



## 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 August 6, 2014**  
**12:00 noon**

### **AGENDA**

- I. Call to Order and Roll Call (12:00)
- II. Approval of Minutes of June 4, 2014 (12:05)
- III. Public Comment (12:10)
- IV. Information Items
  - a. West Oakland Commerce Association (WOCA) Opportunities for Collaboration (12:10-12:40)
  - b. Strategic Plan Schedule (12:40 – 12:50) (attachment)
- V. Staff Comments (12:50 to 12:55)
- VI. Committee Member Comments (12:55 to 1:00)
- VII. Adjournment (1:00)

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 Advisory Committee are not official actions of the City

**FURTHER INFORMATION** may be obtained by contacting Michelle De Guzman, Committee Secretary, Acting Manager, Economic Development and Housing Division, at (510) 596-4357. The next regular meeting will be September 3, 2014.

**DATED:** July 31, 2014  
**Posting Date** July 31, 2014  
**Post Until:** August 7, 2014

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KAREN HEMPHILL, CITY CLERK



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### **Emeryville Economic Development Committee**

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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, June 4, 2014, 12:00 Noon

#### **I. Call to Order and Roll Call:**

The meeting was called to order at 12:00 pm

Members Present: Andrew Allen, Bob Canter, Phillip Clark, Krisna Hanks, Steven Keller, Kris Owens, Bill Reuter, Geoff Sears, Lauren Westreich, Councilmember Nora Davis

Members Absent: Kevin Christopher,

Members Excused: Ken Bukowski, John Gooding, Mary Lou Thiercof,

Staff Present: Charles Bryant, Michelle De Guzman, Maurice Kaufman

#### **II. Approval of Minutes**

Andrew Allen asked that the minutes be revised to reflect that his absence was excused. Bob Canter moved and Kris Owens seconded a motion to approve the revised minutes. Minutes were approved without exception.

### **III. Public Comment**

There was no public comment.

### **IV. Information Items**

#### **a) Permit Processing Improvements – Public Works and Planning & Building Departments**

Maurice Kaufman and Charles Bryant, the Directors of Public Works and Planning Building Departments, respectively, provided the Committee with an update on recent activities related to improving the permitting process for new and expanding businesses. Maurice Kaufman primarily described the increased integration between the Public Works and Planning & Building Departments such as the inclusion of all Public Works fees into the estimate of building permit fees (a copy of the worksheet was provided) and that the Building Technician will be the primary point of contact, responsible for coordinating submittal and review of any needed plans. Charles Bryant provided the Committee with a final draft of the “Permitting Guide for Small Businesses”. The Committee provided feedback and comments for the final draft, which will be incorporated into the final version. The Committee also noted other cities that have significantly improved their permitting process, such as Berkeley and San Leandro

#### **b) Strategic Plan Prioritization**

Staff received four completed prioritization worksheets for implementation items under the Economic Development Strategy. The compilation of those responses was shared with the Committee.

### **V. Staff Comments**

At the May meeting the Committee Chair recommended that the Committee provide input on the City’s proposed operating budget at its June meeting. However, the City Council moved up its consideration of that item to its June 3 meeting, which concluded prior to the Committee’s regular June meeting. Staff distributed the final draft budget to the Committee by email for comment, but none were received.

### **VI. Committee Member Comments**

Steven Keller suggested that the Committee identify key cohorts the City should be working with to attract new, innovative businesses to Emeryville.

Lauren Westreich suggested inviting representatives from the West Oakland Commerce Association (WOCA) to the next Committee meeting to discuss opportunities for interactions and relationships between Emeryville and West Oakland.

Krisna Hanks indicated that she is frequently invited to participate in various business festivals, and that Emeryville should host similar events. She further indicated that she would let the Committee know more about the type of festivals to which she was invited.

**VII.** Next Meeting Date – July 2, 2014

**VIII.** Adjournment – The meeting was adjourned at 1:10 p.m.

Prepared by:

Approved by Committee:

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Michelle De Guzman  
Economic Development and Housing Department

**Proposed Process for Developing  
FY 14-15 and 15-16 Implementation Plan of the  
Economic Development Strategy  
July 2014**

- 1. August – September 2014**
  - Staff researches elements for FY 14-15 and 15-16 Implementation Plan
  - Staff prepares proposed FY 14-15 and 15-16 Implementation Plan
  
- 2. October 2014 Economic Development Committee Meeting:**
  - Staff presents proposed FY 14-15 and 15-16 Implementation Plan
  - ED Committee provides comments on proposed implementation measures, and brainstorms potential other measures
  - Staff assembles final proposed FY 14-15 and 15-16 Implementation Plan
  
- 3. November 2014 Economic Development Committee Meeting:**
  - Committee reviews and approves final proposed FY 14-15 and 15-16 Implementation Plan to be forwarded to Council
  
- 4. December 2014 City Council Meeting:**
  - Staff presents draft FY 14-15 and 15-16 Implementation Plan to City Council for comment
  
- 5. January 2015 Community Meeting**
  - Revised per Council direction, revised draft FY 14-15 and 15-16 Implementation Plan presented at community meetings
    - i. One meeting during day and another during evening, both open to businesses and residents
  
- 6. February 2015 Economic Development Committee Meeting**
  - Committee reviews and approves revised final draft FY 14-15 and 15-16 Implementation Plan to be forwarded to Council
  
- 7. March 2015 City Council Meeting:**
  - Council reviews and approves final FY 14-15 and 15-16 Implementation Plan