



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, March 18, 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, Marchelle Huggins (arrived 11:44), David Kritzberg, Michael Reed, Kyle Weddington

Members Absent: Javier Contreras, Rob Fong

Staff Present: Chadrick Smalley, Community Development Director; Valerie Bernardo, Economic Development and Housing (EDH) Manager; Niwonna Jones, EDH Management Analyst

III. Public Comment

Joyce Cunningham made comment regarding the 40th Streetscape Project, noting retailers were not notified.

Director Smalley confirmed the 40th Street project is not on the EDAC's agenda for this meeting.

Vice Chair Quittel expressed concern about the 40th Street project, and stated an economic study should have been conducted for the project.

IV. January 21, 2026 Action Minutes

Motion by Vice Chair Quittel approve the January 21, 2026 Regular Meeting Action Minutes. Member Weddington seconded. Motion passes (6-0).

V. Action Items

Item 5.1 – Consideration of Support for Emeryville Commerce Connection Restaurant Week Event

Chair Tiercof recused herself from the meeting for this item, noting her role as CEO of Emeryville Commerce Connection (ECC) and departed the meeting room.

Director Smalley presented an outline of the staff report for this item and introduced Christa Williams, Chair of the ECC Board of Directors. The EDAC discussed print vs. electronic media outreach methods, the role of the City funding the ECC's activities, the unique status of ECC as a small business-oriented association, and the need for the collection of data from restauranteurs and customers as part of evaluating the effectiveness of Restaurant Week.

Motion by Member Donahue recommending the City Council approve funding support for the ECC's production of Restaurant Week. Member Weddington seconded. Motion passes with Chair Tiercof recused (6-0).

Chair Tiercof rejoined the meeting.

VI. Information Items

Item 6.1 – BIPOC Small Business Support Program

Director Smalley introduced Management Analyst Niwonna Jones. Ms. Jones provided an overview of program activities through the first quarter of the year.

Joyce Cunninham provided public comment, inquiring about the definition of small business.

The EDAC discussed promotion platforms such as bluedot, yifty, and the potential of utilizing the City's local cable channel. The committee also discussed the City's minimum wage, Small Business Development Center workshops and regional partnerships.

Item 6.2 – Rotten City Cultural District Programs Update

Director Smalley provided an update on Rotten City Cultural District programs, noting the Emeryville Film Festival is scheduled for March 21st.

Item 6.3 – Emeryville Commerce Connection Update

Chair Tiercof provided an update on the Emeryville Commerce Connection ("ECC"), noting membership is growing and the next event is the two-year anniversary of ECC to be held on March 25th at Flores restaurant.

Item 6.4 – 2025 Q2 Sales Tax Report

Director Smalley referred members to the report, which shows receipts up 6.5% year over year for the quarter. Business to business transactions are down, while liquor sales are up. The

committee noted a number of the top 25 sales tax generators are located on the 40th Street corridor.

VII. Future Agenda Items

Future agenda items were noted on the agenda.

Stella Santillan urged the committee to pay attention to issues faced by the businesses along 40th Street.

VIII. Announcements / Member Comments

Chair Thiercof noted she presented the committee's annual report to the City Council on March 17th, and read her concluding remarks to the committee.

The committee requested an update on the Arts Center project.

IX. Adjournment

The meeting was adjourned at 1:08 PM.

Prepared by:

Chadrick Smalley

Approved by Committee:

May 20, 2026

Chadrick Smalley, Community Development Director