



City of Emeryville

INCORPORATED 1896

1333 Park Avenue

Emeryville, California 94608-3517

Tel: (510) 596-4300 | Fax: (510) 596-4389

Emeryville Economic Development Advisory Committee

Marilyn Boucher, Member

Rob Fong, Member

David Kritzberg, Member

Alexandria LaRoche, Chair

Samantha Miller, Member

Brandon Pereira, Member

William Reuter, Member

Taryn Segal, Member

Mary Lou Thiercof, Vice Chair

Councilmember Scott Donahue, Liaison

Action Minutes

Emeryville Economic Development Advisory Committee

Regular Meeting

Teleconference

Wednesday, May 20, 2020 11:30 AM

I. Call to Order

The meeting was called to order at 11:38 am.

II. Roll Call

Members Present: Marilyn Boucher, Mary Lou Thiercof, Alexandria LaRoche, Brandon Pereira, William Reuter, David Kritzberg, Rob Fong, Taryn Segal City Council Liaison Scott Donahue

Members Absent: None

Staff Present: Chadrick Smalley, Economic Development and Housing (EDH) Manager

III. Public Comment

None

IV. Approval of Action Minutes

Item 4 – January 15, 2020 Regular Meeting Action Minutes

Members Rob Fong and Samantha Miller noted that they were present at the January 15, 2020 meeting and asked that the minutes be amended accordingly.

Motion by Vice Chair Mary Lou Thiercof to approve the minutes as amended. Member Rob Fong seconded. The November 20, 2019 regular meeting minutes were approved (6-0, Members Taryn Segal, Bill Reuter and David Kritzberg abstaining).

V. Information Items

Item 5.1 – Overview of COVID-19 Business Assistance Activities

EDH Manager Chadrick Smalley provided an overview of the various business support actions taken by the City to assist businesses impacted by the COVID-19 pandemic. The committee commended the work and expressed appreciation for the email updates from staff.

No Action Taken.

Item 5.2 – Update on Fee Rebate Program Changes

EDH Manager Smalley provided background on the item, noting that in light of the pandemic, and the cancellation of the March EDAC meeting, staff consulted with the EDAC Chair and elected to advance the changes to the Fee Rebate Program to the City Council without a formal recommendation by the EDAC. Mr. Smalley provided an overview of the program changes approved by the City Council, which include the expansion of the rebate program to Cabaret License and Sidewalk Sign Permit fees, and the addition of bars as eligible for business license and fire inspection fee rebates. Chair Marilyn Boucher inquired whether the fee rebates will increase with annual increases in the various permit fees. Mr. Smalley indicated that the program would be revisited once there is a significant gap between the permit fees and the rebate maximums. Chair Boucher noted that compliance with the requirement to obtain permits for sidewalk signs could be improved if the submittal requirements for Sidewalk Sign Permits could be simplified. Mr. Smalley indicated he would review the submittal requirements with Public Works staff to determine if simplification is possible.

No Action Taken.

Item 5.3 – Potential Restaurant Rent Repayment Ordinance

EDH Manager Smalley provided an overview of the City Council's direction to develop an ordinance requiring landlords of restaurant businesses to provide a 12-month repayment plan for restaurants unable to pay base rent during the term of the City's moratorium on commercial evictions due to COVID-19. The EDAC inquired on the current status of public health orders as applied to restaurants, and whether the City is exploring the use of outdoor space for dining areas. Mr. Smalley indicated that the City is reviewing its permitting requirements to facilitate these requests. The EDAC generally agreed that the commercial eviction moratorium should be extended to one month after restaurants are allowed to reopen. Mr. Smalley indicated that the moratorium is currently set to expire on June 30, 2020 but could be extended by an action of the City Council. Member David Kritzberg inquired

whether the repayment ordinance creates a legal risk. Mr. Smalley noted the ordinance will be drafted by the City Attorney and analyzed for risk. Chair Boucher made reference to a state bill under consideration relating to commercial rents.

No Action Taken.

VI. Future Agenda Items

Item 6.1 – Joint EDAC/Budget Advisory Committee

EDH Manager Smalley noted that this agenda item contains an error; that the Budget and Governance Committee, not the Budget Advisory Committee, has requested a future joint meeting with the EDAC. Member Bill Reuter noted that this joint meeting is timely as the City is dealing with the economic and fiscal impacts of the pandemic, which has significantly reduced the City's three largest revenue streams. Member Alexandria LaRoche shared information on hotel occupancy declines, Vice Chair Thiercof shared that according to San Francisco Travel, half of hotels are San Francisco are closed and those that are open are for 1st responders and vulnerable populations. Occupancy is at 10% and is forecast to be is expected to decline 30%-40% this fall.

No action taken.

VII. Announcements / Member Comments

Vice Chair Thiercof announced an advertisement in Latitude 38 that includes a link to a website with open restaurants.

Council Liaison Scott Donahue announced he has started two public art commissions for projects that did not have a regulatory requirement for public art, noting that the developers have elected to include these pieces purely for visual interest.

Member Samantha Miller provided a reminder to the EDAC on the Alameda County Workforce Development Board's functions, in light of the pandemic, including layoff aversion and career centers' assistance to displaced workers.

Chair Boucher announced she is not reapplying for an additional term on the EDAC. The EDAC commended her service and wished her well.

VIII. Adjournment

The meeting was adjourned at 1:05 PM.

Prepared by:

Chadrick Smalley

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

Approved by Committee:

July 15, 2020