

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 11, 2022 - 11:30 a.m. -1:00 p.m.**



ALL COMMISSIONER MEMBERS WILL PARTICIPATE VIA TELECONFERENCE CORONAVIRUS DISEASE (COVID-19) ADVISORY

Due to the coronavirus (COVID-19) pandemic, Contra Costa County and Governor Gavin Newsom have issued multiple orders requiring sheltering in place, social distancing, and reduction of person-to-person contact. Accordingly, Governor Gavin Newsom has issued executive orders that allow cities to hold public meetings via teleconferencing. Both <https://www.coronavirus.cchealth.org/> and <http://www.ci.richmond.ca.us/3914/Richmond-Coronavirus-Info> provide updated coronavirus information.

DUE TO THE SHELTER IN PLACE ORDERS, participation in the Economic Development Commission will be by teleconference only. Public comment will be confined to items appearing on the agenda and will be limited to the method provided below. Consistent with Executive Order N-29-20, this meeting will utilize teleconferencing only. The following provides information on how the public can participate in this meeting.

How to watch the meeting from home: By Computer, Tablet or Mobile Device

The meeting may be accessed by using the following Zoom meeting link

1. <https://zoom.us/j/93877687441?pwd=TUJJIY2pDMnRpV2IKTXpEUHpubXVQdz09>
2. Webinar ID: 938 7768 7441
3. Passcode: 097044

By Telephone:

1. US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 929 205 6099 or +1 301 715 8592
2. Webinar ID: 938 7768 7441
3. Passcode: 097044

Public comments may be submitted:

1. Via email to thomas_omolo@ci.richmond.ca.us. Email **MUST** contain in the subject line 1) open forum for public comments – not on the agenda or 2) public comments – agenda item #__ **[include the agenda item number]**. All comments must be submitted on or before Wednesday, May 11, by 10:00 am.

The City cannot guarantee that its network and/or the site will be uninterrupted. To ensure that the City Council receives your comments, you are strongly encouraged to submit your comments in writing in advance of the meeting.

Record of all public comments:

All public comments will be considered a public record, put into the official meeting record. All public comments will be available after the meeting as supplemental materials and will be posted as an attachment to the meeting minutes when the minutes are posted.

Accessibility for Individuals with Disabilities

Upon request, the City will provide for written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services and sign language interpreters, to enable individuals with disabilities to participate in and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be emailed to thomas_omolo@ci.richmond.ca.us or submitted by phone at 510-620-6606. Requests will be granted whenever possible and resolved in favor of accessibility.

Effect of Advisory on In-person public participation

During the pendency of the Executive Order N-29-20, the language in this Advisory portion of the agenda supersedes any language below in the meeting procedures contemplating in-person public comment.

ALL COMMISSIONER MEMBERS WILL PARTICIPATE VIA TELECONFERENCE

- AGENDA -

1. 11:30 am - Call to Order
2. Roll Call & Check in
3. Approval of Minutes
 - a. 4-13-2022 Meeting
4. Report from City Council
5. Old and/or New Business (30 minutes)
 - a. Update on Economic Development Working Group
 - i. Buy Local Campaign
 - ii. BluDot.io & surveys
 - iii. Vacant properties & landlords
 - iv. Educational module to connect with EDWG
 - b. Business Talk
 - i. CoBiz
 - ii. Open to other small businesses
6. Committee Reports – 20 minutes
 - a. Policy – Lead, TBD
 - b. Community Engagement – Lead, D. Wear
 - c. Taste of Richmond (Postponed 2023) – Lead, B. Evans
 - d. Cannabis – Lead, A. Ayoka
 - e. Sustainability: Businesses/Industrial Hemp & Expo/Assessment – Lead, Gloria Jean Sewell-Murphy
7. Staff Reports (15 mins)
 - a. Finance Department
 - b. City Manager's Office
 - i. Micro-Grant – Lizeht Zepeda
 - ii. BluGreen New Deal – Samantha Carr
 - iii. Community Benefits - Gabino
 - c. Mayor's Office
 - i. Update on Commissioners – Dominique– 5 Minutes
8. Public Comments/Announcements/Handouts
9. Next Meeting Date: June 8, 2022
10. 1:00 pm - Adjournment

