



City of Emeryville

INCORPORATED 1896

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Emeryville Economic Development Advisory Committee

Alexandria LaRoche, Chair
Mary Lou Thiercof, Vice Chair
Marilyn Boucher, Member
Simon Gibson, Member
Ruslana Golunova, Member
David Kritzberg, Member
William Reuter, Member
Traci Young, Member
Rob Fong, Member
Councilmember Christian Patz, Liaison

Action Minutes

Emeryville Economic Development Advisory Committee Regular Meeting

Emeryville Civic Center, 1333 Park Avenue
2nd Floor Conference Room, Emeryville, CA 94608
Wednesday, March 20, 2019 11:30 AM

I. Call to Order

The meeting was called to order at 11:37 am.

II. Roll Call

Members Present: Chair Alexandria LaRoche, Vice Chair Mary Lou Thiercof, Marilyn Boucher, Ruslana Golunova, David Kritzberg, William Reuter, City Council Liaison Patz

Members Absent: Simon Gibson, Traci Young, Rob Fong

Staff Present: Chadrick Smalley, Economic Development and Housing (EDH) Manager; Charlie Bryant, Community Development Director, Emi Theriault, Community and Economic Development Coordinator; April Shabazz, Management Analyst

III. Public Comment

None.

IV. Approval of Action Minutes

Item 4 – January 16, 2019 Regular Meeting Action Minutes

Motion by Member Bill Reuter to approve the minutes. Vice Chair Mary Lou Thiercof seconded. The January 16, 2019 regular meeting minutes were approved unanimously (6-0).

V. Action Items

Item 5.1 – Presentation by Alameda County Transportation Commission on San Pablo Avenue Corridor Project

EDH Manager Chadrick Smalley introduced Victoria Eisen of Eisen Letunic, consultant to the Alameda County Transportation Commission (ACTC) on the San Pablo Corridor Project, and Carolyn Clevenger, Director of Planning for ACTC. Ms. Clevenger presented and circulated materials related to the San Pablo Avenue Corridor Project, noting the project is currently at a concept level stage and several years from construction. ACTC Ms. Clevenger requested feedback from the EDAC. Ms. Clevenger also outlined additional opportunities to provide comment, including a community workshop and online survey.

The EDAC noted that construction impacts and retaining parking and loading access are concerns. Council Liaison Christian Patz noted the location of the ECCL and that this area needs particular attention.

EDH Manager Smalley said he would send the forthcoming survey on the project out to business contacts.

No Action Taken

Item 5.2 – Business Conditions Survey (Continued from January 16, 2019)

EDH Manager Smalley introduced the background of the item briefly, including reference to the first paragraph of the staff report. A discussion regarding the qualitative input ensued between Kate Karniouchina of Mills College and EDAC members, which transitioned into a discussion of business outreach generally and how to leverage the EDAC to increase outreach. An extensive discussion of costs of living and difficulties hiring followed. Member Boucher noted the impetus for the survey report was to evaluate the impacts of the minimum wage, but it may be too late to address the impacts. Member Boucher suggested that an acknowledgement that the Minimum Wage Ordinance has placed stresses on certain small businesses, particularly restaurants, which stress has increased over the years. Member Ruslana Golunova suggested that businesses newer to Emeryville understood the wage structure as a baseline condition and may be coping with it better. Member David Kritzberg inquired on whether there is data on employee work hours. EDH Manager Smalley answered that data collected at the state level is inadequate to track employees' hours with any level of detail; and that costly original research would be required to obtain this information. Council Liaison Patz noted that there are many confounding issues including commercial rents and noted that minimum wage workers tenure is shorter than other types of workers. Vice Chair Mary Lou Thiercof pointed out that the survey report creates an action

list for outreach to businesses, and that the businesses requests are aligned with the EDAC's goals and the Economic Development Strategy.

No Action Taken

Item 5.3 - Update on Quarterly Business Networking Program

EDH Manager Smalley provided a brief update on the BizNexus business networking program.

VI. Future Agenda Items

No discussion.

VII. Announcements / Member Comments

EDH Manager Smalley highlighted several items included in the agenda packet, including the Oakland-Berkeley Association of Realtors grant program, the upcoming Community Expo event, and a press release regarding the acquisition of the Novartis campus by BioMed Realty which identified the City of Emeryville as the "City of Art and Innovation".

Member Bill Reuter announced upcoming budget meetings, highlighting their importance and connection to the EDAC's mission.

VIII. Adjournment

The meeting was adjourned at 1:33 PM.

Prepared by:

Chadrick Smalley

Approved by Committee:

May 15, 2019

Chadrick Smalley, Economic Development & Housing Manager
Economic Development & Housing Division
Community Development Department