

ECONOMIC DEVELOPMENT COMMISSION

Public Notice of a Regular Meeting

Please be advised that the City of Richmond Economic Development Commission will hold its regular meeting on:



**May 10, 2023 - 11:30 a.m. -1:00 p.m. at the 450 Civic Center Plaza, 1st Floor:
Richmond Room**

- AGENDA -

1. 11:30 am - Call to Order
2. Roll Call & Check in
3. Approval of Minutes - (5 minutes)
 - a. 4-8-2023 Meeting
4. Report from EDC Chair - (5 minutes)
5. Old and/or New Business - (50 minutes)
 - a. Measure U Presentation
 - i. Discussion
 - ii. Next Steps
 - b. Introduce EDC Ordinance
 - i. Chair/Vice-Chair terms
 - ii. Absences
 - iii. Meeting time
 - iv. Nominations
6. Standing Committee Reports – 20 minutes
 - a. Policy Green/Blue New Deal – Lead, Willis
 - b. Community Engagement – Lead, D. Wear
 - c. 2023 Taste of Richmond – Lead, B. Evans &
 - d. Cannabis – Lead, K. Lynch
 - e. Sustainability: Businesses/Industrial Hemp & Expo/Assessment – Lead, Gloria Jean Sewell-Murphy
7. Public Comments/Announcements/Handouts - (5 minutes)
8. Next Meeting Dates: June 14, 2023
9. 1:00 pm - Adjournment

*Note: The EDC Ordinance on the back page of the agenda

CHAIR

Ahmad Anderson

VICE-Chair

Brandon Evans

Daniel Heiss

Allison Huie

Christina Kenney

James Lee

Kerby Lynch

Ayoka Medlock-Nurse

Andrea Portillo-Knowles

Gloria Jean Sewell-Murphy

Don Thompson

Diana Wear

Orrian Willis

Reza Yazdi

Council Liaison:

Cesar Zepeda

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#### Staff:

Lizeht Zepeda

Nannette Beacham

Shane Johnson

## **56.060 - Officers.**

The commission shall elect from among their own number a chairman and a vice-chairman who shall serve in such capacity for **one year**. In the case of a vacancy in the position of chairman or vice-chairman, the commission shall elect a successor who shall serve for the predecessor's term. The commission shall appoint a secretary who may be, but need not be, a member of the commission.

## **3.56.070 - Powers and duties.**

The specific powers and duties of the commission are as follows:

- (a) Work with state and local agencies, governing bodies, public and private organizations as appropriate to encourage economic development in the City;
- (b) Promote the interests of commercial and industrial development in metropolitan Richmond while giving due consideration to the interests of the neighborhoods and the overall quality of life in the City;
- (c) Review and comment on the City's program of providing economic development, business information and economic promotion services to the business community;
- (d) Review and comment on opportunities for enhancing economic development through major public works projects, emerging growth industries, annexations, use of redevelopment, ports development, etc.;
- (e) Review and comment on programs which may enhance employment of Richmond residents;
- (f) Perform other tasks related to the City's economic development as requested by the City Manager or City Council.

## **3.56.080 - Meetings.**

The commission shall hold its first meeting within thirty days after all of its members have been appointed. At such meeting, the commission shall fix the time and place of regular meetings of the commission which shall not be less frequent than once each month. All meetings of the commission shall be open to the public.

## **3.56.090 - Rules and records.**

The commission shall adopt rules for the transaction of the business of the commission, which rules shall, among other things, include the term of the secretary of the commission, the manner of calling and giving notice of special meetings and hearings, and the appointment and powers of standing committees. The commission shall keep records which shall be open to the public of its resolutions, transactions, motions, orders, findings and determinations.

3a.

MINUTES OF MONTHLY MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION

April 12th, 2023

## MINUTES OF MONTHLY MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION

April 12th, 2023

The Richmond Economic Development Commission's monthly meeting convened at 11:39 AM on April 12th, 2023, via Zoom webinar.