CHAIR
Ahmad Anderson
VICE-Chair
Brandon Evans

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**Tina Brown**  
**James Lee**  
**Kerby Lynch**  
**Ayoka Medlock-Nurse**  
**Arnon Oren**  
**Andrea Portillo-Knowles**  
**Gloria Jean Sewell-**  
**Murphy**  
**Diana Wear**  
**Orrian Willis**  
**Reza Yazdi**

**Council Liaison:**  
**Demnlus Johnson III**

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Staff:
Thomas Omolo
Gabino Arredondo
Shasa Curl
Shane Johnson
Dominique Green

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

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. Meeting Minutes for April 13, 2022

MINUTES OF MONTHLY MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION

April 13, 2022

The Richmond Economic Development Commission's monthly meeting convened at 11:34 AM on April 13, 2022, via Zoom webinar.

Call to Order 11:34 AM by Chair, A. Anderson

1. Roll Call:

A quorum was present with commission members: A. Anderson, A. Nurse, K. Lynch, J. Lee, G. Sewell Murphy, D. Wear, B. Evans, O. Willis, A. Oren, A. Portillo-Knowles

2. Absent:

R. Yazdi

3. Staff:

Thomas Omolo, Kyle Lam, Lizeht Zepeda, Samantha Carr

4. Council Liaison:

5. Guest:

6. Minutes:

1st – G. Sewell Murphy, 2nd – O. Willis

Presentation:

Thomas Omolo – Cannabis Equity Grant (Video Timestamp: 5:45)

Working on RFP to identify groups who are able to support and help with equity business applicants. SCI Consultant group has started a fee study and looking at the ordinance as it stands. Next steps will be to update the ordinance to increase the number of equity licenses. Will bring any public comments to EDC. Will begin drafting a DRAFT ordinance amendment.

Lizeht Zepeda – Updates on Economic Development Group and Other (Video Timestamp: 22:54)

- EDWG met on April 6th. The staff will be working to change the meeting time to increase attendance and engagement.

- SF Business Times – Staff has been working with SF Business Times to create a supplemental for 2022. Currently working to coordinate next steps of gathering storylines and identifying

business who would like to participate in the ad space of the supplemental.

- Sarah Kirk of HR&A discussed next steps of local branding. Staff is currently working on draft RFP for a graphic designer. Will be finalizing draft RFP and collecting submittals by June or July.
- Micro-grant – County microgrant program will be open. The grant is \$2500 for 465 businesses in Contra Costa County. Program and website will be released in the future with the process.
- Buy Local Campaign (BluDot.io - Finalized agreement with BluDot.io (software that as a repository, directory, and database of business))

Taste of Richmond – Yay or Nay (Video Timestamp: 41:00)

Discussed if Taste of Richmond will be held this year. Currently on Juneteenth there is a similar event going on. Commissioner Evans discussed to hold on Taste of Richmond until 2023.

EDC Elections for Vice-Chair (Video Timestamp: 42:34, 1:27:25)

Nomination for Commissioner Evans. Commissioner Willis took name off the running. Results as Commissioner Evans as the new Vice-Chair

Wesley Alexander – East Bay EDA, Innovation Award (Video Timestamp: 45:10)

Wesley Alexander not in attendance. Lizeht Zepeda discussed that two Richmond businesses has been nominated.

Committee Reports:

Policy (Video Timestamp: 46:33)

Policy Committee has sent out letter(s) about recommendation of policies and strategies and has been working with HR&A.

Community Engagement (Video Timestamp: 58:15)

Subcommittee will be starting to conduct work on Measure U and will be going door to door to small business to educate businesses on Measure U.

Taste of Richmond (Video Timestamp: 1:01:40)

No Update currently. Kickoff meeting can be planned around September.

Cannabis (Video Timestamp: 1:04:05)

Subcommittee discussed about CORE program of Sacramento, CA as a roadmap/guide in which Richmond can use for its own equity program. Subcommittee will work with Thomas Omolo for further work.

Sustainability: Businesses/Industrial Hemp & Expo/Assessment (Video Timestamp: 1:09:25)

Subcommittee asked about Blue and Green New Deal and potentially work they can help. Currently doing research about expo. Found that a lot of focus of sustainability expos include networking and education to businesses about sustainability. Subcommittee has discussed that

it can be a virtual or hybrid event. Discussed about a survey to gauge interest and input on sustainability in businesses in Richmond.

