



# CITY OF EMERYVILLE

Incorporated 1896

1333 PARK AVENUE

EMERYVILLE, CALIFORNIA 94608-3517

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 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 November 5, 2014**

**12:00 noon**

**AGENDA**

- I. Call to Order and Roll Call (12:00)
- II. Approval of Minutes of September 3, 2014 (12:05)
- III. Public Comment (12:10)
- IV. Information Item
  - a. Park Avenue Branding (12:15-12:30) (attachment)
  - b. Infrastructure Financing District Legislation (12:30-12:35) (attachment)
- V. Action Items
  - a. Economic Development Strategy Workplan FY 14/15 and 15/16 (12:35-12:50) (attachment)
- VI. Staff Comments (12:50 to 12:55)
- VII. Committee Member Comments (12:55 to 1:00)
- VIII. Adjournment (1:00)

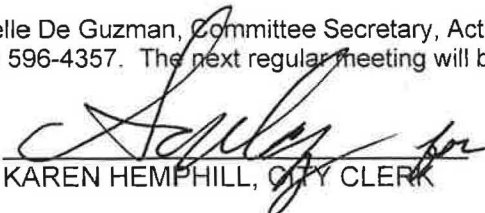
Committee' deliberations. However, actions taken by Advisory Committee are not official actions of the City Council but must be ratified at a regular City Council. All writings that are public records and relate to an agenda item below which are distributed to a majority of the Emeryville Economic Development 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

**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 December 3, 2014.

**DATED:** October 31, 2014  
**Posting Date** October 31, 2014  
**Post Until:** November 6, 2014

  
 KAREN HEMPHILL, CITY CLERK