided.

5. APPROVAL OF THE MINUTES

Consider a motion adopting the minutes of the regular Committee meeting held on April 18, 2022.

Moved/Second: Members Wright and Campbell Action: Passed a motion to adopt the minutes of the regular committee meeting held on April 18, 2022. Ayes: Members Bunting, Gager, Noes: None Abstention: Chair Shrem, Figone, Zazove

6. CONDUCT AN INFORMAL INTERVIEW AND CONSIDER A RECOMMENDATION TO RE-APPOINT RACHEL MELBY TO THE EDC

Consider a motion to recommend Rachel Melby to the City Council for re-appointment.
Moved/Second: Member Figone and Chair Shrem Action: Passed a motion to recommend Rachel Melby to the City Council for re-appointment. Ayes: Members Bunting, Campbell, Gager, Wright, Zazove Noes: None Abstention:

7. **REGULAR JUNE EDC MEETING**
   Ashoori will send a poll to the EDC to identify an alternative meeting date due to the Juneteenth holiday on 6/20.

8. **EDC WORK PLAN UPDATES**
   Why El Cerrito website: Community Development is working with Nerd Crossing and would like feedback from the subcommittee to determine what is needed for the site to go live. The EDC will also have an opportunity to review. Rachel suggests leveraging paid ads and Jonathan wants to ensure that the appropriate audiences are targeted i.e., business types not currently in El Cerrito.

   Partnering with commercial real estate agents: Rachel would like to use the commercial properties list to match make spaces along with the website to build relationships with property owners. She would like the EDC to think about establishing a subcommittee. Ashoori mentioned coordinating broker tours with Melanie Mintz.

   Pickleball Tournaments: Chair Shrem provided an update with the work happening between WCCUSD @ Castro to convert the courts. If completed, would like to the EDC to coordinate an east bay event with local food sponsors.

   Other: EDC provided feedback for Parks & Recreation Programs that Ashoori will pass along.

9. **ADJOURNMENT** The meeting adjourned at 8:05 p.m.

   Vice-Chair Melby’s term expired on 3/1/2022 and as the re-appointment process is pending.

   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 May 16, 2022, as approved by the Economic Development Committee.

   Aissia Ashoori, Staff Liaison