Report from City Council: No report received

Staff Reports:

Finance Department: (Video Timestamp: 1:15:51)

Finance Department in attendance. Thomas Omolo reported that the City has raised about \$3 million in Measure U funding which is approximately 43% of the amount. A lot of big retailers have begun starting to pay. Renewal notices were sent out last week.

City Manager's Office (Video Timestamp: 1:23:20)

Blue Green New Deal contract has been finalized on April 5th. Next steps will be community outreach and engagement meetings.

Mayor's Office

Update on Commissioners – No update, there is no commissioner vacancies.

Public Comments/Announcements/Handouts Presentation: (Video Timestamp: **1:28:35**)

Thomas read Cordell Hindler's comment inviting the Commission to a Richmond Rotary Club meeting at the Richmond Country Club on May 6th at 12:30 PM with lunch provided; Cordell will be working with youth council to fill vacancies; promoted Richmond Moves, a new program in Richmond for electric vehicle ride share.

Ayoka Medlock-Nurse shared event of roller-skating at 1414 Harbour Way for \$10 dollars by Rich City Rollers.

Cordell mentioned that Shasa Curl is the new City Manager and is currently working with youth council to get EDC vacancies filled.

7. Next meeting: May 11th , 2022

8. Adjournment: 1:08 PM

e. Sustainability: Businesses/Industrial
Hemp & Expo/Assessment – Lead,
Gloria Jean Sewell-Murphy

From: [GJ Sewell](#)
To: [Thomas Omolo](#)
Subject: Thoughts On A Richmond Sustainability/Business Expo Framework...
Date: Thursday, May 5, 2022 3:54:39 PM

This email originated from outside of the City's email system. Do not open links or attachments from untrusted sources.

The ultimate Goal and concept of Sustainability is integral to ensuring that Richmond Businesses, Communities, Organizations, and Urban Farmers can continue to operate on a Planet with finite resources which means that businesses, and communities must recognize the need to respond to global pressures such as climate change, resource scarcity and social inequalities.

Our City's Sustainability efforts must continue to provide the key to future-proof the growth and success of Richmond businesses and our communities.

The primary Mission of this proposed Richmond Sustainability Expo will be to explore how the City of Richmond's current Sustainability network can continue to be integrated into segments of our businesses, our communities and Urban Farmers. A Sustainability Expo can be seen also as important for business increased exposure to innovations. To be able to walk exhibits that can garner connections that might not have been made possible online. And to, further, Showcase and Highlight Richmond's Sustainability progress as one of the Nation's Pioneering Cities of its size.

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EXPO FRAMEWORK:

1. PreExpo brief survey
2. Application
3. List of Potential Exhibitors. In person and Virtual. (Hybrid).
4. Stakeholders/Possible Sponsorships
5. Location: Richmond Civic Center Area (Connected Region), and Online...
6. Richmond Organizations/
Associations. Not closed to other regions.
6. Urban Farmers and Farmer's Markets
7. Industry Speaker(s)
8. Explore the newly awarded \$1.3 million for Youth, Apprenticeships for youth and more.
9. Coordinate with current ED Subcommittees
and Green/Blue Project, other appropriate City staff and Commissions
10. Richmond Youth Council Involvement
11. Green Building
12. Natural Innovations
in manufacturing, product development... marketing
13. Job Recruitment and Training
14. Sustainability Educational Tools and Resources
15. Innovations in Green Building and Products (Industrial Hemp and other)
16. Vendors

Theme not entered.

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EXPO ENTRY FEES:
EXHIBITORS/On-Site

Corporations: \$200.00
Small Business: \$100.00
Organizations: \$ 50.00
Youth: \$ 20.00

VIRTUAL

Corporations. \$100.00
Small Business. \$ 50.00
Organizations: \$ 25.00
Youth. \$10.00

VENDOR FEES. \$50.00

To be determined?
And Youth

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EXPO EXPENDITURES
Hybrid Resources
AV Equipment

Bridge the Gap
(Connect Live and Virtual)
Audio and Video
Webcast Producer/Encoding Tech
Capture Card
Camera

Estimated Expense:
Encoding Tech: \$2,000 a day

Cameras (possibly 3)
\$4,000 a day

Assuming the City has other resources and current equipment.
(My Word App isn't working right. I'll keep trying to send in word and PDF).

Respectfully Submitted,

Gloria Sewell-Murphy
Lead/Chair Sustainability
Subcommittee
Proposed Sustainability/
Business Expo
510 833-3289

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