



City of Emeryville

INCORPORATED 1896

1333 Park Avenue

Emeryville, California 94608-3517

Tel: (510) 596-4300 | Fax: (510) 596-4389

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, July 16, 2025 11:30 AM

I. Call to Order

The meeting was called to order at 11:32 am.

II. Roll Call

Members Present: Mary Lou Thiercof, Fran Quittel, Scott Donahue, Rob Fong, Marchelle Huggins (arrived 11:50), David Kritzberg, Michael Reed (arrived 11:34), Kyle Weddington

Members Absent: Javier Contreras

Staff Present: Chadrick Smalley, Community Development Director; Valerie Bernardo, Economic Development and Housing Manager

III. Public Comment

None.

IV. Election of Chair and Vice Chair

Motion by Member Kyle Weddington to appoint Mary Lou Thiercof as Chair. Member Rob Fong seconded. Motion passes (7-0)

Motion by Member Fran Quittel to appoint Fran Quittel as Vice Chair. Member David Kritzberg seconded. Motion passes (7-0)

V. March 19, 2025 Action Minutes

Motion by Member Kyle Weddington to approve the March 19, 2025 Regular Meeting Action Minutes. Member Scott Donahue seconded. Motion passes (7-0).

VI. Action Items

Item 6.1 Review BIPOC Small Business Needs Assessment Findings

Director Smalley provided a brief overview of the item's background and introduced Adam Parker and Kate Karniouchina of Northeastern University. Mr. Parker and Ms. Karniouchina provided a presentation of their study's methodology and findings.

The EDAC discussed various items including whether the 40th Street Multimodal Project was raised as a topic, the origination of the policy question being discussed, the methodology of the study and how generalizable the findings are, cultural factors that could hinder participation, and the City's procurement policies as applied to BIPOC businesses. Opinions diverged around whether enough information was obtained to design a program, with some members indicating more study is needed, and others suggesting that the findings are useful as a starting point for a program and action is preferred. Ms. Karniouchina noted that the study was intentionally designed to be exploratory, using qualitative methods to discover insights and that the response rate was in line with expectations. It was agreed that the discussion would continue at the next EDAC meeting.

No action taken.

Item 6.2 Review Marketing Program Concept

Director Smalley provided a brief overview of the item's background and introduced Danielle Allen and Mashama Thompson of 510 Media. Ms. Allen provided a presentation of the final concept for the Marketing Program, which consists of top-level messaging and aesthetics that will inform the design of the website. The EDAC provided generally positive feedback and expressed appreciation for 510 Media's work.

No action taken.

VII. Information Items

Item 7.1 – Update on Rotten City Cultural District Programs

Director Smalley provided an update on Rotten City Cultural District Programs, including upcoming events associated with Arts and Culture Month.

Item 7.2 – Update on Art Center Project

Director Smalley provided an update on the Art Center project, noting the contract for a capital fundraising strategy consultant, as well as a report on operating models, would be presented to the City Council on September 2, 2025.

Item 7.3 – Update from Emeryville Commerce Connection

Chair Thiercof provided an update on the Emeryville Commerce Connection ("ECC"), noting membership had reached approximately 60 members and growth continues. The next event is on July 23, 2025 and will be held at Hyatt Place hotel.

VIII. Future Agenda Items

Director Smalley noted future items are noted on the agenda.

IX. Announcements / Member Comments

Vice Chair Quittel congratulated Chair Thiercof on the ECC event held at Trader Vic's.

X. Adjournment

The meeting was adjourned at 1:20 PM.

Prepared by:

Chadrick Smalley

Approved by Committee:

September 17, 2026

Chadrick Smalley, Community Development Director