



City of Alameda

Meeting Agenda Mayor's Economic Development Advisory Panel

Thursday, March 19, 2020

6:00 PM

COUNCIL CHAMBERS, 3RD FLOOR
ALAMEDA CITY HALL
2263 SANTA CLARA AVENUE

THIS MEETING HAS BEEN CANCELLED

1 CALL TO ORDER

Panel Member Warren DeSouza tele-conferencing (tentatively) from The Cosmopolitan Hotel, Las Vegas

2 ROLL CALL

3 MINUTES

- 3-A [2020-7831](#) Review and Approve Mayor's Economic Development Advisory Panel Minutes from December 5, 2019

Attachments: [DRAFT Minutes 12-5-2019](#)

4 ORAL COMMUNICATIONS - PUBLIC

5 AGENDA ITEMS

- 5-A [2020-7833](#) Review and Approve the Draft Request for Proposals for Branding Strategy and Marketing Campaign, Incorporating any Recommended Changes

Attachments: [Exhibit 1 - Draft Request for Proposals for Branding Strategy and Marketing Campaign](#)

- 5-B [2020-7836](#) Discuss and Provide Direction for the Continued Implementation of the Minimum Wage Ordinance

- 5-C [2020-7837](#) Discuss COVID-19 and Its Economic Development Implications for the City of Alameda; Provide Direction as Recommended

Attachments: [Exhibit 1 - Center for Disease Control Interim Guidance for Businesses and Employers](#)
[Exhibit 2 - California Department of Public Health Mass Gathering Guidance](#)
[Exhibit 3 - COVID 19 Business Email](#)

6 ORAL COMMUNICATIONS - PANEL MEMBERS AND STAFF

7 ADJOURNMENT

Anyone wishing to speak on any item on the agenda or business brought up by Committee Members or a member or the public may do so when the subject is brought up for discussion. (Please file a speaker's slip.)

If you wish to address the Committee, please file a speaker's slip with the Secretary.

- **Upon recognition by the Chair, approach the rostrum and state your name and address. Speakers are limited to five (5) minutes per item.**
- **Lengthy testimony should be submitted in writing and only a summary of pertinent points presented verbally.**

*

*

Sign language interpreters will be available upon request. Please contact Eric Fonstein, City of Alameda Economic Development Division, at 747-6895 or 522-7538 (TDD number) at least 72 hours before the meeting to request an interpreter. Accessible seating for persons with disabilities (including those using wheelchairs) is available. Minutes of the meeting are available in enlarged print. Audiotapes of the meeting are available upon request.

Please contact Eric Fonstein, at 747-6895 or 522-7538 (TDD number) at least 48 hours before the meeting to request agenda materials in an alternative format, or any other reasonable accommodation that may be necessary to participate in and enjoy the benefits of the meeting.

- **KNOW YOUR RIGHTS UNDER THE SUNSHINE ORDINANCE:** Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils and other agencies of the City of Alameda exist to conduct the citizen of Alameda's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.
- **FOR MORE INFORMATION ON YOUR RIGHTS UNDER THE SUNSHINE ORDINANCE OR TO REPORT A VIOLATION OF THE ORDINANCE, CONTACT THE OPEN GOVERNMENT COMMISSION:** the address is 2263 Santa Clara Avenue, Room 380, Alameda, CA, 94501; phone number is 510-747-4800; fax number is 510-865-4048, e-mail address is lweisiger@alamedaca.gov and contact is Lara Weisiger, City Clerk.
- In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical based products. Please help the City accommodate these individuals.