

**Economic Development Working Group Minutes
January 13, 1009**

Present: J. Lieberman, M. Atkinson, T. Abbott, A. Cain, J. Wile, B. Pollard,
N, Mayer, D. Rios-Drapkin
Public: A. Maris, A. Riffer, P. Thomsen.

- 1. Call to Order** 1:45 pm by Chair, Mayor Atkinson
- 2. Public Comment** none
- 3. Discussion and Possible Action on Matters Related to the Following Items**

Purpose and goals for working group:

Members discussed their ideas for goals, which included: differentiating activities generating revenue vs. those fostering improved quality of life, identifying short, medium and long term goals.

Actions:

Formation of a subgroup (Judy, Darlene, Joanne, Allen) to analyze the list of vacancies (square feet, kind of business, cost, other), to contact property owners to find out about upcoming vacancies.

Composition of working group to achieve purpose and goals

Medium and long range goals:

Study impacts of development on each geographic sector (data based)
Develop recommendations for signage and “branding”
Begin next phase of Solano improvements: design and construction
Begin physical improvements: murals, trash cans, etc.
Physical maintenance issues

4. Future Agenda Items and Meeting Date (Next Steps)

Report by working subgroup on business recruitment and aspects of retention
Composition of work group to achieve goals of:
Physical improvements and branding
Strategic plan for Cleveland Avenue and Eastshore Highway
Roles of arts and sustainability committees in medium and long range goals

5. Adjournment: 3 P.M.

6. Next Meeting: January 27, Tuesday 1:45-3 PM Community Development Office 979 San Pablo Avenue, Albany

7.