Call to Order: 11:39 AM by Chair, A. Anderson

### 1. Roll Call:

A quorum was present with the following commission members: A. Anderson, A. Portillo Knowles, G. Sewell Murphy, O. Willis, D. Wear, D. Heiss, R. Yazdi, R. Lee, D. Thompson, C. Kenney, D. Heiss

2. **Absent:** B. Evans, K. Lynch, A. Nurse, A. Huie

3. **Staff:** Lizeht Zepeda

4. **Council Liaison:** Cesar Zepeda

5. **Guest:** Kyle Tankard

### 6. Minutes:

1<sup>st</sup> – G. Sewell-Murphy, 2<sup>nd</sup> – D. Thompson

## Presentation

### **Kyle Tankard (SCI Consulting) - Recommendations for Increasing Number of Cannabis Retail Locations**

Ord No. 16-19 adopted by City Council allowed for adult-use cannabis activities and proposed 2 new non-storefront permits bringing total to 5 permits. Proposed permits stricken by City Council prior to adoption. City staff directed to return with a Cannabis Equity program that would prioritize issuance of license to equity applicants. Equity program was adopted on December 7, 2021. City council motion directing City staff to work with EDC to research increasing cannabis retail locations on December 20, 2022. City is currently in the final stages in selecting a firm to develop a technical assistance program for equity applicants. An equity applicant is in development for applicants for the technical assistance program.

Three factors analyzed for support for more retail locations: population density, competition, and consumer demand. Based on population density, Richmond can support 3-5 additional retail locations. Richmond currently has 3 retail locations for 116,000 people, which is 38,000 people per retailer. Standard metric is one retail location for 15,000 to 20,000 people. There is a consistent upward trend in sales from 2016-2021. However, in 2022 there was a drop in retail

sales, and projections for 2023 suggest a continuing downtrend. This suggests that the consumer demand is met, and retail cannabis market might be approaching a saturation point. Additional of more retailers may lower average sales of existing retailers. Some expansion scenarios include:

Conservative: 2 additional storefront retail locations (1 equity, 1 existing retail operator)

Moderate: 3 additional storefront retail locations (2 equity, 1 for existing retail operator) and 1 non-storefront operator (equity)

Aggressive: 4 additional storefront retail locations (3 equity, 1 for existing retail operator) and 2 non-storefront operators (both equity)

### **Chair and Vice Chair Information/Updates**

City staff has submitted a Request for Legal Opinion regarding upcoming Chair and Vice Chair elections and eligibility to run for consecutive terms. A google form was sent out to nominate candidates for Chair and Vice Chair.

## **Committee Reports**

### Policy/Green Blue New Deal

Commissioner Willis discussed that Brandon will be stepping in for the Chair of the Subcommittee. Subcommittee met monthly virtually. Meeting focused on discussing environmental literacy curriculum needed to support and provide informed decision on the Green Blue New Deal, and stances such as Investment Reduction Grants and Wind Energy. Roots of Success in Berkeley, led by SF State Professor, provides environmental literacy curriculum nation-wide. Roots of Success have been very successful at preparing people for jobs in the green economy and educating case managers and workforce development practitioners. They are currently doing a project with Rubicon. Commissioner Willis will be having lunch with Tamara Walker of Employment and Training. Commissioner Willis read Justine Burt's Updates for the Green Blue New Deal. Updates include progress and activities such as workshop with the Council of Industries and Chamber of Commerce, tour of Port of Richmond and tenants, sharing of preliminary findings of Green Blue New Deal Survey, and offshore wind conference in Sacramento

### Community Engagement

Commissioner Wear discusses working with Justine Burt to create an invitation for aspiring entrepreneurs. Goal is trying to arrange a cohort of 5 people who want to gain information about Green Blue New Deal and guidance in areas such as writing business plans. Commissioner Wear will be following up and continuing working with the Neighborhood Councils who helped with disseminating the Green Blue New Deal survey.

### Taste of Richmond

Commissioner Portillo-Knowles presented on behalf of Commissioner Evans. Subcommittee decided on the City Plaza and Auditorium will be the venue for Taste of Richmond. Will be working with a small business management company. Subcommittee took a tour. Date will be

July 15, 2023. Flyer will be distributed in the upcoming weeks.

Cannabis

No update from subcommittee.

Sustainability: Businesses/Industrial Hemp & Expo/Assessment

Update will be provided next month.

**Staff Reports**

Finance Department

No Updates

City Manager's Office

No updates

Mayor's Office

Chief of Staff from the Mayor's Office Staff ask interest in EDC for ideas to develop a subcommittee to build small business rapport. Mayor's office wants to provide more targeted support to small business in areas such as Measure U and permitting processes.

**Public Comments/Announcements/Handouts Presentation:**

Lizeht Zepeda read Cordell's comment: The commission is invited to the El Cerrito Chamber Luncheon, April 26<sup>th</sup>, 11:30 PM at El Mono.

**7. Next Meeting:** May 10th, 2023

**8. Adjournment:** 1:11 PM

5a.

