



City of Emeryville

INCORPORATED 1896

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Emeryville Economic Development Advisory Committee

Mary Lou Thiercof, Chair
Alexandria LaRoche, Vice Chair
Rob Fong, Member
Colleen Gallagher, Member
David Kritzberg, Member
Samantha Miller, Member
Brandon Pereira, Member
William Reuter, Member
Taryn Segal, Member
Councilmember Scott Donahue, Liaison

Action Minutes
Emeryville Economic Development Advisory Committee
Regular Meeting
Teleconference
Wednesday, September 16, 2020 11:30 AM

I. Call to Order

The meeting was called to order at 11:33 am.

II. Roll Call

Members Present: Chair Mary Lou Thiercof, Vice Chair Alexandria LaRoche, Rob Fong, Colleen Gallagher, Taryn Segal, City Council Liaison Scott Donahue

Members Absent: David Kritzberg, Samantha Miller, Brandon Pereria, William Reuter

Staff Present: Chadrick Smalley, Economic Development and Housing (EDH) Manager, Emi Theriault, Community and Economic Development Coordinator II, Lorraine Leong, Deputy City Clerk

III. Public Comment

None

IV. Approval of Action Minutes

Item 4 – July 15, 2020 Regular Meeting Action Minutes

Motion by Member Rob Fong to approve the minutes as amended. Vice Chair Alexandria LaRoche seconded. The July 15, 2020 regular meeting minutes were approved (5-0).

V. Action Items

Item 5.1 – Third Party Food Delivery Platform Fees

EDH Manager Chadrick Smalley presented a staff report, asking if the EDAC would like to recommend the City Council consider a policy to limit the fees charged by third-party app-based food delivery platforms and if so, to make recommendations on various aspects of a policy. EDH Manager Smalley outlined the policies recently adopted by the Cities of Berkeley and Oakland. The EDAC discussed how businesses are adapting in various ways to offer delivery services, noting that restaurants are under financial stress and the City should consider a policy that can help them survive the pandemic. Various features of a limit were discussed, including the amount of the fee limit, which restaurants it would apply to, and the duration of the fee limit, culminating in a recommendation to the City Council to adopt a delivery fee limit as outlined in the motion.

Motion by Chair Mary Lou Thiercof to advise the City Council to consider a delivery fee limit of 15% of the menu price of the order, plus the actual costs of credit card processing fees, applicable to all restaurants in Emeryville, effective until 90 days after the end of the declared COVID-19 emergency, with the City Attorney's recommendation as to whether the ordinance is indexed to the local declared emergency or the state declared emergency. Member Collen Gallagher seconded. The motion passed unanimously (5-0).

VI. Information Items

Item 6.1 – Update on Art Center Project

Community and Economic Development Coordinator II Emi Theriault provided an update on the Art Center Project, briefly reviewed background on the project and next steps. EDH Manager Smalley provided an abbreviated version of the September 1, 2020 presentation to the City Council, including an overview of the plans and aspects of the business arrangement. David Dial of Orton Development Incorporated, the City's developer partner for the project, introduced himself to the EDAC. Chair Mary Lou Thiercof inquired whether there was outdoor seating proposed for the café space. EDH Manager Smalley replied that this is a possibility but is being deferred to a separate permit process once a tenant is identified for this space and operational concerns can be addressed.

No action taken.

Item 6.2 – Update on Emeryville Celebration of the Arts

EDH Manager Smalley provided an overview of activities underway to plan for the annual Celebration of the Arts event to be conducted in an online format, with partners from U.S. Digital Response and Atomic Productions providing support. EDH Manager Smalley referred

to the website developed for the event; and encouraged EDAC to attend and participate. Chair Thiercof noted she is publishing a series of articles in support of the event.

No action taken.

Item 6.3 – Update on Transportation Network Companies Tax

EDH Manager Smalley provided a brief update, noting this potential measure is not moving forward to the ballot, partially due to the costs relative to estimated revenues that would be generated. City Councilmember Liaison Scott Donahue confirmed staff's summary.

No action taken.

VII. Future Agenda Items

Chair Thiercof requested a future discussion on a survey of BizNexus attendees on what potential needs could be fulfilled. EDH Manager Smalley noted the Economic Development Strategy Annual Implementation Report is expected for the next agenda.

VIII. Announcements / Member Comments

Council Liaison Donahue discussed the City's budget concerns and noted the City is looking for ideas for increasing revenue. A discussion regarding the current and anticipated future of the hotel industry ensued. Council Liaison Donahue said he would be available to talk directly with individual EDAC members to discuss ideas.

EDH Manager Smalley made brief reference to the Alameda County Small Business Development Center's upcoming webinars and the Resilient Business Challenge.

IX. Adjournment

The meeting was adjourned at 12:48 PM.

Prepared by:

Chadrick Smalley

Approved by Committee:

May 19, 2021

Chadrick Smalley, Economic Development & Housing Manager
Economic Development & Housing Division
Community Development Department