



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, January 21, 2026, 11:30 AM

I. Call to Order

The meeting was called to order at 11:44 am.

II. Roll Call

Members Present: Chair Mary Lou Thiercof, Vice Chair Fran Quittel, Scott Donahue, Rob Fong, David Kritzberg

Members Absent: Javier Contreras, Marchelle Huggins, Michael Reed, Kyle Weddington

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

III. Public Comment

None.

IV. November 19, 2025 Action Minutes

Members called attention to a misspelling of Finance Director Sharon Friedrichsen's name in the minutes.

Motion by Member Donahue to approve the November 19, 2025 Regular Meeting Action Minutes subject to the aforementioned spelling correction. Chair Thiercof seconded. Motion passes (5-0).

V. Action Items

Item 5.1 – Appointments to Visual Arts and Community Promotions Grants Subcommittees

Director Smalley presented the item. Vice Chair Quittel said she enjoyed serving on the Visual Arts Grant committee in the past.

Motion by Chair Thiercof appointing Vice Chair Quittel to both the Visual Arts and Community Promotions Grants Subcommittees, with Member Weddington as alternate. Member Fong seconded. Motion passes with Member Donahue abstaining (4-0-1).

Item 5.2 – Report to Council on 2025 Accomplishments and 2026 Priorities

Director Smalley presented the item and requested two actions: approval of the report to Council, and designation of a presenter at the March 17, 2026 City Council meeting. Vice Chair Quittel noted active support of small businesses should be emphasized in the presentation.

Motion by Member Donahue designating Chair Thiercof for presentation to the City Council. Vice Chair Quittel seconded. Motion passes (5-0).

Motion by Member Fong approving the report to the City Council. Member Donahue seconded. Motion passes (5-0)

VI. Information Items

Item 6.1 – Economic Evaluation of Active Transportation Plan Projects

Director Smalley provided a staff report on the topic and introduced Senior Planner Navarre Oaks.

Evan Schneider of POP manufacturing provided public comment.

Kerry Bruce of Federal Realty provided public comment.

The EDAC discussed various aspects of studying economic impacts related to transportation projects, the effects of the South Bayfront Bridge, the policy tradeoffs of safety and access, and a suggestion that the EDAC focus on mitigation of business impacts. The current status of the City's budget, the status of the 40th Street Multimodal Project, and Emery Go-Round rider destinations as a useful data point was discussed. Vice Chair Quittel inquired of public commenters what they would like the City to do to feel supported. Ms. Bruce said holding the discussion shows the City cares, the businesses want partnership from the City and to be informed early of transportation changes. Mr. Schneider concurred and requested early, direct involvement, including from the EDAC.

Senior Planner Oaks made reference to technical memoranda and other information available on the 40th Street project website, noting safety was documented as the paramount concern and driver of the project.

Item 6.2 – Rotten City Cultural District Programs Update

Director Smalley provided an update on Rotten City Cultural District programs, noting that consistent with the Public Art Committee's recommendation, the City Council approved a contract amendment with ABG Art Group to allow for continuation of the programs through 2026.

Item 6.3 – Emeryville Commerce Connection Update

Chair Thiercof provided an update on the Emeryville Commerce Connection ("ECC"), noting membership is growing and ECC has a goal to double membership in 2026. Chair Thiercof announced Restaurant Week will be held in September 2026, and the next networking event will be at the Hilton Garden Inn on January 28th.

VII. Future Agenda Items

Future agenda items were noted on the agenda.

VIII. Announcements / Member Comments

None

IX. Adjournment

The meeting was adjourned at 1:26 PM.

Prepared by:

Chadrick Smalley

Approved by Committee:

March 18, 2026

Chadrick Smalley, Community Development Director