REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Monday, October 17, 2022, at 7:00 p.m.

VIA TELECONFERENCE

7:00 CONVENE REGULAR MEETING Chair Shrem called the meeting to order at 7:05p.m.

1. ROLL CALL – Present: Chair Jean Shrem Members: Christopher Bunting, Mark Figone, George Gager, Sandra Mayithara, Patrick Swen, Eric Wright, Jonathan Zazove Absent: Vice-Chair Rachel Melby, Travis Campbell Others: Ivan Rothman, Mayor Quinto

2. ORAL COMMUNICATIONS FROM THE PUBLIC
Ivan Rothman, El Cerrito resident for 22 years, introduced himself and is interested in serving on the EDC. John Stashik, El Cerrito resident, offered invitation to Holiday Lights Event at Elevation 66 on Friday, November 4th @ 6pm to celebrate holidays lights on the Theatre block.

3. STAFF/COUNCIL LIAISONS ANNOUNCEMENTS AND REPORTS
Mayor Quinto provided updates regarding the State Auditor Report, Pension Trust Fund and status of current City reserves - $15M. Council is in negotiations with labor unions and the City Human Resources Department is undertaking Classification/Compensation study. The City also received a Nature Conservancy grant for $145K and the Mayor welcomed a new business - Urgent Pet Vet - at 10612 SPA. Ashoori provided the following staff updates: 514 Lounge reopening on 10/27; Food truck approved by Planning at 11299 SPA as part of Annapurna Mart; COVID-19 Microgrant - $2,500 – received 20 applications from El Cerrito businesses; Urgent Pet Vet is open; San Pablo Avenue Specific Plan Update going to City Council on 11/15; Super Slice Pizza slated to open 11/4; Vacancies at EC Plaza are in negotiations with Ike’s and CA Fish Grill already committed; Mayfair received certificate of occupancy for 156 residential units, commercial spaces are available and affordable housing component – 69 units - is slated to break ground late 2023.

4. EL CERRITO CHAMBER OF COMMERCE UPDATES
Ashoori shared that the Best of El Cerrito award ceremony will be held at Juku on 10/20/2022 at 5:30pm.

5. APPROVAL OF THE MINUTES
Moved/Second: Chair Shrem/Bunting Action: Passed a motion to adopt the minutes of the regular committee meeting held on September 19, 2022. Ayes:
6. **EDC WORK PLAN UPDATES**
Ashoori provided an update on the WhyElCerrito.com website championed by Member Zazove that was updated using the EDC subcommittee feedback. Ashoori soliciting EDC feedback with comments prior to launch as well as aspirations for the website in future phases/updates. Member Zazove inquired on timeline for launching and Ashoori is striving for late October as the project was delayed due to staff capacity/priorities. Ashoori looking to receive EDC comments week of 10/24.

The Commercial Real Estate Agent Subcommittee – Campbell, Melby, Shrem - convened on 09/12. Member Bunting will work on script and series of questions to share while in conversation with landlords/realtors.

Member Figone would like to gather demographics of new residents at Cerrito Vista, Credence, and Mayfair to support data to solicit new businesses.

7. **ADJOURNMENT** The meeting adjourned at 7:54 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 October 17, 2022, as approved by the Economic Development Committee.

Aissia Ashoori, Staff Liaison