Economic Development Commission

Business Tax - Measure U

Monthly Update

05/10/2023



# Economic Development Commission

## Business Tax - Measure U

### Monthly Update

### 05/10/2023

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MUBEEN QADER, DEPUTY DIRECTOR OF FINANCE

ANTONIO BANUELOS, ACCOUNTING MANAGER

DESIREE JOHNSON, BUSINESS LICENSE SPECIALIST



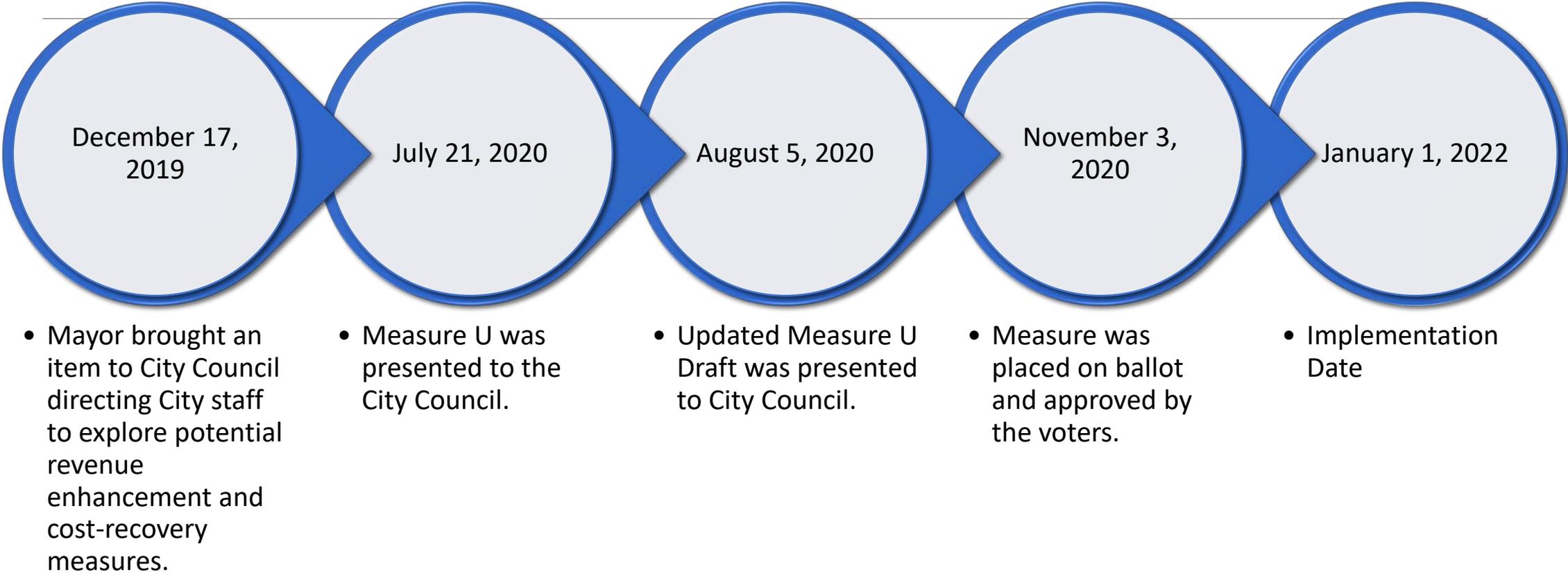
# Richmond Business Tax – Measure U

## Chapter 7.04.020 Business Tax.

1. *Imposition of Business Tax.* Pursuant to the terms of this Chapter, the city imposes, and every person engaging in business activities within the city shall pay, an annual business tax.
2. *Business Certificate Requirements.* Every person conducting any business activity in the city shall pay the annual business tax and obtain an annual business tax certificate from the city. Except as otherwise specifically provided, the city shall collect business taxes and issue business tax certificates on a calendar year basis.
3. *Use of Funds.* The business tax is a tax imposed upon persons engaging in business within the city for the privilege of engaging in a business or occupation in the city. The business tax is imposed for general governmental purposes. Proceeds from the tax may be deposited in the city's general fund and may be expended for any purposes of the city.
4. *Intent.* This chapter authorizes application of the business tax in the broadest manner consistent with the provisions of this municipal code and the requirements of the California Constitution, the United States Constitution, and any other applicable provision of federal or state law.



