

EXHIBIT 2

ECONOMIC DEVELOPMENT ADVISORY PANEL

RULES AND PROCEDURES

A. PURPOSE

1. The purpose of the Mayor's Economic Development Advisory Panel is to advise the City Council and staff on important economic development issues and initiatives. To carry out its proposed role, it is important for the Panel to have the ability to be:
 - a. Flexible: Intended to have a flexible structure that allows the City to tailor its approach to business development on a case-by-case basis; accessing resources and personal contacts within the business community as needed to help "close" the deal;
 - b. Focused: Use of ad-hoc committees to study key issues or policies and advise Council and staff on recommended actions; and
 - c. Ambassadorial: Work directly with business leaders and CEOs of key companies as ambassadors of Alameda for retention/expansion and recruitment of new companies.
2. Key activities may include:
 - a. Identifying potential business retention, expansion and attraction leads, and specific initiatives or policies needed to retain, expand and attract important industry sectors;
 - b. Participating in high value business visitations;
 - c. Advising and/or reporting to the Council and staff on specific public policies or programs;
 - d. Carrying out business attraction activities, which may be either site-specific or for market segments;
 - e. Acting as ambassadors of the City by providing third-party validation and testimony to assist staff with business retention, expansion and recruitment activities; and
 - f. Conducting such special projects as Council and staff requests from time to time.

B. GENERAL PROVISIONS

1. These rules of procedure shall be known as "Rules and Procedures of the Economic Development Advisory Panel, City of Alameda." A copy of these rules and any amendment(s) thereto, shall be filed in the

~~Community~~Base Reuse and Economic Development Department for examination by the public.

2. These rules, and any amendments hereto, shall be effective on the date of the adoption hereof and shall govern the conduct of the Economic Development Advisory Panel.
3. These ~~Rules of and Procedures~~ may be amended hereafter by passage of a motion of the Economic Development Advisory Panel. Changes to Sections A, "Purpose" and C, "Membership," must be approved by the City Council.

B.C. MEMBERSHIP

1. Appointment. The Economic Development Advisory Panel shall consist of ~~nine (9)~~ten (10) Alameda business members and one ex-officio member nominated by the Mayor and confirmed by the City Council. The seats may represent:
 - a. Non-profit and Workforce ~~development~~Development
 - b. Specialty Food & Beverage Manufacturing
 - c. Maritime Industry & Services
 - d. Clean-tech/~~green~~Green-tech
 - e. Bio-tech
 - f. Health Care
 - g. Commercial ~~Bus.~~Business Park & Shopping Center Property Owner
 - h. Real Property Construction & Development
 - i. High-tech
 - j. At Large Business Representative or Community/Resident Business Liaison
 - ~~j-k.~~ Ex-Officio representing Alameda Businesses
2. Term of Office. ~~Members shall serve two (2) year terms. There is no term of office for members in order to maintain coherence and consistency since the Panel only meets annually and as needed. The Mayor and City Council may reevaluate membership periodically.~~ The Chairperson and Vice-Chairperson, selected by the Panel, shall each serve for a ~~two (2)~~four (4) year term or until successors are appointed. The Chairperson and Vice-Chairperson can be reelected.
3. Maintenance of Membership. Persons appointed members shall continue to serve except for:

Formatted: Bullets and Numbering

Formatted: Bullets and Numbering

- ~~a. Expiration of their term and appointment of their successor.~~
- ~~a. Change of employment that is no longer reflective of the appointed seat (Section C-1).~~
- ~~b. Member no longer has an active business in Alameda or is no longer a community/resident business person.~~
- ~~b-c. Voluntary resignation.~~

Formatted: Keep with next, Keep lines together

Formatted: Bullets and Numbering

G.D. OFFICERS

Formatted: Bullets and Numbering

1. The officers of the Panel shall be:
 - a. Chair: who shall preside at all meetings of the Panel. Except as otherwise authorized by the Panel, the Chair shall sign all correspondence and reports approved by the Panel.
 - b. Vice Chair: who shall perform the duties of the Chair in the absence or incapacity of the Chair; and in case of the resignation or other permanent absence of the Chair, the Vice Chair shall perform such duties as are imposed on the Chair until such time as the Panel shall select a new Chair.
 - c. Secretary: who shall keep a written record of all business transacted by the Panel, notify members of meetings, maintain the official records of the Panel, and perform such other duties as the Panel may direct.
2. The Chair and Vice Chair shall be elected by the Panel from its membership. An Economic Development Division staff person shall serve as Secretary to the Economic Development Advisory Panel.
3. Secretary. The Secretary of the Panel, shall: (a) supply the Members with such information and make such recommendations as deemed necessary to carry out the purposes of the Panel and to properly administer its affairs; and (b) keep the records of the Panel.
4. Additional Duties. The officers of the Panel shall perform such other duties and functions as may from time to time be required by the Panel.

D.E. MEETINGS

Formatted: Bullets and Numbering

1. Regular Meetings. The Panel shall meet at least annually and as necessary to perform its duties. In compliance with the Ralph M. Brown Act and the City of Alameda's Sunshine Ordinance, all meetings shall

be open and public. An agenda will be prepared and posted seven (7) days prior to regular meeting.

