



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
Rob Fong, Member
VACANT, 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, May 15, 2019 11:30 AM

I. Call to Order

The meeting was called to order at 11:36 am.

II. Roll Call

Members Present: Vice Chair Mary Lou Thiercof, Marilyn Boucher, Ruslana Golunova, Simon Gibson, David Kritzberg, William Reuter

Members Absent: Chair Alexandria LaRoche, Rob Fong, City Council Liaison Christian Patz

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

III. Public Comment

Doug Smith of Rudy's Can't Fail Café provided comment on the minimum wage, noting small businesses are struggling to survive, and mentioning live music events being held at the restaurant.

Nasser Azimi of Ohana Cannabis Co. announced the rebranding of East Bay Therapeutics as Ohana Cannabis Co and noted that Member Rob Fong, also of Ohana Cannabis Co., had a conflict and was unable to attend today's meeting.

IV. Approval of Action Minutes

Item 4 – March 20, 2019 Regular Meeting Action Minutes

Motion by Member Bill Reuter to approve the minutes. Member Marilyn Boucher seconded. The March 20, 2019 regular meeting minutes were approved unanimously (6-0).

V. Information Items

Item 5.1 – Presentation by Loic Maestracci regarding Music Expo

EDH Manager Chadrick Smalley introduced Loic Maestracci of Music Expo, citing opportunities for economic development through increased hotel use, restaurant sales and other benefits of this event. Mr. Maestracci provided a presentation including an overview of Music Expo, noting that the event is expanding to two days for 2019 and is planned for November 9th and 10th.

EDAC asked several questions about opportunities for partnerships with local businesses and service providers, and noted the event is overall a positive addition to the City.

No Action Taken

Item 5.2 – Update on Business Conditions Survey Presentation / Minimum Wage Ordinance

Katie of Square one Yoga requested that non-restaurant businesses be considered and represented in discussions regarding the minimum wage ordinance.

Vice Chair Thiercof noted she must leave the meeting early and would pass the chair to Bill Reuter as most recent previous Chair of EDAC.

Member Ruslana Golunova announced her pending resignation from the EDAC, noting she is making the announcement now before Vice Chair Thiercof departs the meeting. The EDAC expressed gratitude to Member Golunova for her contributions to the committee.

EDH Manager Smalley introduced the item and reviewed the staff report and supplemental memoranda that were provided to the City Council as part of their upcoming consideration of an amendment of the Minimum Wage Ordinance to “pause” the wage increases for “small independent restaurant” businesses, as that term is defined by the ordinance amendment.

Member Bill Reuter expressed appreciation for Member Marilyn Boucher’s comments at the City Council meeting of May 7, 2019, when the Business Conditions Survey was presented. The committee discussed several aspects of the Minimum Wage Ordinance and proposed amendment.

Motion by member Bill Reuter to support the proposed pause of the minimum wage increases for small independent restaurants as proposed. Member Marilyn Boucher seconded. The motion passed unanimously (5-0).

Item 5.3 - Update on Quarterly Business Networking Program

EDH Manager Smalley provided a brief update on the BizNexus business networking program, noting the next event is planned for June 19th at the Emeryville Marina, and highlighting a proposed business breakfast event the following week on June 26th at IKEA.

No Action Taken.

VI. Future Agenda Items

No discussion.

VII. Announcements / Member Comments

EDH Manager Smalley highlighted several items included in the agenda packet, including information regarding an Alameda County Workforce Development Board forum on employing individuals with disabilities, the Alameda County Small Business Development Center's (ACSBDC) forum on Americans with Disabilities Act ("ADA") compliance for small businesses, ACSBDC's 2019 Norcal Procurement Expo event, and the City's upcoming "Rotten City Block Party" community event and sponsorship opportunities.

VIII. Adjournment

The meeting was adjourned at 1:07 PM.

Prepared by:

Chadrick Smalley

Approved by Committee:

July 17, 2019

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