# Timeline





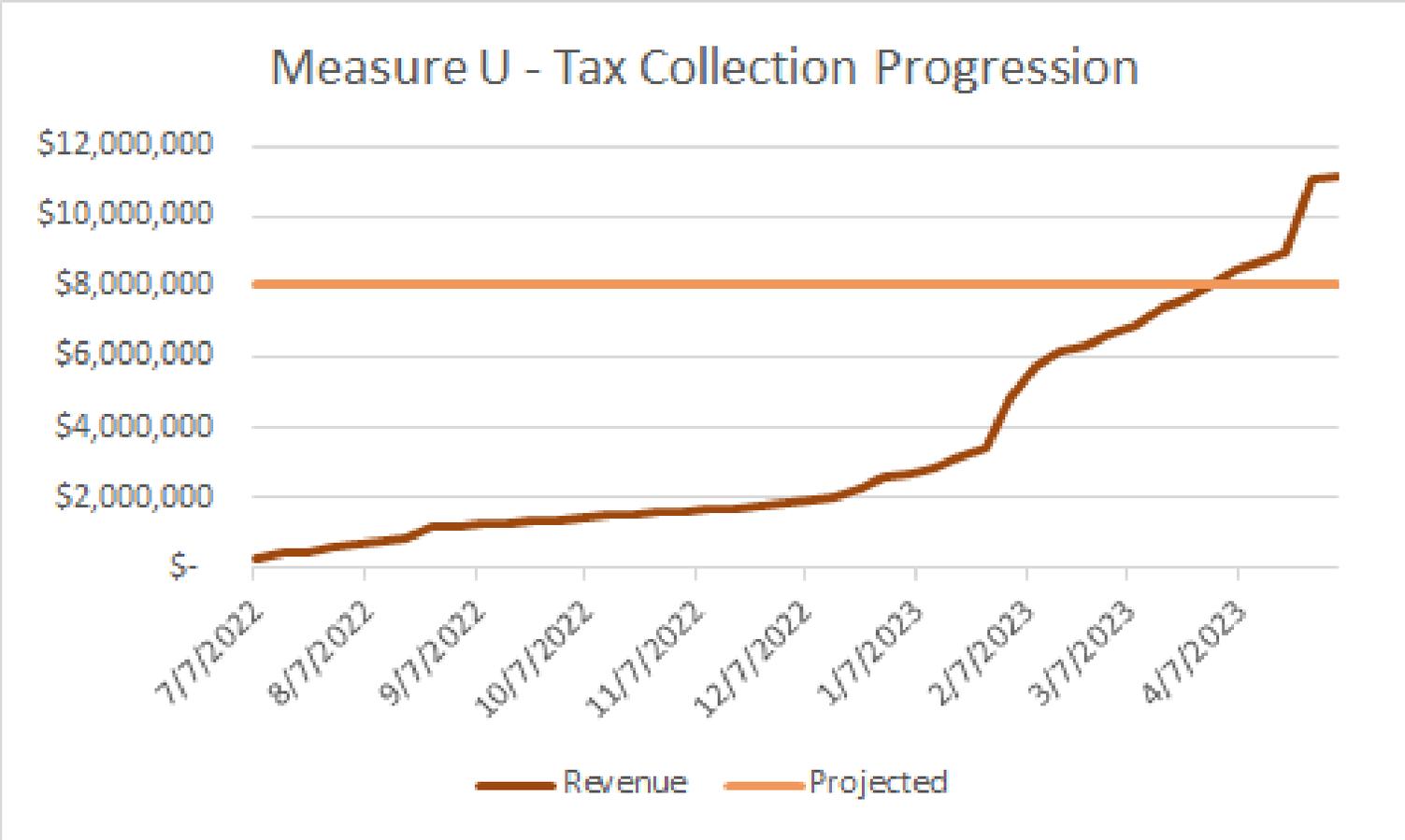
# Financial Impact – As of 05/04/2023

Business Tax Revenue:

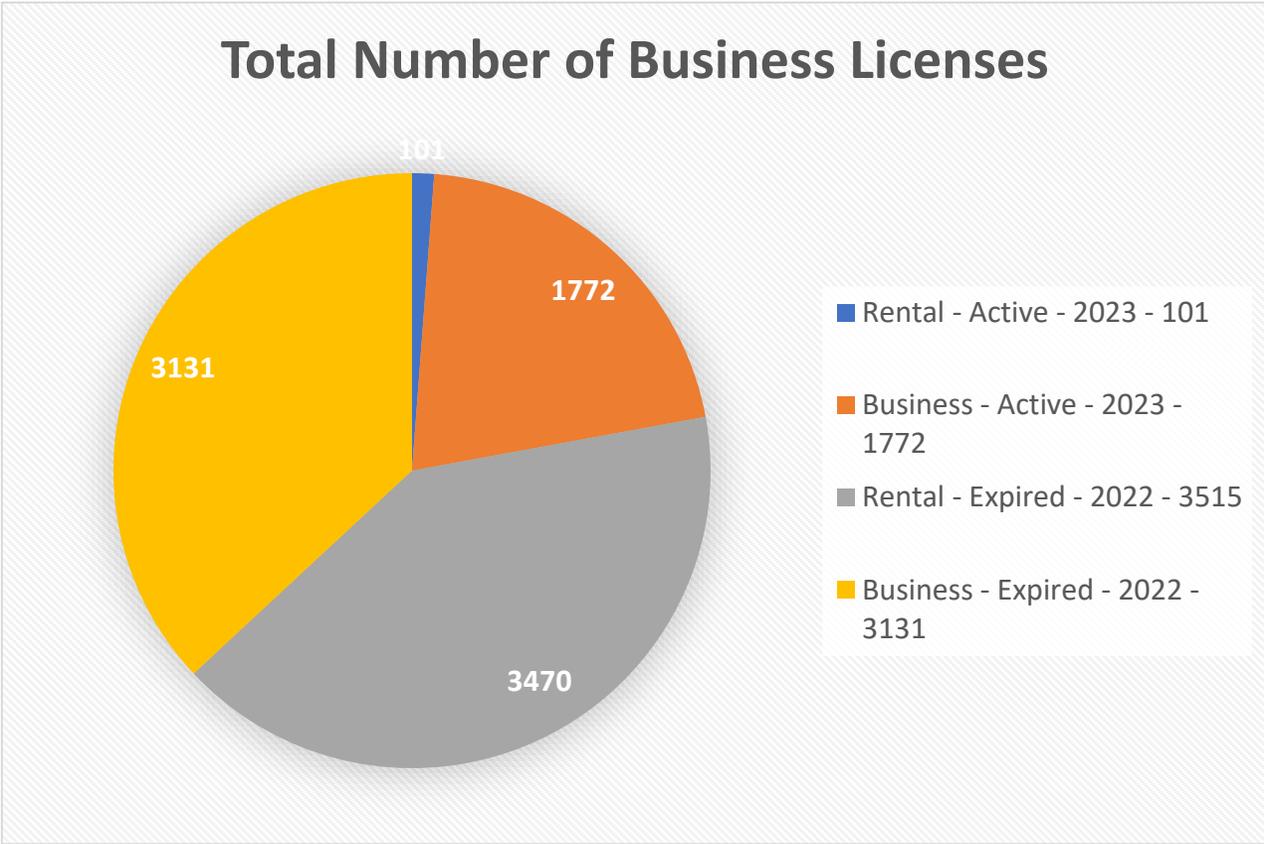
**YTD Total:**  
**\$11,119,466.45**

**Current Fiscal**  
**Year Budget:**  
**\$8,058,000**

**Proposed Next Year**  
**Budget:**  
**\$8.5M**



# Total Number of Registered Businesses – 8,519





# 2023 Renewal Notices Sent

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**Business**

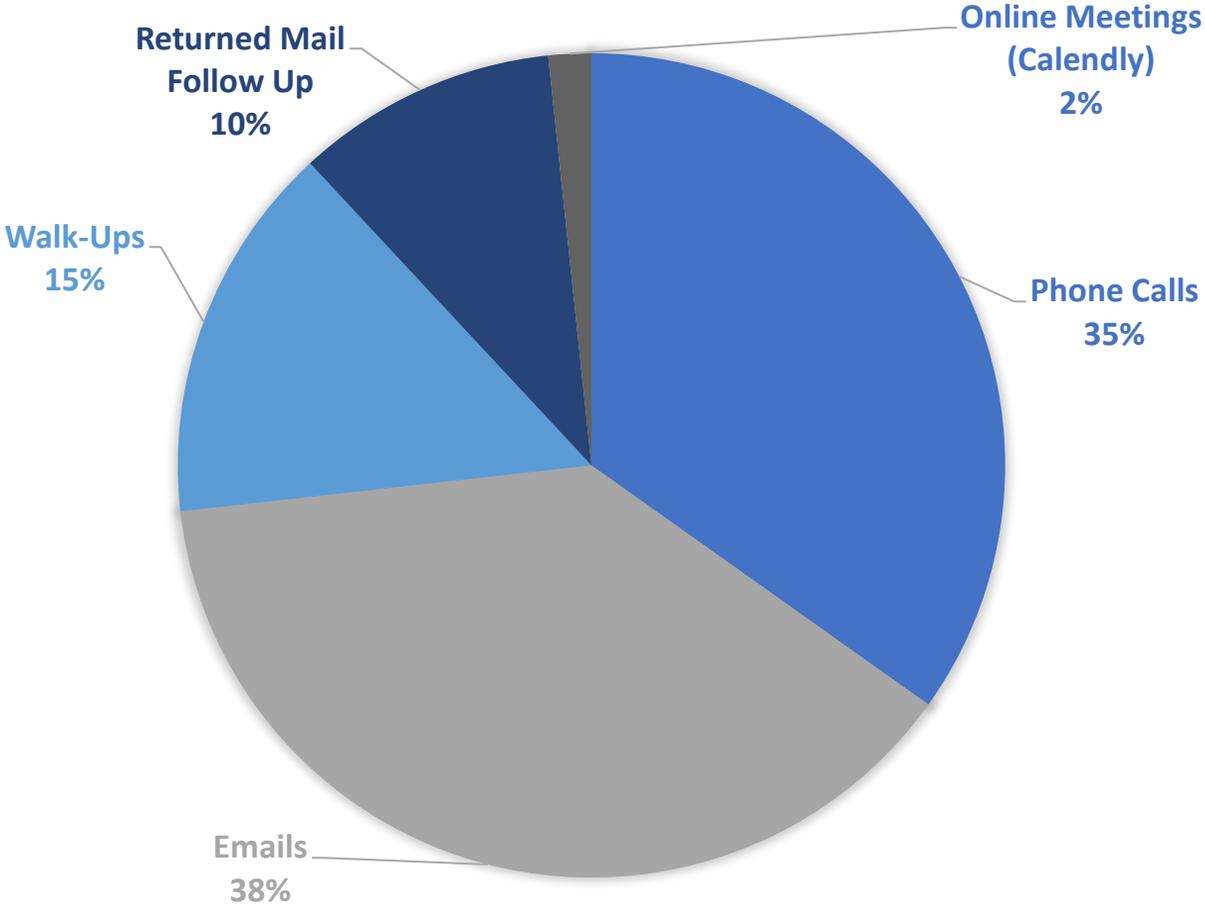
• 4,200 were sent on 03/16/2023

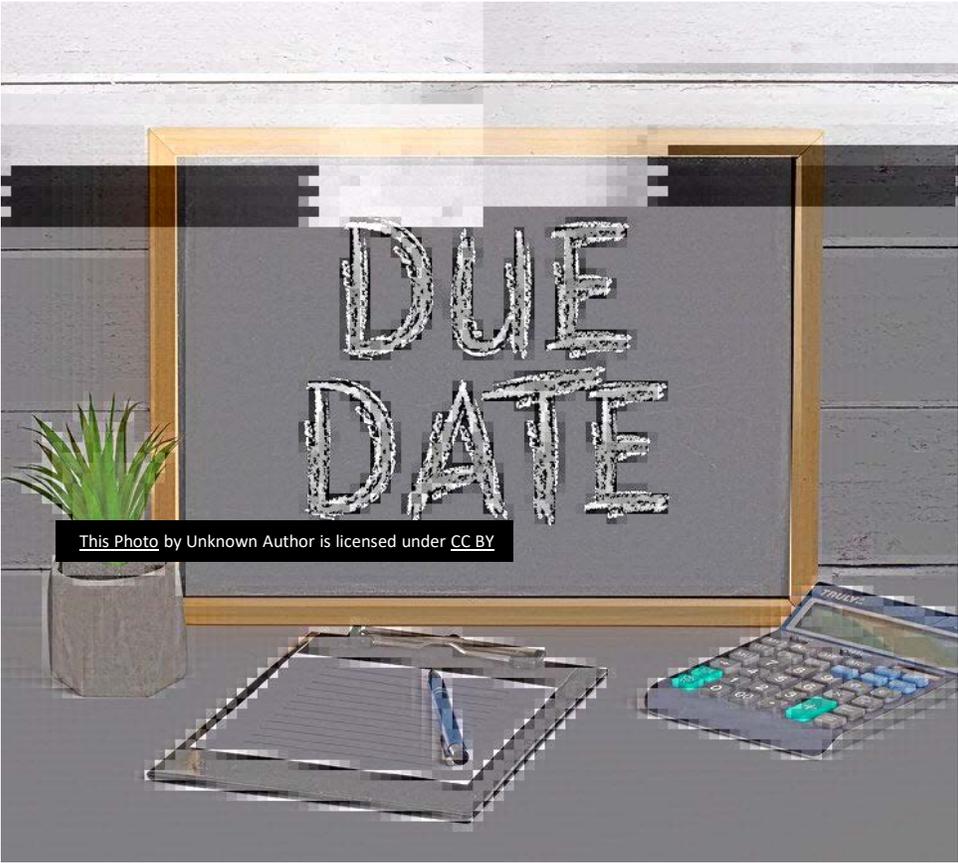
**Rentals**

• 3,515 were sent on 04/27/2023



# Communication Statistics – As of 05/04/2023





Due Date:  
07/01/2023

# Up-coming Changes

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- Due Date changes
- Procedure Changes
- Administrative Rulings
- Major website updates
- Major mailings
- Items before City council such as Ordinances and Resolutions

# Update On Software Implementation/Changes

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## Land Management Software replacement of TRAKiT

- Business Tax
- Permitting including Community Services, Engineering, Fire, Code Enforcement, and Rent Control

# Questions for the EDC

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1. What information is helpful for the EDC?
2. What is the desired frequency of updates?  
Quarterly? Monthly?



# Contact Us – Business Tax Division

| Method                          | Information                                                                                                        |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------|
| Phone:                          | (510) 620-5555                                                                                                     |
