



**Staff Liaison**

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**AGENDA**

**REGULAR MEETING OF THE  
ECONOMIC DEVELOPMENT COMMITTEE**

**Monday, November 18, 2024, at 7:00 p.m.**

**City Hall, Council Chambers  
10890 San Pablo Avenue, El Cerrito, CA 94530**

**This Meeting Place is Wheelchair Accessible**

**7:00 p.m. CONVENE REGULAR MEETING**

- 1. ROLL CALL** – Chair Jean Shrem; Vice-Chair Vacant; Members Mark Figone, George Gager, Sandra Mayithara, Kevin Schenthal, Patrick Swen, and Eric Wright.
- 2. ORAL COMMUNICATIONS FROM THE PUBLIC**  
*Remarks are typically limited to three minutes per person and may be on anything within the subject matter jurisdiction of the EDC. Remarks on non-agenda items will be heard first, as well as introduction by individuals interested in serving on the EDC. Remarks on agenda items will be heard at the time the item is discussed.*
- 3. STAFF/CITY COUNCIL LIAISON ANNOUNCEMENTS AND REPORTS**  
Staff and/or Mayor Rudnick may report on matters of general interest to the Committee, Council policies, priorities and/or significant actions taken by Council.
- 4. EL CERRITO CHAMBER OF COMMERCE UPDATES**  
Chamber liaison or Chamber representative may report on matters of general interest to the EDC.
- 5. APPROVAL OF THE MINUTES**  
Consider a motion adopting the minutes of the regular Committee meeting held on October 21, 2024.
- 6. DISCUSS ANNUAL MEETING SCHEDULE FOR 2022**  
Members will discuss the 2025 meeting calendar and consider a motion to adopt the regular meeting schedule. *See attached calendar.*
- 7. PRESENTATION: URBAN ADVANTAGE**  
Steven Price will provide the EDC with a presentation on *Imagine a Walkable America* as it relates to El Cerrito's commercial corridor, San Pablo Avenue.
- 8. WORKPLAN DISCUSSION**  
Discuss status of current workplan for the period covering 7/1/2024-6/30/2026 – FY 25-FY26.
- 9. ADJOURNMENT**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Staff Liaison, Aissia Ashoori at 510-215-4361. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title I).

Any writings or documents provided to a majority of the members regarding any item on this agenda will be made available for public inspection at 10890 San Pablo Avenue during normal business hours.