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

1. **ROLL CALL – Present:** Chair Jean Shrem, Vice-Chair Rachel Melby Members: Christopher Bunting, Travis Campbell, George Gager, Eric Wright, Jonathan Zazove **Absent:** Members: Mark Figone, Patrick Swen **Others:** Sandra Mayithara, Georgina Edwards, Scott Harris, Yvetteh Ortiz, Robert Stevens, Jason Chen

2. **ORAL COMMUNICATIONS FROM THE PUBLIC**
John Stashik, El Cerrito resident, spoke regarding the Richmond Business License Tax Measure U and perhaps the EDC/City can recruit some of those businesses. Steve Price, El Cerrito resident and member of the EC Strollers & Rollers, invited the EDC to their virtual July 25th workshop re: pedestrian & bicycle safety - [www.ecstrollroll.org](http://www.ecstrollroll.org)

3. **STAFF/COUNCIL LIAISONS ANNOUNCEMENTS AND REPORTS**
Mayor Quinto provided update regarding: OSH site; upcoming BART TOD Pop-Up at EC Plaza Station on 7/20/2022; public safety services. Ashoori provided updates regarding: 8/1/2022 Housing Element workshop; 8/17/2022 San Pablo Avenue Specific Plan Update Study Session; 8/25/2022 New Library at EC Plaza BART TOD.

4. **EL CERRITO CHAMBER OF COMMERCE UPDATES**
Georgina Edwards and Scott Harris spoke to the EDC regarding the *Best of El Cerrito* contest and next steps include voting now that nominations are closed. Voting will take place through September followed by an award ceremony.

5. **EL CERRITO DEL NORTE COMPLETE STREETS PROJECT**
Presentation from CSW | ST2 Consulting, regarding the del Norte Complete Streets Improvement Project that will implement multimodal transportation improvements beginning Summer 2023. The project is in the design phase with more details at [www.el-cerrito.org/transformingdlnorte](http://www.el-cerrito.org/transformingdlnorte) along with a community survey available through 8/31/2023. Construction will take place in phases and will be completed in a year.

Public Comment: Steve Price is excited for this project due to current constraints along San Pablo Ave. Improved infrastructure will provide access to
retail/services with improved circulation for scooters, e-bikes, etc.

6. **APPROVAL OF THE MINUTES**
   
   **Moved/Second:** Chair Shrem/Vice-Chair Melby  
   **Action:** Passed a motion to adopt the minutes of the special committee meeting held on June 23, 2022.  
   **Ayes:** Members Bunting, Campbell, Gager, Wright  
   **Noes:** None  
   **Abstention:** Member Zazove

7. **CONDUCTED AN INFORMAL INTERVIEW AND CONSIDERED A RECOMMENDATION TO APPOINT SANDRA MAYITHARA TO THE EDC**

   **Moved/Second:** Chair Shrem/Member Zazove  
   **Action:** Passed a motion to recommend Sandra Mayithara to the City Council for appointment to the EDC.  
   **Ayes:** Vice-Chair Melby, Members Bunting, Campbell, Gager, Wright  
   **Noes:** None  
   **Abstention:** None

8. **EDC WORK PLAN UPDATES**

   Established a subcommittee that will focus on Partnering with Commercial Real Estate Agents comprised of Chair Shrem, Vice-Chair Melby, Members Bunting, Campbell. Ashoori gave update on *Why El Cerrito* and will provide Google Doc link to EDC member to solicit feedback.

9. **ADJOURNMENT** The meeting adjourned at 8:24 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 July 18, 2022, as approved by the Economic Development Committee.

   
   
   Aissia Ashoori

   Aissia Ashoori, Staff Liaison