



CITY OF EMERYVILLE

Incorporated 1896

1333 PARK AVENUE

EMERYVILLE, CALIFORNIA 94608-3517

TEL: (510) 596-4300 FAX: (510) 596-4389

Andrew Allen
 Ken Bukowski
 Bob Canter
 Kevin Christopher
 Phillip Clark
 John Gooding
 Krisna Hanks
 Steven Keller
 Kris Owens
 Bill Reuter
 Geoff Sears
 Mary Lou Thiercof
 Lauren Westreich
 Councilmember Nora Davis

**Regular Meeting of the Economic
 Development Advisory Committee**
 Special Meeting of the Emeryville City Council
 Emeryville Civic Center, 1333 Park Avenue
 City Council Chambers, Emeryville, CA 94608

Wednesday, March 5, 2014

12:00 noon

AGENDA

- I. Call to Order and Roll Call (12:00)
- II. Approval of Minutes of February 5, 2014 (12:05)
- III. Public Comment (12:10)
- IV. Information Items
 - a. Economic Development Strategy and Implementation Plan – FY 2014-15 Annual Update (attachment) (12:10 – 12:30)
 - b. Emery-Go-Round PBID Update (12:30-12:40)
 - c. EmeryConnect Update (12:40-12:45)
- V. Staff Comments (12:45 to 12:50)
- VI. Committee Member Comments (12:50 to 1:00)
- VII. Adjournment (1:00)

Advisory Committee are not official actions of the City Council but must be ratified at a regular City Council. All writings that are public records and relate to an agenda item below which are distributed to a majority of the Emeryville Economic Development Committee (including writings distributed to a majority of the Emeryville Economic Development Committee less than 72 hours prior to the meeting noticed below) will be available at the Information Counter, 1333 Park Avenue, Emeryville, California during normal business hours (9am to 5pm, Monday through Friday, excluding legal holidays).

In compliance with the Americans with Disabilities Act, a person requiring an accommodation, auxiliary aid, or service to participate in this Committee meeting should contact the City Clerk's Office or the City's ADA Coordinator (510) 450-7800 as far in advance as possible, but no later than 72 hours before the scheduled event. The best effort to fulfill the request will be made. Assistive listening devices are available for anyone with hearing difficulty from the Advisory Committee Secretary prior to the meeting, and must be returned to the Committee Secretary at the end of the meeting.

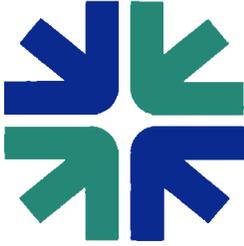
All Advisory Committee meetings are noticed as Special City Council meetings so that any or all of the City Council may attend and participate in the Advisory Committee' deliberations. However, actions taken by

FURTHER INFORMATION may be obtained by contacting Helen Bean, Committee Secretary, Director of Economic Development and Housing, Economic Development and Housing Department, at (510) 596-4355. The next regular meeting will be April 2, 2014.

DATED: February 26, 2014

Posting Date February 27, 2014
 Post Until: March 5, 2014

KAREN HEMPHILL, CITY CLERK



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Action Minutes

Emeryville Economic Development Advisory Committee Regular Meeting

Special Meeting of the Emeryville City Council

Emeryville Civic Center, 1333 Park Avenue
City Council Chambers, Emeryville, CA 94608
Wednesday, February 5, 2014, 12:00 Noon

I. Call to Order and Roll Call:

The meeting was called to order at 12:00 Noon

Members Present: Ken Bukowski, Phillip Clark, Krisna Hanks, Kris Owens, Bill Reuter, Geoff Sears, Mary Lou Thiercof, Lauren Westreich, Councilmember Nora Davis

Members Absent:

Members Excused: Andrew Allen Bob Canter Kevin Christopher John Gooding Steven Keller,

Staff Present: Helen Bean, Debra Auker, Maurice Kaufman

Citizen's Present: Svande Rodegard

II. Approval of Minutes

Sears moved and Owens seconded a motion to approve the minutes. Minutes were approved without exception.

III. Public Comment

Svande Rodegard commented that high speed fiber was very important for Emeryville

IV. Action Items

a) Capital Improvement Program

Staff presented the proposed Capital Improvement Program and responded to questions. The Committee approved the following motions to be forwarded to the City Council.

