



# 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, September 17, 2025 11:30 AM

#### **I. Call to Order**

The meeting was called to order at 11:31 am.

#### **II. Roll Call**

Members Present: Mary Lou Thiercof, Fran Quittel, Javier Contreras, Scott Donahue, Rob Fong, David Kritzberg

Members Absent: Marchelle Huggins, Michael Reed, Kyle Weddington

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

#### **III. Public Comment**

None.

#### **IV. July 16, 2025 Action Minutes**

**Motion by Member Scott Donahue to approve the July 16, 2025 Regular Meeting Action Minutes. Member Rob Fong seconded. Motion passes (6-0).**

#### **V. Action Items**

##### **Item 5.1 BIPOC Small Business Needs Assessment/Program Outline**

Director Smalley provided a brief overview of the item's background and the proposed program outline, emphasizing that the program is designed to be iterative and modified in the future as a result of deepening relationships with the BIPOC business community. The EDAC noted that

many of the actions would be beneficial to all businesses, not just BIPOC businesses, and discussed whether the aim was principally fiscal, or equity driven. Director Smalley noted that the aim is principally equity, but that fiscal benefits can be realized as well. The program's design as a "program to create a program" through outreach and relationship building was mentioned as a positive aspect.

**Motion by Member Rob Fong to recommend the City Council approve the BIPOC Small Business Support Program. Member Scott Donahue seconded. Motion passes (6-0).**

## **VI. Information Items**

### **Item 6.1 – Marketing Program Update**

Director Smalley provided a brief update on the implementation of the Marketing Program, noting website design is progressing and will be shown to the EDAC at an upcoming meeting.

### **Item 6.2 – Rotten City Cultural District Programs Update**

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

### **Item 6.3 – 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. The next event is on September 24, 2025 and will be held at Townhouse restaurant.

### **Item 6.4 – Art Center Project Update**

Director Smalley provided a brief update on the Art Center project, noting the City Council's approval of a contract with a fundraising consultant.

### **Item 6.5 – Q1 2025 Sales Tax Summary**

Director Smalley referred members to the Q1 2025 sales tax summary in the agenda packet.

## **VII. Future Agenda Items**

Director Smalley noted future items are noted on the agenda, and that an update on the BIPOC program can be expected after the City Council's action.

## **VIII. Announcements / Member Comments**

Member Contreras announced a business roundtable event on September 29, 2025.

## **IX. Adjournment**

The meeting was adjourned at 1:02 PM.

Prepared by:

Chadrick Smalley

Approved by Committee:

November 19, 2025

Chadrick Smalley, Community Development Director