

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 8, 2024 - 11:30 a.m. -1:00 p.m. at the 450 Civic Center Plaza, 1st Floor:
Richmond Room**

AGENDA

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| <p>Diana Wear
CHAIR</p> <p>Andrea Portillo-Knowles
VICE-Chair</p> <p>~~~~~</p> <p>Crashelle Jackson
Allison Huie
Christina Kenney
James Lee
Kerby Lynch
Gloria Jean Sewell-
Murphy
Don Thompson
Orrian Willis
Reza Yazdi</p> <p>Council Liaison:
Cesar Zepeda</p> <p>~~~~~</p> <p>Staff:
Lizeht Zepeda
Nannette Beacham
Shane Johnson
Kyle Lam</p> | <ol style="list-style-type: none">1. 11:30 am - Call to Order - (5 mins)2. Roll Call & Check in - (5 mins)3. Approval of Minutes - (5 mins)<ol style="list-style-type: none">a. 04-10-2024 Meeting Minutes – <i>read and send corrections prior to the meeting</i>4. Old and/or New Business (three parts)<ol style="list-style-type: none">a. Deputy Chief of Staff, Tony Tamayo, and YouthWorks, Bouakhay Phongboupha, Update from the Mayor’s Office (15 mins)<ol style="list-style-type: none">i. Presentation followed by Q&Aii. EDC action plan proposalb. 2024 Project Reports (20 minutes)<p><i>Commissioners: read TOR and Sustainability Expo plans and think about how you want to join in either or both efforts.</i></p><ol style="list-style-type: none">i. Best of Richmond Nominations Report, Commissioner Lee
See attachment 1ii. Taste of Richmond, Vice Chair Portillo-Knowles
See attachment 2iii. Hemp Expo, Commissioner Sewell-Murphy
See attachment 3c. New Business (15 mins)
2024 Goal setting review5. Subcommittee Reports (not presented earlier) (10 mins)<ol style="list-style-type: none">a. Policy Green/Blue New Deal – Lead, O. Willisb. Cannabis – Lead, K. Lynch6. Council Liaison Zepeda news or report — (8 minutes)7. Public Comments/Announcements/Handouts - (5 minutes)8. Closing Comments, Chair Wear (2 minutes)9. Adjourn |
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Next Meeting Date: **June 12, 2024**

**Note: See EDC Ordinance on reverse page*

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.



Over 12,000 Nominations Cast So Far!

The nomination phase of the Best of Richmond campaign has concluded successfully, with an overwhelming response from the community. Since it began on March 24, we've received over 12,000 nominations.

Currently, we're in a critical phase of reconciling these votes. Over the next 1-2 weeks, our team will carefully categorize each of the 12,000 votes to ensure accuracy

and resolve any discrepancies.

Our partnership with the City of Richmond has been pivotal, demonstrating our commitment to celebrating the best aspects of our city. This collaboration has significantly boosted our campaign's impact and engagement within the community. With 10 sponsors already onboard, we're actively seeking more partnerships to expand the campaign's reach.

We're excited about the viral effect the Best of Richmond campaign has had in our city. The enthusiastic participation of over 12,000 individuals underscores the community's engagement and support for local businesses.

Once the vote reconciliation is complete, we'll move into the final voting phase, which will last four weeks from the launch date. During this period, votes will determine the ultimate winners of the campaign.

Following final voting, we'll take another 1-2 weeks to carefully tally all the votes. Then, we'll be ready to announce the winners who have truly impressed the Richmond community.

The campaign will conclude with a festive celebration at the Courtyard Richmond in July, where we'll recognize the exceptional businesses that contribute to Richmond's vibrancy. We're thankful for the community's support in making this campaign a success.

The Best of Richmond campaign not only highlights the best local businesses but also strengthens community bonds. We're looking forward to continued enthusiasm and participation as we move toward the final stages of this exciting endeavor.

James Lee

Commissioner Portillo-Knowles, Taste of Richmond is EDC's signature event. Give us the organizational structure, who is in charge, what the contract looks like (Richmond Main Street is the fiduciary sponsor?), when and where you'll hold meetings, and specifically how EDC commissioners can and need to step up to this effort, and if we can't do it ourselves, a back-up plan for hiring workers. Provide also a summary of last-year's expenses and a budget for this year.

- Organizational Structure: Taste of Richmond Committee including EDC Commissioners & City Staff.
- RMSI will be the fiscal sponsor so long as that is what the City desires.
- Meetings will be held via zoom: Day & Time to be determined by the Taste of Richmond Committee.
- EDC Commissioners can help with seeking sponsorships, selling tickets, promoting the event, and volunteering the day of.
- We should not need to hire personnel for the day of.
- A budget summary & attendance of last year's event will be provided May 8, 2024.

