

**Economic Development Ad Hoc Working Group Minutes  
February 24, 2009**

Present: J. Lieberman, B. Phipps, D. Rios-Drapkin, A. Cain, J. Wile, M. Atkinson, N. Mayer, B. Pollard

1. **Call to Order:** 1:55 P.M. by Mayor Atkinson
2. **Public Comment:** none.
3. **Approval of Minutes** approved.
4. **Discussion and possible Action on Matters Related to the Following Items:**  
Recruitment and Retention of Businesses

Judy Lieberman gave a summary of the meeting with Jeff Bond, with the plan to simplify application forms, work with businesses on physical improvements  
Redevelopment Zone

Neil Mayer summarized the plan to be part of the “Green Corridor,” updated the group on Target’s possible offer of In and Out Burger for their adjacent space  
Neil is talking to Michael Kaplan of Berkeley about a possible partnership with their green building businesses

Darlene is working with Richmond on Economic Development

Question: should we develop a map of “green stores” on the Corridor and who should the market audience be?

Physical Improvements

Judy Lieberman outlined short, medium, and long term goals for improvements  
The group stated a preference for having the Arts Committee take on murals rather than banners as a city project

Identity/Branding

The one page write-up with a sample was presented by Brian Phipps.

In the next meeting the Ad Hoc group will discuss what structure to set up to develop identification of Albany’s identity.

5. **Next Steps**  
Set of preliminary recommendations (Judy Lieberman)

6. **Adjournment: 3 P.M.**

**Next Meeting March 10 1:45 PM**