

# 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:



**April 10<sup>th</sup>, 2024 - 11:30 a.m. -1:00 p.m. at the 450 Civic Center Plaza, 1<sup>st</sup> Floor:  
Richmond Room**

### - AGENDA -

Diana Wear  
CHAIR

Andrea Portillo-Knowles  
VICE-Chair

1. 11:30 am - Call to Order - **(5 mins)**
2. Roll Call & Check in - **(5 mins)**
3. Approval of Minutes - **(5 mins)**
  - a. 03-13-2024 Meeting Minutes – *read and send corrections prior to the meeting*
4. Old and/or New Business (two parts)
  - a. Deputy Chief of Staff, Tony Tamayo, **Update from Mayor’s Office (15 mins)**
    - i. Presentation followed by Q&A
    - ii. EDC action plan proposal
  - b. **2024 Goal Setting – (20 mins)**  
*Commissioners: read the City of Richmond City Council Strategic Goal Areas and think about how they might align with EDC’s goals for the coming year*
    - i. Proposal: Align with Richmond City Council Strategic Goals (attached)
    - ii. EDC Priorities: *youth, plus #s 2, 3 & 5 of Council goals above, etc.*
    - iii. Flush out goals and processes
  - c. **New Business (5 mins)**
5. Subcommittee Reports **(10 mins)**
  - a. Sustainability: Biz/Indus Hemp & Expo/Assessment – Lead, G Sewell-Murphy
  - b. Policy Green/Blue New Deal – Lead, O. Willis
  - c. Community Engagement – Lead, D. Wear
  - d. Taste of Richmond – Lead, A. Portillo-Knowles
  - e. Cannabis – Lead, K. Lynch
6. Council Liaison Zepeda news or report — **(8 minutes)**



Crashelle Jackson  
Allison Huie  
Christina Kenney  
James Lee  
Kerby Lynch  
Gloria Jean Sewell-  
Murphy  
Don Thompson  
Orrian Willis  
Reza Yazdi

Council Liaison:  
Cesar Zepeda

Staff:  
Lizeht Zepeda  
Nannette Beacham  
Shane Johnson  
Kyle Lam

#### 7. For the May 8, 2024 meeting (2 mins)

- i. **Best of Richmond Report:** Commissioner Lee  
Tell us about the voting happening; provide statistics, and how it went.
  - ii. **Taste of Richmond Planning:** Vice Chair Portillo-Knowles  
Who is in charge? How might EDC commissioners get involved? What is the org structure?  
Assessment from last year: what went well, what could be improved, take aways.
  - iii. **Hemp Expo:** Commissioner Sewell-Murphy  
Do you have a date? A plan? Suggest ways for the EDC to get involved.
8. Public Comments/Announcements/Handouts - **(5 minutes)**
  9. Closing Comments, Chair Wear **(2 minutes)**
  10. Adjourn

Next Meeting Date: **May 8, 2024**

*\*Note: The EDC Ordinance attached*

### **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.



## ECONOMIC DEVELOPMENT COMMISSION

### Regular Meeting Minutes

Wednesday, March 13, 2024, 11:30AM – 1:00PM

Richmond Room, 450 Civic Center Plaza, Richmond, California

#### 1. Call to Order and Roll Call

Call to Order: 11:39 am by Chair Wear

#### 2. Roll Call & Check In

A quorum was present with the following commission members:

**Present:** G. Sewell-Murphy, D. Thompson, C. Jackson, D. Wear, O. Willis, K. Lynch, J. Lee, A. Portillo-Knowles

**Absent:** A. Huie, R. Yazdi, C. Kenney

**Council Liaison:** Cesar Zepeda

#### 3. Approval of Minutes

February Meeting Minutes

1st – O. Willis, 2nd – D. Thompson

Abstentions: J. Lee, G. Sewell-Murphy

The commission discussed the meeting minutes. It was noted that staff is currently recording minutes according to the agenda and Rosenberg's Rules of Order.

Commissioner Lee made a motion to include New Business as a standard agenda item for every meeting, ensuring all commissioners have the opportunity to address topics of their choice. Vice-Chair Portillo-Knowles seconded the motion. The motion passed unanimously, with no abstentions.