| Email:                          | <a href="mailto:measure_u_info@ci.Richmond.ca.us">measure_u_info@ci.Richmond.ca.us</a>                             |
| In-Person:                      | Richmond City Hall<br>450 Civic Center Plaza, 2nd Floor<br>(Cashier Window)<br>Monday – Friday, 8:45 am to 4:00 pm |
| Virtual one-on-one Appointment: | <a href="https://calendly.com/measure_u_info">https://calendly.com/measure_u_info</a>                              |





# Contact Us – Directly

| Mubeen Qader                                                                              | Antonio Banuelos                                                                  | Desiree Johnson                                                                                 |
|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Deputy Director of Finance                                                                | Accounting Manager                                                                | Business License Specialist                                                                     |
| Phone: (510) 412-2077                                                                     | Phone: (510) 620-6741                                                             | Phone: (510) 307-8022                                                                           |
| Email: <a href="mailto:Mubeen_Qader@ci.Richmond.ca.us">Mubeen_Qader@ci.Richmond.ca.us</a> | Email: <a href="mailto:abanuelos@ci.Richmond.a.us">abanuelos@ci.Richmond.a.us</a> | Email: <a href="mailto:desiree_johnson@ci.Richmond.ca.us">desiree_johnson@ci.Richmond.ca.us</a> |