2. Special Meetings. Special Meetings may be called by the Chair or by five or more Members if determined to be necessary for discharge of the Panel's responsibilities. The Secretary shall poll Members and attempt to arrange a date and time convenient to all Members.
3. Meeting Location. Meetings shall be held in Conference Room 391, Alameda City Hall. The Panel may change this meeting location by notice on its Agenda.
4. Adjournment. Meetings shall adjourn no later than 10:00 P.M. By a simple majority vote, the Panel may extend the meeting for an additional specified amount of time.

E.F. AGENDA

1. Call to Order and Roll Call
2. Oral Communications – Public
3. Unfinished Business
4. New Business
5. Written Communications
6. Oral Communications – Panel Members and Staff
7. Adjournment

Formatted: Bullets and Numbering

F.G. MINUTES

1. General Policy Statement on Minutes of Meeting. It is the general policy of the Economic Development Advisory Panel to prepare draft “action” minutes of the deliberations of the Panel. These minutes will report all motions in their final form and action. Minutes must be finalized and adopted by the majority of Panel members in order to be regarded as an official record of the Economic Development Advisory Panel.
2. Availability. It is the policy of the Economic Development Advisory Panel to prepare draft minutes and that these minutes will be available in draft form to the public when they have been transcribed.
3. Public Comment. Any member of the public during Oral Communications may request that corrections or deletions be made to the minutes. These requests may be acted upon by the Economic Development Advisory Panel with appropriate review and deliberation.

Formatted: Bullets and Numbering

4. Method of Documentation. Written minutes that have been adopted by the Panel shall constitute the official record of the Panel and shall be maintained for a minimum of seven (7) years.

G. RULES OF ORDER

The following definitions and rules shall govern the proceedings and order of business of the Panel:

1. Under the item of business entitled, "Written Communications," the Panel may consider and dispose of the matter raised by any such writing, and may permit the writer thereof, or his or her authorized representative, to address the Panel on such matter.
2. The item of business entitled "Oral Communications - Panel Members and Staff (or Public)" is to inform the public that anyone wishing to speak on any item on the agenda or business which is not on the agenda but is brought up by a Panel member or a member of the public may be permitted to do so during this item.
3. Prior to public discussion or Panel deliberation the presiding officer or other person designated thereby shall describe the item or business before the Panel.
4. Public Discussion.
 - a. Time Limits. No one shall speak for more than three (3) minutes without permission of the Chair.
 - b. Public Discussion. Public discussion shall precede Panel deliberation.
 - c. Public Discussion after a Motion. No discussion shall be permitted without approval of the Panel after a motion which would terminate further deliberation has been adopted.
 - d. Not a Debate. To maintain public decorum, public discussion should not be used to engender a debate between panel members and the public.
5. Panel Deliberation.

- a. Presiding Officer May Deliberate. The presiding officer may deliberate from the chair, subject only to such limitations of deliberation as are by these rules imposed on all members, and shall not be deprived of any of the rights and privileges as a member of the Panel by reason of his or her acting as the presiding officer.
- b. Interruptions. A member, once recognized, shall not be interrupted when speaking unless it be to call said member to order, or as herein otherwise provided. If a member, while speaking, is called to order, said member shall cease speaking until the question of order is determined, and if in order, said member shall be permitted to proceed.
- c. Motion to Reconsider. A motion to reconsider any action taken by the Panel may be made only on the date such action was taken. It may be made either immediately during the same session, or at a recessed or adjourned session thereof. Such motion must be made by one of the prevailing side, and may be made at any time and have precedence over all other motions or while a member has the floor; it shall be debatable. Nothing herein shall be construed to prevent any member of the Panel from making or remaking the same or other motion at a subsequent meeting of the Panel or a motion to rescind.
- d. Motion to Table. A motion to lay on the table shall preclude all amendments or deliberation of the subject under consideration. If the motion shall prevail, the consideration of the subject may be resumed only upon a motion of a member voting with the majority.
- e. Motion to Call for Question or Continue to a Date Specific. A motion to call for the question or continue the matter to a specific date shall preclude all amendments to or deliberation of the subject under consideration and is not debatable.
- f. Statement of Position. When a motion to call for question or table is adopted, each member of the Panel may briefly state his/her position on the matter before roll call or call for the next item of business.
- g. Motion to Adjourn. Panel adjourns Adjournment. At the end of the meeting the Chair may adjourn the Panel to its next regularly scheduled meeting.

- h. Second Required. All motions except for nominations and a point of order shall require a second.
- i. Voting. A vote of five (5) members at a properly called meeting shall be necessary for any action of the Panel. Five (5) members of the Panel shall constitute a quorum. If a motion fails to receive the required number of votes to pass or fail, the request of any member would cause the item to be carried over to the next meeting. The Ex-Officio is not a voting member.
- j. Forms of Action. The Panel may act by motion. All motions shall be recorded in the minutes.
- k. Miscellaneous. All other matters not covered by these rules shall be decided by a majority of the Panel.

H. ATTENDANCE

- 1. It shall be the responsibility of each Panel member to notify the Secretary, who shall thereupon notify the Chair, of an inability to attend a scheduled Panel meeting.