#### 4. Report from EDC Chair

- a. In honor of Women's History month, Chair Wear shared a quote from St. Frances Xavier Cabrini. A movie about St. Frances Xavier Cabrini is playing at Hilltop. Cabrini was an Italian immigrant who came to this country at the end of the 19<sup>th</sup> century. She witnessed disease, crime and impoverished children in New York and set up a courageous mission to advocate to the mayor to secure housing and health care for the most vulnerable. She used her entrepreneurial skills to build an empire of hope unlike anything the world had ever seen, and her prophetic words are still food today when she said, "The world is poisoned with erroneous theories, and needs to be taught sane doctrines, but it is difficult to straighten what has become crooked."
- b. Chair Wear reported on incorporating arts into economic development. There is currently a large amount of money poured into arts for Richmond that can enhance any economic Development endeavors that the commission supports. Last October 2023, through the grassroots efforts of artists and activists, the City Council passed the concept of an Arts Corridor in Richmond, designating Macdonald Avenue as the site. \$250,000 was allocated from American Rescue Plan Act Funding. Staff was instructed to solicit proposals and qualifications to establish an Arts District, which includes outreach to businesses, residents, and stakeholders.

#### 5. Old and/or New Business

a. Standing Committee

Chair Wear opened the discussion by revisiting her original proposal of discontinuing traditional Standing Committee reports during meetings. She invited input from the commission and emphasized her commitment to honoring and encouraging members to continue their work within their standing committees.

Vice Chair Portillo-Knowles suggested an alternative approach to meet everyone's needs, suggesting that the subcommittees remain intact while identifying the top goals. Each subcommittee would then take the lead on one of these goals.

Commissioner Lynch highlighted the accountability role of subcommittee reports, emphasizing the need for documentation of their work. For instance, while the Cannabis subcommittee is tasked with city policy, decisions are sometimes made without consulting them.

Commissioner Sewell-Murphy discussed Richmond's certification as a sustainable city and the upcoming expo to showcase this achievement, emphasizing its importance for the city's rebranding. The Vice Mayor expressed support for the commission's efforts, including the expo.

Commissioner Jackson stressed that goals should align with and support the subcommittees, rather than the other way around.

Commissioner Wear pointed out the lack of deliverables, goals, and accountability measures within subcommittees.

Commissioner Lynch highlighted the need for a structured community platform within the city, citing the subcommittees as the formal outlet for public engagement, particularly concerning topics like cannabis and sustainability.

Commissioner Portillo-Knowles suggested that subcommittees and commissioners attend council meetings to report on completed work, ensuring public visibility.

Commissioner Lee suggested that the agenda should clearly outline items up for a vote.

Commissioner Wear motioned to maintain the standing committees and reports as they currently exist, incorporating them into any new plans and goals for the upcoming year. Commissioner Sewell-Murphy moved to support. Vice Chair Portillo-Knowles seconded the motion, which passed unanimously. Chair Wear recommended that subcommittees also prepare written reports.

b. 2024 Goal Setting

Chair Wear discussed that in January 2024, the commission held a brainstorming session. The objective of that discussion was to select the top three goals from that session, outlining tangible actions and determining which subcommittees may undertake to further the commission's work.

Commissioner Jackson highlighted that **youth** was a key topic discussed in the brainstorming session and should be addressed in the goal-setting session.

Commissioner Lynch emphasized that one overarching goal supporting all commission efforts is small business support. One proposed deliverable is the development of a brochure. Lynch suggested creating an annual report to present the commission's ideas and proposals to the Council. Sustainability was also identified as a significant goal, with suggestions to engage consultants for expert advice. Commissioner Lynch stressed the importance of robust discussions and engaging consultants to achieve these goals.

Commissioner Willis discussed the potential involvement of **Roots of Success** as the inaugural cohort of the Green-Blue New Deal Workforce Development Plan. Supporting current businesses while attracting new ones was deemed crucial. Commissioner Willis also mentioned Justine Burt's next deliverable, the gap analysis.

Commissioner Portillo-Knowles addressed the revitalization and usage of the convention center, auditorium, and other facilities. Commissioner Sewell-Murphy also mentioned her proposal to host the Expo at the convention center.

Commissioner Portillo-Knowles also mentioned the importance of receiving pros and cons of proposals and having the option to dissect proposals if they benefit Richmond.