SUSTAINABILITY/BUSINESS INDUSTRIAL HEMP EXPO (SUMMARY)
Subcommittee: Founding Lead/Chair Gloria Sewell-Murphy

The primary Mission of this proposed **Richmond Sustainability/Business Industrial Hemp 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/Business and Industrial Hemp Expo** can be seen also as important for business's increased exposure to innovations, Industry Experts, and Richmond's future Image Rebranding...

Commissioners Are Invited to Offer Input:

- *List of Potential Exhibitors. In-person and Virtual. (Hybrid).**
- *Stakeholders/Possible Sponsorships...**
- *Industry Speaker(s) Commissioners Ideas**
- *Explore newly awarded Funds for Youth, Apprenticeships, training, and Other...**
- *Location: Richmond Civic Center Area (Connected Region), and Online...**
- *DATE: Mid-September, 2025 For Expo (#Hash Tag...Mobile App for Updates....QR Code-Flyer...Publicity Other**
- **Coordinate with current Economic Development Subcommittees and Green/Blue Project, other appropriate City staff and Commissions/Boards**
- *Richmond Youth Council Involvement, Schools and Colleges**
- *Sustainability Educational Tools and Resources**

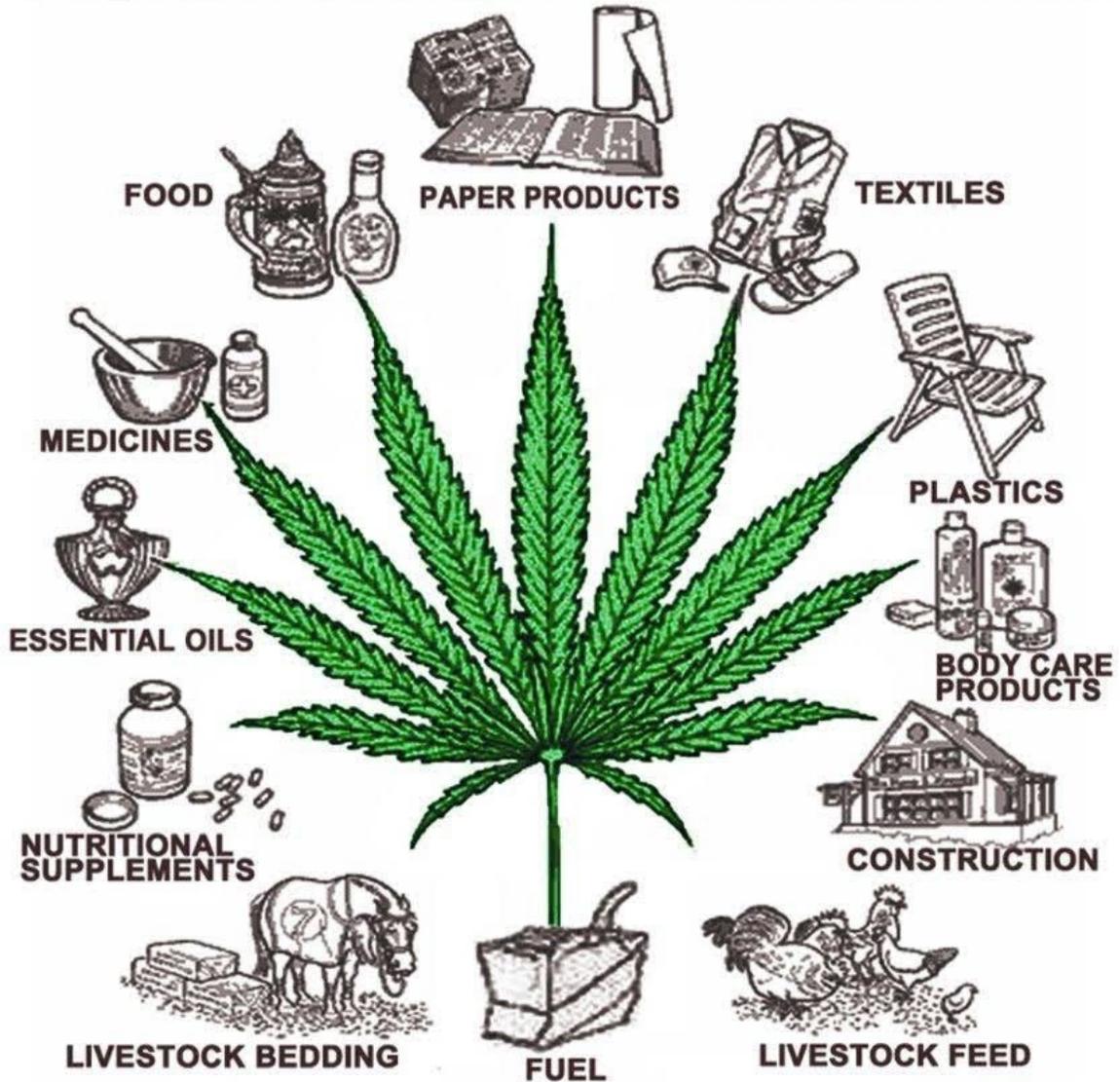
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EXPO ENTRY FEES:

