City of Emeryville
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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, May 20, 2026, 11:30 AM

I. Call to Order

The meeting was called to order at 11:34 am.

II. Roll Call

Members Present: Chair Mary Lou Thiercof, Vice Chair Fran Quittel, Scott Donahue, David Kritzberg, Kyle Weddington

Members Absent: Javier Contreras, Marchelle Huggins, Rob Fong, Michael Reed

Staff Present: Chadrick Smalley, Community Development Director, Sharon Friedrichsen, Finance Director

III. Public Comment

A representative of Wareham Development introduced themselves.

IV. March 18, 2026 Action Minutes

The committee noted a misspelling of “small” under item 6.1

Motion by Vice Chair Quittel to approve the March 18, 2026 Regular Meeting Action Minutes with the noted correction. Member Scott Donahue seconded. Motion passes (5-0).

V. Action Items

None

VI. Information Items

Item 6.1 – Business License Tax Reform

This item was taken after Item 6.2, to allow time for Finance Director Friedrichsen to arrive. See below.

Item 6.2 – Economic Evaluation of Active Transportation Projects, Part II

Director Smalley provided an summary of the staff report, drawing attention to the studies attached, and noting that a search yielded no conclusive studies linking removal of travel lanes, parking, or increased traffic congestion with decreased sales or economic activity.

The committee referenced cities that removed bicycle lanes and requested information or case studies for those instances to understand why these decisions were made. Further discussion noted the importance of addressing construction impacts – citing Santa Cruz as a good example – and the committee suggested convening the top 25 sales tax generators for a roundtable discussion. The committee also discussed retail space in mixed use developments, the impacts of online shopping and delivery, and the future of retail both generally and as applied to Emeryville specifically, with the Sutter hospital project in this context.

Item 6.1 – Business License Tax Reform

Finance Director Friedrichsen gave a presentation on the proposed business license tax reform measure. The committee inquired on the proportion of overall revenues provided via business tax and the process for overdue tax collection. It was suggested that Director Smalley's role in business outreach be principally as a convener rather than the communicator of the tax. The committee noted questions from businesses will center on categorization and what the applicable rate will be for individual businesses.

Item 6.3 – Emeryville Commerce Connection Updates

Chair Thiercof provided an update, referencing the recent grant of funds for Restaurant Week which is planned for October 1-11. The next networking event will be May 27th at Pippal restaurant, Bay Street, at 5:30 pm.

Item 6.4 – 2025 Q4 Sales Tax Report

Staff noted this report was inadvertently omitted from the agenda packet and will be transmitted later.

VII. Future Agenda Items

Future agenda items were noted on the agenda.

A suggestion was made to include the 880 corridor real estate report by Colliers in the next agenda packet.

VIII. Announcements / Member Comments

IX. Adjournment

The meeting was adjourned at 1:08 PM.

Prepared by: Approved by Committee:

Chadrick Smalley July 15, 2026

Chadrick Smalley, Community Development Director