- Emery-Go-Round Yard funding should be a high priority for the City: (moved by Clark; seconded by Owens: vote: 7 in favor/1 against)
- Information Technology projects should be a high priority for the City: (moved by Sears/seconded by Reuter: vote: unanimous)
- Economic Development should be added as a category in the CIP: (moved by Sears/seconded by Reuter: vote unanimous)
- Four Economic Development projects should be added to the CIP under the Economic Development category (moved by Sears/seconded by Reuter: vote unanimous)

The Economic Development Category would include the following projects:

- Add EmeryConnect website redesign and mapping as a new project under the Economic Development CIP category and fund the project with \$30,000 (moved by Clark/seconded by Owens: vote unanimous)
- Add development of a Gigabit City Plan as a new project under the Economic Development CIP category and fund the project with \$100,000 (moved by Theircof/seconded by Owens: vote unanimous)
- Add Small Business Assistance Program as a new project under the Economic Development CIP category and fund the project with \$50,000 (moved by Hanks/seconded by Owens: vote unanimous)

- Add a Conduit and Fiber Connection Matching Grant Program as a new project under the Economic Development CIP category and fund the project with \$200,000 (moved by Clark/seconded by Theircof: vote unanimous)
- Direct staff to look into the cost and benefit of utilizing long term financing as a means of funding large building projects. (moved by Sears/seconded by Owens: vote: unanimous)
- The City Council should not fund CIP Item #50: Video Detection Traffic Signal Enhancement saving \$490,000 (moved by Clark/seconded by Sears: vote: unanimous)

V. Staff Comments

Staff had no comments

VI. Committee Member Comments

Thiercof requested that a discussion of Emeryville's marketing and image be included as a future agenda item.

VII. Next Meeting Date – March 5, 2014

VIII. Adjournment – The meeting was adjourned at 1:15 p.m.

Prepared by:



Helen Bean
Economic Development and Housing Department

Approved by Committee:

MEMORANDUM

DATE: February 26, 2014

TO: Economic Development Committee, City Manager

FROM: Helen Bean, Director Economic Development and Housing Department

SUBJECT: Economic Development Strategy and Implementation Plan Update

In March 2012, the City Council adopted its Fiscal Year 2012-13 and 2013-14 Economic Development Strategy and Implementation Plan. The vision of the Economic Development Strategy is to support and expand the economic base of Emeryville in order to provide a high quality of life for the Emeryville community. The purpose of the Implementation Plan is to plan, prioritize, and implement the economic development efforts of the City. The Strategy was developed through a process of business and community outreach and relied on input from a business survey, focus groups, a community meeting, and individual interviews. Based on input from these sources, the Economic Development Strategy incorporated proposed policies and programs to address challenges that faced the City and capitalize on the City's strengths and opportunities.

Planning has been initiated for the City's Fiscal Year 2015-16 and 2016-17 Operating Budget. An update of the Economic Development Strategy and Implementation Plan should be coordinated with the Operating Budget and presented to the City Council as part of the budget process.

In March, the Economic Development Committee will be asked to discuss the process by which to update the Strategy and Implementation Plan. An update of the Strategy will need to incorporate a renewed assessment of the challenges and opportunities facing the City at this time and a review of the overall goals and implementation measures outlined in the previous Strategy. To assist with this discussion, staff has prepared an update on the City's progress towards meeting the goals and implementation measures outlined in the Strategy (see attached). As is evident from the update, many of the implementation items identified in March 2012 have been achieved.

Questions to be discussed at the March meeting include:

- 1) What is the optimal process that should be followed to update the plan? A timeline should be developed that incorporates business and community input.
- 2) What information on the state of the City needs to be available for the update? A review of current economic, demographic, and fiscal indicators will need to be a foundation of the update.

- 3) Does the Committee have initial input into a reformulation of goals and economic development priorities for the coming two year budget cycle?

Staff will bring recommendations regarding process and relevant demographic and economic indicators to the meeting.

As always, a successful Economic Development Strategy will be dependent on supporting partnerships with public and private stakeholders, including neighboring jurisdictions, regional economic development organizations (such as the East Bay Green Corridor and East Bay Economic Development Alliance), the Chamber of Commerce, property owners, and the business community. Through these partnerships, the City can gain support for economic development initiatives, build its capacity to communicate these initiatives, secure funding, and ultimately achieve its economic development goals.

Attachment: Economic Development Strategy Update

Economic Development Strategy Update February 2014

	Goal	Implementation Items	Status
1	Improve access	Initiate a paid on-street parking program in the North Hollis District by funding initial capital costs estimated \$1 million through the Fiscal Year 2012-13 Capital Improvement Program.	Implemented Phase 1 including short term parking limits
		Secure funding for a study that will explore the feasibility of the Emeryville-Oakland-Berkeley Tram (EBOT).	Completed - study underway
		Partner with the Transportation Management Association to facilitate the implementation of the bike-share program.	Attempted but TMA had no interest. Problem associated with liability.
2	Facilitate new infill development	Identify funding for two key infill economic development projects that were to be funded by the Redevelopment Agency: EmeryStation West/Transit Center and the Art Center.	Transit Center Funding Agreements approved - January 2013. Art Center incorporated in the Long Range Property Management Plan as property to be transferred to the City. Budgeted improvements proposed in CIP
		Complete the North Hollis Underground Utility Assessment District in the Central and North zones of the project area.	Attempted but property owners did not want to fund Assessment District
3	Create conditions supportive of the business community	Streamline the entitlement and permit approval process by implementing the East Bay Green Corridor solar permitting program and exploring the expansion of this program to all of Emeryville's permit applications.	Solar permitting program completed; on-line permit system in development.
		Support and market the Enterprise Zone by marketing the zone to major employers in the City through preparing and distributing collateral material, holding workshops, and meeting with major employers	State of California discontinued Enterprise Zone.
		Develop a "Business Ambassador Program" wherein key City staff and elected officials will meet with new and existing businesses to discuss their needs and interests	Program initiated
		Develop a "Welcome to Emeryville" package to be distributed by various City departments that work with new businesses (e.g. Planning and Building Department, and Finance	Draft brochure developed by Planning and Building Department
		Continue to review and revise as needed, the Business Resource Guide on the City's website.	LocateinEmeryville.org page added to web site.