EXHIBITORS/On-Site	Corporations:	\$200.00
Small Business:	Organizations	\$ 50.00
Youth:		\$ 20.00

HEMP

50,000 USES & BENEFITS



GOOD FOR YOU!
GOOD FOR THE PLANET!





ECONOMIC DEVELOPMENT COMMISSION

Regular Meeting Minutes

Wednesday, April 10, 2024, 11:30AM – 1:00PM

Richmond Room, 450 Civic Center Plaza, Richmond, California

1. Call to Order and Roll Call

Call to Order: 11:30 am by Chair Wear

2. Roll Call & Check In

A quorum was present with the following commission members:

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

Absent: A. Huie, C. Jackson, R. Yazdi

Council Liaison: Cesar Zepeda

3. Approval of Minutes

March Meeting Minutes

1st – G. Sewell Murphy, 2nd – D. Thompson

4. Old and/or New Business

a. Deputy Chief of Staff, Tony Tamayo, Update from Mayor's Office

Deputy Chief of Staff, Tony Tamayo from the Mayor's Office and Boukhay were not able to make it to the meeting for a presentation.

b. Goal Setting

Goal for the meeting was to finalize concrete goals for the EDC to accomplish in 2024, in addition to establishing measures of accountability and deliverables. Prior to the meeting, Councilmember Zepeda proposed to the Chair that the Council collectively set goals during their strategic meeting. He suggested that the EDC align its goals with the Council's strategic priorities, ensuring synergy. The intention is to attend city council meetings, advocating for our principles and initiatives, and aligning them with the council's objectives.

Lizeht emphasized that while advocating for businesses, residents remain a priority. She also highlighted Nannette Beacham, the Director of Economic Development, as a knowledgeable resource on housing issues. During the meeting, each commissioner shared their reasons for joining the commission and their preferred areas of emphasis for major goals.

Commissioner Willis shared his background in workforce development, having worked in the Office of Economic and Workforce in San Francisco for the past 7-8 years, with a focus on policy and workforce issues. He emphasized the importance of creating a more economically resilient community, highlighting the integral role of a skilled workforce in attracting businesses. Commissioner Willis expressed interest in goals related to business attraction, support, workforce development, and initiatives such as the Richmond Green Blue New Deal.

Commissioner Zepeda expressed a desire for more business-friendly policies in the city, aiming to convey to businesses that Richmond welcomes their presence and wants to facilitate their success. He also underscored the delicate balance between advocating for businesses and prioritizing residents.

Commissioner Sewell-Murphy shared her personal connection to Richmond, having grown up in the city and returning to care for her mother, who was deeply involved in the community. Inspired by her mother's work, Commissioner Sewell-Murphy sought opportunities to contribute to Richmond's growth and revitalization. Her background in arts and culture further motivated her involvement in the Economic Development Commission, with a focus on fostering positive change and aiding Richmond in reaching its full potential.

Commissioner Thompson shared his journey of moving to Richmond with his wife in 1998. Initially, his wife was deeply involved in the neighborhood council, while Commissioner Thompson himself became intrigued by the city's politics and potential for prosperity. After concluding a career with the federal government's Energy Department in 2017, where he oversaw physical security, cybersecurity, and emergency preparedness for the office responsible for Lawrence Livermore National Laboratory, he sought avenues to contribute to the community. Originally interested in the Point Molate Commission, which was suspended, Commissioner Thompson found alignment with the Economic Development Commission's objectives and joined. He noted several complementary opportunities, particularly in projects like the Green Blue New Deal Workforce Plan, specifically focusing on strategic goals 1, 2, and 5.

Commissioner Lee expressed his motivation for joining the commission, driven by the desire to attract businesses to Richmond. He lamented the current situation where residents often leave the city for retail and shopping, resulting in a loss of revenue. Commissioner Lee envisioned the commission as a proactive decision-making body, akin to the planning commission. He proposed a scenario where developers consult the EDC first, allowing the commission to vet developers and communicate expectations and preferences. Commissioner Lee highlighted a missed opportunity during the passage of Measure U, where the EDC was not involved in significant discussions that impacted numerous businesses.

