

DRAFT
MINUTES OF THE MAYOR'S ECONOMIC DEVELOPMENT ADVISORY PANEL
SPECIAL MEETING OF THURSDAY, May 14, 2020
VIRTUAL MEETING VIA ZOOM
6:00 PM

1. CALL TO ORDER AND ROLL CALL

President David Mik called the meeting to order at approximately 6:03pm.

Roll Call

Attendance: Gia Schneider, Tim Karas, David Mik, Adam Elsesser, Debi Stebbins, Brock Grunt, Madlen Saddik, Remy Monteko, and Warren DeSouza.

Absent: Mike Rose.

City Staff: Lois Butler (secretary), Eric Fonstein, and Amanda Gehrke.

Honored Guests: Mayor Marilyn Ezzy Ashcraft and City Councilmembers Jim Oddie, Malia Vella, and John Knox White.

2. MINUTES

2-A. 2020-7939 Review and Approve Mayor's Economic Development Advisory Panel Minutes from December 5, 2019 A motion to approve the December 5, 2019 minutes was made by Panel member Stebbins, and seconded by Panel member Schneider. Ayes: President Mik, Vice President Schneider, Panel Members Karas, Elsesser, Stebbins, Grunt, Saddik, and Monteko (NOTE: DeSouza vote was not recorded due to muted mic). Nays: none. The motion passed 8-0.

3. ORAL COMMUNICATIONS – PUBLIC

None.

4. UNFINISHED BUSINESS

City branding has been put on hold. Discussions were tabled for a future meeting.

5. NEW BUSINESS

5-A. 2020-7940 Provide Direction for Creating a COVID-19 Economic Recovery Task Force; and Recommendation to the City Manager regarding which Economic Development Advisory Panel members, and business/business association representatives, should sit on the Task Force

- Staff Member Fonstein presented a report on the creation of an Economic Recovery Task Force. City staff sought input on proposed task force objectives and goals for short-term, mid-term, and long-term recovery, and recommendations on Task Force composition including business sectors/key stakeholders, and for EDAP members who are interested in participating in the Task Force.
- Fonstein welcomed comments and answered clarifying questions.
- Panel members discussed and provided input on the presented topics. In addition to supporting the proposed goals, objectives and timeline, Panel Members suggested the

Task Force develop a guide for businesses that offers best practices/protocols which encourage employee safety and reassure customers. Additionally, members recommended the task force develop or synthesize materials that help businesses pivot and adapt to the current situation, to serve as a starting point for businesses in their resiliency plans. Suggested task force nominees included Panel Member Saddik, Downtown Alameda Business Association Executive Director Kathy Weber, West Alameda Business Association Executive Director Linda Asbury, Giuseppe Naccarelli of Trabocco Restaurant, Dhruv Patel of Ridgemont Hospitality, and representatives from Merlon Geier or Bank of Marin. Panel Members suggested representation from restaurant/beverage, public health, urban planning, academia, county health, hospitality, property owners, real estate, non-profit, childcare, business associations, retail, and finance on the task force. Members recommended the task force be limited to 8-10 members.

- President Mik made a motion to approve a recommendation to develop a task force composed of 8-10 representatives from identified key sectors (restaurant/beverage, retail/property owners, public health/academia, city planning, childcare, banking, hospitality, and Alameda Business Associations), and put forward several names mentioned above to the City Manager as suggested task force members. Seconded by Panel Member Grunt. Ayes: President Mik, Vice President Schneider, Panel Members Karas, Elsesser, Stebbins, Grunt, Saddik, DeSouza, and Monteko. Nays: none. The motion passed 9-0.

6. WRITTEN COMMUNICATIONS

None.

7. ORAL COMMUNICATIONS – PANEL MEMBERS AND STAFF

- Panel Member Saddik informed the panel of the Alameda Strong Community Grant fund, a collaborative effort between the Downtown Alameda Business Association, the West Alameda Business Association, The Chamber of Commerce, and the City, with an aim of fundraising \$200,000 plus to provide relief funding to Small Businesses, Sole Proprietors, and other Alamedans who have been impacted by the COVID-19 crisis.

8. ADJOURNMENT

Panel Member Karas made a motion to adjourn the meeting. Seconded by Panel Member DeSouza. The meeting was adjourned at approximately 7:09pm.

Respectfully submitted,
Lois Butler, Economic Development Manager
Secretary
Mayor's Economic Development Advisory Panel