



## MINUTES

### REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Monday, September 19, 2022, at 7:00 p.m.

**Staff Liaison**

Aissia Ashoori | 510-215-4361

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VIA TELECONFERENCE

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**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, Sandra Mayithara, Patrick Swen, Eric Wright, Jonathan Zazove **Absent:** Member Mark Figone **Others:** Ivan Rothman
2. **ORAL COMMUNICATIONS FROM THE PUBLIC**  
There were no oral communications from the public.
3. **STAFF/COUNCIL LIAISONS ANNOUNCEMENTS AND REPORTS**  
Ashoori provided the following staff updates: Mayfair commercial spaces available; Tigon now open at 10086 SPA (took over previous bus.); 310 Eatery was exploring a restaurant space at 10140 SPA.
4. **EL CERRITO CHAMBER OF COMMERCE UPDATES**  
Ashoori shared an upcoming Chamber mixer at Burgerim on 9/22/2022 @ 5:30pm and Best of El Cerrito award ceremony at Juku on 10/20/2022.
5. **APPROVAL OF THE MINUTES**  
**Moved/Second:** Chair Shrem/Wright **Action:** Passed a motion to adopt the minutes of the regular committee meeting held on August 15, 2022. **Ayes:** Members Gager, Swen **Noes:** None **Abstention:** Bunting, Campbell Melby, Zazove
6. **EDC WORK PLAN UPDATES**  
Ashoori provided an update on the Why El Cerrito website to share with EDC using Google Doc to solicit feedback in the coming week.

The Commercial Real Estate Agent Subcommittee – Campbell, Melby, Shrem - convened to discuss matchmaking available commercial spaces utilizing a catalog of landlords/commercial realtors. Would like to compile a list of desired businesses in general categories and brainstorming ways to attract. Also, would like to poll the community to ensure the EDC interest matches broader community via newsletters/social media. Member Bunting will work on script and series of questions to share while in conversation with landlords/realtors. Subcommittee has interest in learning why businesses may not move forward

with vacant spaces to identify the gap and ways/programs to improve.

Ashoori polled EDC to solicit interest in having staff from the West County Small Business Development Center – Kitchen812- to present at a future meeting. Chair Shrem also suggested a commercial broker from MRE to share more with EDC. The committee is interested in both speakers.

Other workplan items:

Pickleball Tournaments – Chair Shrem – no updates currently.

Small Business Outreach – Member Wright - would like to educate small businesses on new legal/HR issues regulations to guide small businesses through the nuts/bolts.

**7. ADJOURNMENT** The meeting adjourned at 7:53 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 September 19, 2022, as approved by the Economic Development Committee.

*Aissia Ashoori*

Aissia Ashoori, Staff Liaison