Any Questions?



5b.

EDC Ordinance

ORDINANCE NO. 11-87 N.S.AN ORDINANCE OF THE COUNCIL OF THE CITY OF RICHMOND ADDING  
CHAPTER 3.56 TO THE MUNICIPAL CODE OF SAID CITY ESTABLISHING THE  
ECONOMIC DEVELOPMENT COMMISSION

The Council of the City of Richmond do ordain as follows:

Section 1. Chapter 3.56 of the Municipal Code of the City of Richmond is hereby adopted to read as follows:

## CHAPTER 3.56

ECONOMIC DEVELOPMENT COMMISSION

## Sections:

- 3.56.010 Creation of Commission
- 3.56.020 Commission purpose and operation
- 3.56.030 Appointment and qualifications of members
- 3.56.040 Terms of office of members
- 3.56.050 Absence from meetings
- 3.56.060 Officers
- 3.56.070 Powers and duties
- 3.56.080 Meetings
- 3.56.090 Rules and records

3.56.010 Creation of Commission. There is created an Economic Development Commission.

3.56.020 Commission purpose and operation. The purpose of this Commission is to advise the City Council and City officials on proposed activities for the development of the City's port, marina and for other overall economic development of the City. The Commission shall work with the City Manager and his designees on projects which substantially affect overall economic development in the City. Staff resources necessary to facilitate economic development shall be coordinated through the City Manager's office. These resources shall include but not be limited to the City Manager's office, the Redevelopment Agency, the Public Works Department, the Planning Department and the Port Department.