Commissioner Lynch provided a high-level overview of goals and actions. One goal is small business support and the actions would be 1) developing brochure, 2) present goals to council, 3) identify projects and businesses to highlight, mainly around areas of youth development, homelessness, and community resources, and 4) engage in sustainability experts (consultants working on Green Blue New Deal and Gap analysis, consultants for sustainable construction in areas such as the convention center, etc.)

Commission will continue the conversation at future meetings.

#### **Report from City Council:**

Councilmember Zepeda provided a report. Councilmember Zepeda discussed a goal to engage with small businesses in Richmond, emphasizing the importance of reminding them about available resources and city ordinances, including the ban on plastic food ware. This can be in the form of a brochure or one-pager. Despite the regulation against plastic food ware, many businesses continue to use plastic. Ways to address this issue includes distributing samples of non-plastic alternatives and offering to buy back plastic food ware are being explored to promote compliance and sustainability. Currently, a draft is underway for further development.

#### **Public Comments/Announcements/Handouts**

Chair Wear announced the Richmond Sisters in Solidarity event scheduled for Saturday, March 16th, from 10 AM to 2 PM at Lavonya Dejean Middle School.

Vice Chair Portillo-Knowles informed about the Public Service Awards Dinner for Police and Fire hosted by Kiwanis on March 22nd.

Commissioner Lynch shared news about former Commissioner Ayoka Nurse's new dispensary, Urban Soyal, making her the first Black woman to own a dispensary in Contra Costa County.

Chair Wear concluded the meeting with a quote from Michelle Obama: "no country can ever truly flourish if it stifles the potential of its women and deprives itself of the contributions of half of its citizens."

**Next Meeting:** April 10<sup>th</sup>, 2024, 11:30 PM

**6.** Adjournment: 12:54 PM



**Richmond City Council  
Strategic Goal Area's**

# Strategic Goal Areas

1. Improve the quantity and quality of housing, especially low-income housing, and reduce homelessness
2. Increase revenue and improve economic development
3. Improve the quality of life, community health, and social determinants of health
4. Improve public safety
5. Strengthen the City's internal infrastructure and processes
6. Address shoreline issues and ecological sustainability

## Strategic Goal Area No. 1

# Improve Quantity and Quality of Housing, Especially Low-Income Housing and Reduce Homelessness

<b>Goal No.</b>	<b>Goal</b>
1.1	Increase housing access - especially infill development (avoid the shoreline)
1.2	Reduce homelessness
1.3	Increase housing quality

## Strategic Goal Area No. 2

# Increase Revenue and Improve Economic Development

Goal No.	Goal
2.1	Create new opportunities for workforce development in Richmond
2.2	Revitalize, attract, and maintain existing small and new businesses
2.3	Create and or re-envision infrastructure to attract new business and retail, manufacturing infill developments, and new customers for existing Richmond business
2.4	Research new progressive taxes

## Strategic Goal Area No. 3

# Improve the Quality of Life and Community Health/Improve Social Determinants of Health

Goal No.	Goal
3.1	Improve maintenance of built environment, parks, and new recreation infrastructure
3.2	Create new infrastructure
3.3	Implement Transformative Climate Communities (TCC) Grant (\$35 Million)

# Strategic Goal Area No. 4

## Improve Public Safety

Goal No.	Goal
4.1	Improve road, traffic, bike, and pedestrian safety
4.2	Continue to support alternatives to police (i.e., Office of Neighborhood Safety) and collaborate with Contra Costa County regarding alternative methods
4.3	Reduce illegal dumping

## Strategic Goal Area No. 5

# Improve the Quality of Life and Community Health/Improve Social Determinants of Health

Goal No.	Goal
5.1	Ensure that there is the right staffing level and experience to meet service goals of each City department
5.2	Improve fiscal responsibility
5.3	Improve and modernize City Information Technology
5.4	Ensure all city staff receive performance evaluations

## Strategic Goal Area No. 6

# Address Shoreline Issues and Ecological Sustainability

Goal No.	Goal
6.1	Develop a shoreline resiliency plan with inventory of contaminated sites to plan and prepare for sea level rise
6.2	Reduce local hazards
6.3	Improve emergency preparedness