



City of Emeryville

INCORPORATED 1896

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Emeryville Economic Development Advisory Committee

Chair Mary Lou Thiercof

Vice Chair Fran Quittel

Member Javier Contreras

Member Scott Donahue

Member Rob Fong

Member Marchelle Huggins

Member David Kritzberg

Member Michael Reed

Member Kyle Weddington

Action Minutes

Emeryville Economic Development Advisory Committee

Regular Meeting

Wednesday, November 19, 2025, 11:30 AM

I. Call to Order

The meeting was called to order at 11:38 am.

II. Roll Call

Members Present: Mary Lou Thiercof, Fran Quittel, Scott Donahue, David Kritzberg, Michael Reed, Kyle Weddington

Members Absent: Javier Contreras, Marchelle Huggins, Rob Fong

Staff Present: Chadrick Smalley, Community Development Director; Sharon Friedrichsen, Finance Director; Valerie Bernardo, Economic Development and Housing Manager, Niwonna Jones, Management Analyst,

III. Public Comment

None.

IV. September 17, 2025 Action Minutes

Motion by Member Kyle Weddington to approve the September 17, 2025 Regular Meeting Action Minutes. Member Scott Donahue seconded. Motion passes (6-0).

V. Action Items

None.

VI. Information Items

Item 6.1 – Business License Tax Modernization/Revenue Measures Presentation

Finance Director Sharon Friedrichen, provided an overview of Business License Tax Modernization and other revenue measures explored by the City to increase revenue. The committee inquired about large taxpayers, the general economy and development revenue. Director Friedrichsen asked for input on outreach, the committee noted robust outreach is necessary with an aim to make the business community feel heard and consulted. Tiered rates and phasing in of increases was cited as a favorable approach.

Item 6.2 – Marketing Program Update

Director Smalley provided an update on the implementation of the Marketing Program, noting website design is progressing to the commerce site. Danielle Allen of 510 Media presented the website design. Staff noted that ongoing stories are needed to develop the website content. The website was well received by the committee.

Item 6.3 – Rotten City Cultural District Programs Update

Director Smalley provided an update on Rotten City Cultural District programs, noting that the funding is nearing completion and staff are exploring options to extend the program. A Film Festival is anticipated to be held in early 2026. Member Scott Donahue called attention to Lilian Schroth's residency at Bay Street.

Item 6.4 – Emeryville Commerce Connection Update

Chair Thiercof provided an update on the Emeryville Commerce Connection ("ECC"), noting a restaurant subgroup has been formed to plan a Restaurant Week event in 2026. Membership is growing, currently at nearly 70 members. The next event is on December 10, 2025, and will be held at Public Market.

Item 6.5 – Q1 2025 Sales Tax Summary

Director Smalley made reference to the sales tax summary included in the agenda packet.

VII. Future Agenda Items

Director Smalley noted that the two- year BIPOC Small Business Support pilot program was approved by the City Council on November 18, 2025 and introduced Niwonna Jones, Management Analyst who will oversee the program.

VIII. Announcements / Member Comments

Valerie Bernardo, EDH Manager created and distributed a survey on Emeryville resident eviction experiences, which is posted on the City's website and closes on December 8, 2025.

IX. Adjournment

The meeting was adjourned at 1:20 PM.

Prepared by:



Approved by Committee:

November 19, 2025

Niwonna Jones, EDH Management Analyst