



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 December 3, 2014

12:00 noon

AGENDA

- I. Call to Order and Roll Call (12:00)
- II. Approval of Minutes of November 5, 2014 (12:05)
- III. Public Comment (12:10)
- IV. Action Items
 - a. Economic Development Strategy Workplan FY 14/15 and 15/16 (12:15-12:50) (attachment)
- V. Staff Comments (12:50 to 12:55)
- VI. Committee Member Comments (12:55 to 1:00)
- VII. Adjournment (1:00)

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 Council but must be ratified at a regular City Council. All writings that are public records and relate to an agenda

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 January 7, 2015.

DATED: November 26, 2014
Posting Date November 26, 2014
Post Until: December 4, 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, November 5, 2014, 12:00 Noon

I. Call to Order and Roll Call:

The meeting was called to order at 12:04 pm

Members Present: Andrew Allen, Ken Bukowski, 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: John Gooding, Mary Lou Thiercof

Staff Present: Charles Bryant, Michelle De Guzman, Diana Keena, Sabrina Landreth

Public Present: Rob Arias, Kim Steinbacher

II. Approval of Minutes

Andrew Allen moved and Bill Reuter seconded a motion to approve the minutes. Minutes were approved without exception.

III. Public Comment

There was no public comment.

IV. Information Items

a) Park Avenue Branding

Rob Arias and Kim Steinbacher from the Park Avenue District Advisory Committee presented a logo and branding concept for the Park Avenue District, and solicited comments and ideas from the EDAC on how the concept could be funded and implemented. The EDAC provided suggestions to Mr. Arias and Ms. Steinbacher, including the development and pricing of a pilot program which could be developed into a proposal that could be used to engage businesses in the district to invest in the concept.

b) Enhanced Infrastructure Financing Districts (EIFDs)

City staff provided background information on the recently passed Enhanced Infrastructure Financing District legislation. Based on the current legislation, this tool is not an effective financing mechanism for Emeryville due to ongoing issues related to the dissolution of Redevelopment. Given the limitations of the current EIFD legislation, the EDAC unanimously passed the following motion (Geoff Sears moved, Lauren Westreich seconded):

The Economic Development Advisory Committee strongly urges the Council to look at any and all possibilities for unilateral action to generate funding resources while continuing to collaborate and cooperate with State legislators to develop legislation to help replace the funding lost to local jurisdictions due the elimination of Redevelopment.

V. Action Item

a) Economic Development Strategy Workplan FY14/15 and 15/16

This item was continued to the December meeting, with the direction from the Committee that it be the sole item under consideration for that meeting.

VI. Staff Comments

There were no staff comments.

VII. Committee Member Comments

Phil Clark announced the birth of Wyatt Emerson Clark!

VIII. Next Meeting Date – December 3, 2014

IX. Adjournment – The meeting was adjourned at 1:06 p.m.

Prepared by:

Approved by Committee:

Michelle De Guzman
Economic Development and Housing Department

DRAFT Economic Development Strategy and Work Plan FY14-15 and FY15-16

Objectives	Strategic Goals	Action Items
<p>Support economic and job growth (Attraction/Expansion)</p>	<p>Improve Access Facilitate infill development Provide resources and support to new businesses Foster innovative/emerging business clusters</p>	<p><u>Ongoing:</u></p> <ul style="list-style-type: none"> • Support Emery-Go-Round fiscal stability • Support EBOTS • Revise/update economic development information on the City's website • Support Berkeley –Emeryville BIO corridor • Develop and update economic development marketing approach and materials • Develop city identity program • Respond to inquiries from businesses wishing to locate in Emeryville • Pursue businesses that will strengthen the Emeryville economy <p><u>FY14-15 and FY15-16:</u></p> <ul style="list-style-type: none"> • Initiate redevelopment of Christie Avenue Properties • Develop “Welcome to Emeryville” package • Provide unified information and referral resource for development projects in Emeryville • Set up “brokers’ breakfasts” to update brokers on new developments/opportunities in Emeryville • Announce new businesses at City Council meetings • Expand on-street parking program <p><u>Future:</u></p> <ul style="list-style-type: none"> • Evaluate facilitation/funding of installation for “last mile” fiber optics • Dispose of properties in the Long Range Property Management Plan
<p>Strengthen the local tax base (Retention)</p>	<p>Support small and local businesses Market Emeryville to travelers to the Bay Area</p>	<p><u>Ongoing:</u></p> <ul style="list-style-type: none"> • Develop and implement coordinated marketing programs for regional events, such as Super Bowl 50 • Finalize and implement “buy local” City purchasing policy <p><u>FY14-15 and FY15-16:</u></p> <ul style="list-style-type: none"> • Set up business directory on City website • Explore establishment of small business incentive program, including but not limited to <ul style="list-style-type: none"> ○ Business tax holiday for new small businesses ○ Permit fee waivers/reductions for small businesses on certain commercial corridors for façade improvements ○ Informational seminars for Emeryville businesses ○ Program to provide architectural and technical assistance to small businesses <p><u>Future:</u></p> <ul style="list-style-type: none"> • Explore establishment of business improvement districts or merchants’ associations for neighborhood commercial districts • Establish a business awards program
<p>Improve and invest in the Emeryville community (Workforce Development)</p>	<p>Workforce development Strategic partnerships Sustainable development Fiscal development strategy</p>	<p><u>Ongoing:</u></p> <ul style="list-style-type: none"> • Support connections between workforce development non-profit organizations, businesses, and residents • Continue to collaborate with the Emeryville Chamber of Commerce, neighboring cities, and relevant regional organizations such as the East Bay Economic Development Alliance (East Bay EDA) on economic development activities and initiatives • Pursue public and private financing sources for economic development activities <p><u>FY14-15 and FY15-16:</u></p> <ul style="list-style-type: none"> • Support and expand EUSD internship program • Partner with regional efforts to strengthen linkage between education and business community • Evaluate impacts of Citywide minimum wage <p><u>Future:</u></p> <ul style="list-style-type: none"> • Evaluate impacts of including job quality standards into City contracting • Evaluate development of a personal financial education program