Economic Development Strategy Update February 2014

	Goal	Implementation Items	Status
4	Workforce Development	Promote/continue partnership with Rubicon by marketing the program to residents and employers.	Underway - on Chamber of Commerce web site
		Work with the Emery Unified School District to support and expand the school district's internship program with Emeryville businesses	Not initiated
		Partner with regional efforts to strengthen the linkage between education and the bio-science business community by working with stakeholders including the Emeryville bio-science companies, City of Berkeley, EastBay, FDA, Bayer	Bio-Science meet ups strengthen partnership with UC Berkeley and students
5	Support and explore innovative and emerging business clusters	Strengthen Emeryville's regional identification as a bio-science center by developing a brand and marketing strategy for the cluster in partnership with the City of Berkeley, and the Chambers of Commerce of Emeryville and Berkeley	Berkeley - Emeryville Bio Brand developed and marketed through Meet-Up events and at national Bio Conference
		Form and support a BioTechnology Committee with members of existing biotechnology companies such as Novartis, Amyris, Bayer, and Ernest Gallo Clinic and Research Center to provide insight as to how the City can best support the	Meetings held with bio-science stakeholders in Berkeley and Emeryville. Committee not yet formed.
		Work with City of Berkeley to develop a marketing campaign promoting local area lifestyle benefits to help attract qualified workers needed by key economic clusters.	Marketing RFP developed on hold pending further research.
		Facilitate installation of fiber optics for faster internet connection for commercial users by partnering with the Chamber of Commerce to identify underserved businesses and facilitating expansion of private service	EmeryConnect web site and brand developed to promote fiber resources available in Emeryville.
6	Market Emeryville to Business and Recreational Travelers	Work with Emeryville hotel operators, the Chamber of Commerce, and hospitality-related businesses to develop a coordinated marketing program for the America's Cup.	Banner program completed as a partnership between the Chamber and City.
		Meet with hotel operators to discuss the benefits of forming of a Tourism Improvement District (TID) or other mechanism to fund and coordinate promotion of Emeryville hotels/hospitality venues to encourage business stays,	Not initiated.

Economic Development Strategy Update February 2014

	Goal	Implementation Items	Status
7	Support small, local-serving business development	Establish “buy local” policies in conjunction with revision of City purchasing policy	In process
		Hold a business owners meeting with San Pablo Avenue businesses to explore developing a Business Improvement District	Not initiated
		Develop incentives through the Zoning Ordinance Bonus Point System to encourage small, local business	Completed as a part of the Zoning Ordinance Update
		Explore the development of a mentoring program for local entrepreneurs	Not initiated
8	Build upon and expand strategic partnerships	Continue to collaborate with the Chamber of Commerce on implementing the Economic Development Strategy, particularly through the Economic Development Strategic	In process
		Continue to actively participate in the East Bay Economic Development Alliance and the East Bay Green Corridor to aggregate resources with respect to advocacy and pursuit of possible funding opportunities such as Property Assessed Clean Energy (PACE) bonds or future funding potentially	In process; PACE marketing not actively initiated
		Collaborate with neighboring cities with similar interests, such as bio-science development and lifestyle marketing.	Berkeley-Emeryville Bio partnership formed and operative
9	Promote Sustainable Development	Complete the State Catalyst grant received for the “green living room” at the Public Market	Completed
		Complete an evaluation of the feasibility of a Green Building and Bay Friendly Landscaping Ordinance	State Green Building Code adopted
10	Implement fiscal development strategy	Participate in statewide efforts to promote the development of financial tools to replace resources lost with the dissolution of redevelopment	Support legislation; Retain Townsend Consultants for State advocacy
		Explore establishment of a Community Development Corporation that could serve as a public/private vehicle for identifying and pursuing real estate projects meeting public	Not initiated

Economic Development Strategy Update February 2014

	Goal	Implementation Items	Status
		Pursue alternative financing sources for job creation, economic development, infrastructure, and public/private	Impact Fee proposal developed and to be considered by the City Council