



PLEASE POST

City of Emeryville

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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

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Regular Meeting

Emeryville City Hall

1333 Park Avenue Emeryville, CA 94608

November 19, 2025 – 11:30 AM

AGENDA

Actions taken by Advisory Bodies are not official actions of the City Council, but must be considered and potentially ratified at a regular City Council meeting.

All writings that are public records and relate to an agenda item, which are distributed to a majority of the legislative body less than 72 hours prior to the meeting is noticed, will be made available via email by request to the Committee Secretary. In compliance with the Americans with Disabilities Act, a person requiring an accommodation, auxiliary aid, or service to participate in this meeting should contact the Committee Secretary as far in advance as possible, but no later than 72 hours prior to the scheduled event. The best effort to fulfill the request will be made. Assistive listening devices will be made available for anyone with hearing difficulty and must be returned to the Committee Secretary at the end of the meeting. All documents are available in alternative formats upon request. No animals shall be allowed at, or brought in to, a public meeting by any person except (i) as to members of the public or City staff utilizing the assistance of a service animal, which is defined as a guide dog, signal dog, or other animal individually trained to provide assistance to an individual with a disability; or (ii) as to police officers utilizing the assistance of a dog(s) in law enforcement duties.

Public comment for agenda items can be submitted online via our online speaker card at www.emeryville.org/advisorybodies. Written comments can also be submitted by email to the Committee Secretary. If you would like to support, oppose, or otherwise comment on an upcoming agenda item, please send in your comments prior to the meeting.

FURTHER INFORMATION may be obtained by contacting Chadrick Smalley, Committee Secretary, at 510-596-4355 or csmalley@emeryville.org / edac@emeryville.org. The next regular meeting is scheduled for January 21, 2026, at 11:30AM.

DATED: NOVEMBER 12, 2025

Post On: NOVEMBER 14, 2025
Post Until: NOVEMBER 20, 2025


Lorryne Leong, Deputy City Clerk

1. Call to Order
2. Roll Call
3. Public Comment
 - 3.1 *Submit a written comment card at www.emeryville.org/advisorybodies.*
4. Approval of September 17, 2025, Regular Meeting Action Minutes
5. Action Items
6. Information Items
 - 6.1 Business License Tax Modernization/Revenue Measures
 - 6.2 Marketing Program Update
 - 6.3 Rotten City Cultural District Programs Update
 - 6.4 Emeryville Commerce Connection Updates
 - 6.5 Q2 2025 Sales Tax Summary
7. Future Agenda Items
 - 7.1 Discussion on Retail Security
 - 7.2 Discussion on Business Disaster Preparedness
 - 7.3 BIPOC Small Business Support Program Update
8. Announcements / Member Comments
 - 8.1 Eviction Survey
9. Adjournment