3.56.030 Appointment and qualifications of members. The Commission shall consist of fifteen (15) commissioners who shall be broadly representative of the community, who shall not be officers or employees of the City and who shall be appointed by the Mayor with the concurrence of the City Council. Any vacancies on the Commission shall be filled by appointment by the Mayor with the concurrence of the City Council for the unexpired portion of the term of the appointee's predecessor. Each individual considered for appointment to the Commission shall either reside or work in the City and shall have a background which provides the Commission with expertise in a field related to economic development of the City; provided, however, that a majority of the members of the Commission shall be residents of the City. The commissioners shall serve without compensation, provided that the City Council may authorize the reimbursement of reasonable expenses incurred by the commissioners in the performance of their duties.

3.56.040 Terms of office of members. The term of each member of the commission shall be for three years; provided, however, that of the members first appointed, five shall serve for a term of one year, five shall serve for a term of two years, and five shall serve for a term of three years, as determined by lot by such members at the first regularly scheduled meeting following the adoption of this chapter. No member shall serve for more than three consecutive full terms.

3.56.050 Absence from meetings. The absence of any member of the Commission from more than three regularly scheduled meetings of the Commission within any twelve-consecutive-month period shall constitute an automatic resignation from the commission. Such a resignation shall not, however, disqualify an individual from subsequently being appointed to the same or any other City commission or board. In the event of any such resignation, the vacancy shall be filled by appointment for the unexpired portion of the term of the appointee's predecessor in the manner prescribed in Section 3.56.030.

3.56.060 Officers. The Commission shall elect from among their own number a chairman and vice-chairman who shall serve in such capacity for one year. In the case of a vacancy in the position of chairman or vice-chairman, the Commission shall elect a successor who shall serve for the balance of the predecessor's term. The Commission shall appoint a secretary who may be, but need not be, a member of the Commission.

3.56.070 Powers and duties. The specific powers and duties of the Commission are as follows:

(a) Assist City officials, develop, compile and coordinate information regarding available areas suitable for economic development in the City of Richmond by reviewing staff work and providing appropriate feedback;

(b) Upon request of the City Council, review proposed agreements for lease, sale or use of City-owned land and properties for economic development and make recommendations to the City Council;

(c) Work with the City staff on matters relating to the economic development of the Port of Richmond;

(d) Review appropriate zoning ordinances and make recommendations to staff to encourage proper zoning and orderly development of areas suitable for economic development;

(e) Work with City staff on matters relating to the economic development of the City's marina to assure that planning and development of the marina meets the overall needs of citizens of the City (including social, economic and environmental needs of both the residential and business community);

(f) Work with state and local agencies, governing bodies, public and private organizations as appropriate to encourage economic development of the City;

(g) Promote the interests of commercial and industrial development in metropolitan Richmond while giving due consideration to the interests of the neighborhoods and the overall quality of life in the

City;

(h) Perform other tasks related to the City's economic development as requested by the City Manager or the City Council.

3.56.080 Meetings. The Commission shall hold its first meeting within thirty days after all of its members have been appointed. At such meeting, the Commission shall fix the time and place of regular meetings of the Commission which shall not be less frequent than once each month. All meetings of the Commission shall be open to the public.

3.56.090 Rules and records. The Commission shall adopt rules for the transaction of the business of the Commission, which rules shall, among other things, include the term of the secretary of the Commission, the manner of calling and giving notices of special meetings and hearings, and the appointment and powers of standing committees. The Commission shall keep records which shall be open to the public of its resolutions, transactions, motions, orders, findings and determinations.

Section 2. Chapters 3.14 and 3.36 of the Municipal Code of the City of Richmond are hereby repealed.

Section 3. This Ordinance shall become effective after its final passage and adoption.

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First read at a regular meeting of the Council of the City of Richmond, California, held March 23, 1987, and finally passed and adopted at a regular meeting thereof held March 30, 1987, by the following vote:

Ayes: Councilmembers Niccolls, Corbin, Marquez, Ziesenhenne, McMillan, MacDiarmid, Griffin and Mayor Livingston

Noes: None

Absent: Councilmember Washington

HARLAN J. HEYDON  
Clerk of the City of Richmond

Approved:

GEORGE L. LIVINGSTON  
Mayor

Approved as to form:

MALCOLM HUNTER  
City Attorney

I certify that the foregoing is a true copy of Ordinance No. 11-87 N.S. finally passed and adopted by the Council of the City of Richmond at a regular meeting held March 30, 1987, and published in accordance with law.

Harlan J. Heydon  
Clerk of the City of Richmond