



City of Emeryville

INCORPORATED 1896

1333 Park Avenue

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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, January 16, 2019 11:30 AM

I. Call to Order

The meeting was called to order at 11:33 am.

II. Roll Call

Members Present: Chair Alexandria LaRoche, Vice Chair Mary Lou Thiercof, Marilyn Boucher, Rob Fong (11:36), Simon Gibson (12:23), Ruslana Golunova, David Kritzberg, William Reuter, Traci Young (11:38), City Council Liaison Patz

Members Absent: None

Staff Present: Chadrick Smalley, Economic Development and Housing (EDH) Manager; Christine Daniel, City Manager; Charlie Bryant, Community Development Director, Amber Evans, Community and Economic Development Coordinator; Emi Theriault, Community and Economic Development Coordinator

III. Public Comment

None.

IV. Approval of Action Minutes

Item 4 – November 14, 2019 Regular Meeting Action Minutes

Motion by Member Bill Reuter to approve the minutes. Vice Chair Mary Lou Thiercof seconded. The November 14, 2018 regular meeting minutes were approved unanimously (8-0).

V. Action Items

Item 5.1 – Façade Improvement Grant Appointment

EDH Manager Chadrick Smalley introduced Emi Theriault, Community and Economic Development Coordinator. Ms. Theriault provided an overview of the prior year's Façade Improvement Grant Program and discussed the recent history of the programs' review by the Committee and its direction to move forward with a second cycle of funding under the existing program guidelines. Ms. Theriault noted the application window was opened in November 2018 and seven applications were received for approximately \$400,000 in grant funding, therefore the competitive application scoring will be applied per the guidelines. Staff is requesting the EDAC appoint an individual to join staff in scoring the applications, per the guidelines.

The EDAC inquired about the difference between this appointment and the ad-hoc subcommittee recently appointed to work with staff on the Façade Improvement Grant Program. EDH Manager Smalley clarified that the ad-hoc subcommittee is to provide recommendations on the program or additional funding programs, and this appointment is only a single member to join staff in scoring applications for funding under the program in this round.

Motion by Vice Chair Mary Lou Thiercof to nominate Member Marilyn Boucher to the Façade Improvement Grant selection committee, Member Bill Reuter seconded, the motion passed unanimously (8-0)

Item 5.2 – Annual Report to the City Council

EDH Manager Smalley introduced the item, including reference to last year's annual report. Staff requested the EDAC's comments on the written report and to designate a presenter to attend the City Council meeting and present the report.

The EDAC noted the report's focus on the Emeryville BizNexus event series is a positive thing.

Motion by Member Marilyn Boucher to approve the report and nominating Chair Alexandria LaRoche to present the report to the City Council, Member Bill Reuter seconded, the motion passed unanimously (8-0)

VI. Information Items

Item 6.1 – Update on Parking Management Plan

Community and Economic Development Coordinator Amber Evans introduced herself and provided background on the Parking Management Plan process to date. Ms. Evans indicated the current proposed approach is significantly scaled back from prior iterations of the plan and that this approach was designed to be easier to implement and customize as conditions change. Ms. Evans gave a presentation of the revised approach, which is focused on placing meters or kiosks in areas already designated for two-hour parking and in select areas where specifically requested, in the North Hollis and Triangle neighborhoods. This would result in approximately 350 metered spaces total, which provide sufficient revenue to enforce parking restrictions citywide. Additionally, staff will study peak hour transit-only lanes for Hollis Avenue. Ms. Evans requested the EDAC's comments on this approach in general.

The EDAC inquired on various topics including pricing, measures of program success, and accommodation of parking for disabled motorists, with these inquiries answered by Ms. Evans, City Manager Christine Daniel and Community Development Director Charlie Bryant. The EDAC expressed concerns that the meters could discourage business, and asked that the City evaluate the program's effect on businesses. A discussion regarding the overall financing of the program and associated staffing levels ensued.

No Action Taken

Item 6.2 – Presentation of Business Conditions Survey

EDH Manager Smalley introduced the item, provided a brief background on the Business Conditions Survey and introduced Management Analyst April Shabazz. Ms. Shabazz summarized the staff report, including enforcement caseload, and reviewed highlights from the survey. Ms. Shabazz introduced Kate Karniouchina, Dean of the Lokey School of Business and Public Policy at Mills College, who produced the Survey. The EDAC asked about response rates and differences in responses from franchise and independent stores, with these questions answered by Ms. Karniouchina.

The EDAC requested to review the qualitative comments collected from survey participants, staff agreed to provide this information. Member Boucher suggested the results of the Survey may be a basis to request the City Council defer the next increase in wage rates. Member Gibson asked whether the City could offset the increase, EDH Manager Smalley replied the City does not collect significant amounts of taxes from restaurants but does offer rebate of the gross receipts tax to independent restaurants and retailers.

A discussion regarding tip exemption and wage compression as applied to restaurants. Member Reuter noted the minimum wage has not kept pace with the cost of living, and

Member Boucher noted suggested that due to this, small businesses are effectively subsidizing profits of large businesses that are driving cost of living increases. Member Kritzberg noted that due to Emeryville's size, the City does not have pricing power and perhaps should follow larger labor markets' lead. Member Boucher noted that the increase in wage costs for small businesses has been 67% since the enactment of the Minimum Wage Ordinance and that it is still difficult to hire, and suggested this is evidence that raising the minimum wage is not effective. Member Reuter said small businesses and low wage workers face the same circumstances due to the broader economy.

The EDAC indicated the discussion needed additional time, and asked for additional time to review the Survey results. The EDAC requested a Special Meeting be scheduled in February to continue the item. EDH Manager Smalley said he would poll members for availability for a February Special Meeting.

Discussion Continued to Special Meeting to be scheduled in February 2019.

Item 6.3 - Update on Quarterly Networking Meeting Program

EDH Manager Smalley said the next scheduled BixNexus event is scheduled for March 20, 2019 with venue and industry focus still to be determined.

No Action Taken

Item 6.4 – Events, Programs and Trainings

EDH Manager Smalley cited the items included in the EDAC packet.

No Action Taken

VII. Future Agenda Items

No discussion.

VIII. Announcements / Member Comments

No discussion.

X. Adjournment

The meeting was adjourned at 1:35 PM.

Prepared by:

Chadrick Smalley _____

Approved by Committee:

3/20/19 _____

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