

**Minutes**  
**Mayor's Economic Development Advisory Panel**  
**Alameda City Hall, Conference Room 391**  
**Wednesday, March 11, 2026**

**1 CALL TO ORDER**

Chairman David Mik called the meeting to order at 6:10pm.

**2 ROLL CALL**

Present: David Mik, Brock Grunt, Mark Culyer, Kevin Scoles, Eva Jennins, Joe Ernst.  
Dr. Sharine Thenard, Becca Perata, Madlen Saddik.

Absent: Gia Schneider, Adam Elsesser

City Staff present: Dwayne Dalman, Economic Development Division Manager, Abby Thorne-Lyman, Director of Base Reuse and Economic Development, and Cesar Mesias Economic Development Specialist II.

Guests: None

**3 APPROVALS OF MINUTES**

**3-A** Review and approve December 03, 2025 EDAP minutes. Panel member Mark Culyer made a motion to approve both sets of minutes as presented, and Panel Member Dr. Sharine Thenard seconded the motion. The motion carried 7-0

**4 ORAL COMMUNICATIONS - PUBLIC COMMENTS**

None

**5 CONSENT CALENDAR**

None

**6 REGULAR AGENDA ITEMS**

**6-A Discuss the City's Future Economic Development Business Attraction and Workforce Development Activity**

City Staff spoke about Alameda's current marketing strategy. Key themes revolved around innovation, targeted business sectors, and the quality of life. A brief walkthrough of the "Choose Alameda" and "Spirits Alley" website was conducted to showcase messaging, and the economic resources being promoted. Open discussion and recommendations followed.

Discussion

- Chamber of Commerce’s Business Roundtables revealed companies struggling to fill mid-career vacancies.
- College of Alameda is conducting a business survey to better understand companies’ workforce requirements; identifying opportunities to offer professional development courses/certificates that advance and retain existing workforce.
- The City has brought on JLL to help market Alameda Point. Initial discussion called for rebranding, as people know of Alameda point, but are unaware of all the activity happening in the area.

### Recommendations

- **Prioritize Mid-sized business:** The influx of mid-sized business workers bring activity to small businesses during lunch/post work hours and attract larger businesses wanting to be near their emerging tech/innovation.
- **Capitalize on Job Sectors in Transition:** Keep track of tech sectors that are transitioning software to hardware, which may lead to a requirement for larger spaces. Alameda point buildings are ideal for manufacturing and there is rising trend of local production. Defense sector is also growing in CA.
- **Increase City presence at Industry events:** Sponsor industry specific regional events in desired industry sectors. City-led events may not bring in a wide array of audience compared to those hosted by industry leaders.
- **Use Existing Businesses as a resource** - Connect prospective companies to businesses willing to do one on one and influence their decision to work in Alameda. This can be more effective than cold calling or website testimonials.
- **Focus on Common themes.** Use multiple media forms (website, publications, videos) and resources (State of the City, existing businesses/infrastructure) to drive attraction messaging.
  - Alameda’s quality of life, regional access, and strong business support are strengths that will continue to resonate with the tech workforce as they age in place. Highlighting these broad advantages may be more effective than industry specific messaging.
  - For Alameda Point, highlight its ongoing legacy of innovation. A rebrand that nods to its history, for example “The Runway at Alameda Point” could reinforce that story.
  - Highlight AMP, it’s a major selling point as data centers and the need for stable power increases. Other cities are unable to respond as quickly as Alameda.

### Misc.

- Business operations need to be considered when planning capital infrastructure improvements. Road design for trucks, restrictions on product inflow/outflow may

limit which companies can do business here. For example, recently completed roundabouts completed in Alameda Point did not consider turning radius required for extended length trucks and has effectively closed this road to them.

## **7 STAFF COMMUNICATIONS**

### Staffing Transition

- Allen Tai, Planning Director for PBT and Michael Eitner Director of Library will be leaving City of Alameda
- Position for City Manager in interview phase, expected transition to occur in June

### Upcoming Events

- Restaurant week occurring March 20<sup>th</sup>–29<sup>th</sup>, it is world cup themed with a giveaway available to those who submit their receipt of four participating restaurant.
- Career fair at Encinal Highschool on April 1st where students 16yrs or older can get workforce resources and connect to the City's Internship Program.

## **8 BOARD COMMUNICATIONS, NON-AGENDA**

- New Restaurant Leña opening at 2431 Central Ave. Come join the ribbon cutting on April 02<sup>nd</sup>
- Chamber of Commerce's Business After Hours Social on March 19<sup>th</sup> from 5pm to 7pm at Oakland Roots and Soul
- Chamber of Commerce's Innovation Island Business Excellence Award on May 14<sup>th</sup> from 5PM-7PM, hosted at Almanac Adventureland
- East Bay Innovation Award on March 26<sup>th</sup> at Kaiser Center in Oakland, Rhythmix and Anthro Energy are the Alameda based awardees

## **9 ORAL COMMUNICATIONS**

None.

## **10 ADJOURNMENT**

Chairperson Mik adjourned the meeting at 7:20pm.