Commissioner Kenney shared her journey to the commission, initially engaging in social media for Demnlus Johnson upon his entry into office. Witnessing impactful political engagement in her age group sparked her interest. For Commissioner Kenney, community has always been a driving force, and at the heart of economic development lies familiarity with Richmond's businesses. Her experience organizing the Taste of Richmond event revealed a disconnect, as many participating restaurants were unaware of EDC initiatives. Commissioner Kenney emphasized the importance of attracting new businesses and fostering brand partnerships to enhance Richmond's appeal. She cited instances where outdoor enthusiasts chose not to hike in Richmond due to limited dining options afterward. Additionally, she lamented the challenges faced by peers from Richmond who find it easier to do business elsewhere due to perceived barriers and lack of incentives.

Commissioner Kenney's focus on intergenerational business, community development, and partnerships underscores their commitment to revitalizing Richmond. She stressed the need to address downtown's food desert status and advocated for rebranding efforts to showcase the city's potential, both locally and through the EDC.

Commissioner Portillo-Knowles emphasized her focus on advocating for the downtown corridor and supporting small businesses, particularly those owned by Black, Brown, and BIPOC individuals. Her role within the EDC is to amplify the needs of small businesses and serve as their representative in various forums, including City Council meetings and the commission itself. She ensures that their concerns and challenges are given prominence and addressed effectively. Additionally, as a member of the Business Improvement District, she advocates for the allocation of funds back into the district where stakeholders have invested through special tax assessments. Commissioner Portillo-Knowles actively engages in discussions, asking critical questions to ensure that resources are utilized appropriately. Goals 2, 3, and 5 resonate strongly with her, as they align with her priorities of supporting small businesses, fostering economic vitality, and contributing to revitalization efforts.

Commissioner Lynch highlighted the significant role of the cannabis industry, noting disparities where the majority of business owners are white men while many Black and Brown individuals remain incarcerated for related offenses. They expressed concern over the lack of implementation of the reparations plan passed in 2021. The cannabis subcommittee is dedicated to supporting the council and emphasizing that cannabis can serve as a vehicle to address various goals and facilitate social justice initiatives.

Chair Wear will take all the discussion topics and will plan at the next meeting to hone in on the ideas and chose one to three of the items.

- c. New Business
None-

5. Subcommittee

- a. Sustainability: Businesses/Industrial Hemp & Expo/Assessment
Commissioner Sewell-Murphy mentioned submitting the framework for the Expo a year ago and will be presenting an updated version at the May meeting.
- b. Policy Green/Blue New Deal
The Policy Subcommittee is currently awaiting updated information from Justine Burt, particularly regarding the city's progress in accepting the implementation plan and gap analysis. Additionally, the Roots of Success cohort is scheduled to graduate in May, and efforts are underway to assist them in finding host employers.
- c. Community Engagement

Councilmember Zepeda and Chair Wear are currently collaborating on small business outreach efforts, including door-to-door visits. During the meeting, Chair Wear inquired about the existence of a logo for the initiative. If none exists, she asked if any commission members would be willing to contribute their skills to create one.

d. Taste of Richmond

The Taste of Richmond event has been scheduled for July 13th, with planning meetings set to commence in May. The commission extended an open invitation for members to join the subcommittee involved in organizing the event. One proposed idea is to host a restaurant week leading up to the Taste of Richmond, enhancing anticipation and participation. A comprehensive report on the progress will be provided in May.

e. Cannabis

Commissioner Lynch shared updates from her conversation with the Mayor regarding cannabis-related matters. Additionally, they expressed their efforts to revitalize the cannabis subcommittee and establish regular, formal meetings with the economic development department to ensure consistency and collaboration.

Report from City Council:

Councilmember Zepeda provided a brief report during the meeting. He mentioned receiving a text inquiry about a potential restaurant week. Considering the ongoing work on Taste of Richmond and the concept of organizing a restaurant week, Councilmember Zepeda proposed additional ideas such as offering incentives to patrons and collecting metrics to measure participation and impact. Additionally, Councilmember Zepeda addressed the moratorium concerning tobacco and smoke shops in Richmond.

Public Comments/Announcements/Handouts

Chair Wear thanked the commission, expression her appreciation to everybody for bringing their full experience, ideas, and enthusiasm to the conversation.

Commissioner Willis shared information about a café named El Jardín de Sueños.

Next Meeting: May 8th, 2024, 11:30 PM

6. Adjournment: 1:00 PM