

# MINUTES

April 8, 2019

## I. Welcome and Roll Call:

- a. Commissioners: Stanley Li, Leonard Berry, Matt Lewis, Eric Peterson and Alexander Golovets
- b. Staff & City Officials: Jim Matzorkis, Lucy Zhou, Eduardo Martinez, and Trina Jackson

## II. Review minutes from the previous meeting

- a. A motion to approve the minutes was made by Commissioner Golovets and seconded by Commissioner Berry. The minutes were approved by an unanimous vote with the following corrections.
- b. 3/11 minutes correction
  - i. \$535 was the cost for the Spring Break 9-day trip
  - ii. \$690 for the next Global Ambassadors Program to be held from July 12-27, 2019.

## III. Report from Subcommittees

### a. Education

- i. High school students from DeAnza and Richmond High = partnership with Contra Costa College
- ii. PCC Education and school district worked with the Contra Costa College to provide a professor to attend the summer trip – Participants earned three semester credits.
- iii. \$690 July 12-27, 2019. Dr. Li assisted at DeAnza High and Pinole Middle School. There is a strong demand for Mandarin language education at the schools in the district. The Education Committee will reach out to Zhoushan about the teacher exchange program – to be the primary teacher to teach Mandarin.
- iv. Potential for a global studies academy in Shanghai for local high school students to attend. To learn multiple languages and understand international government.

### b. Business and Economic Development – No Report

### c. Tourism

- i. American Travel Expo – Commissioner Lewis had 35 appointments with Chinese tourism companies during the expo. Currently only two hotels in Richmond that can make a play for this option. Per the Planning Commission, there are two hotels in the pipeline for Richmond – Marina Bay and Hilltop (in approval process).

## IV. Discuss fundraising strategies for the upcoming delegation to Zhoushan, China

- a. A meeting was held with reps from the RCOC and the COI to discuss fundraising for commission programs and the trip to Zhoushan, China in September 2019. The purpose was to decide how to target local businesses and to discuss the crafting of a donor solicitation letter.
- b. Review the updated brochure
  - i. Benefits of sponsorship would include: business name, business description, and links to their businesses in the brochure and on the website depended upon the level of sponsorship. Participation would generate business and tourism in Richmond. Commissioner James Lee offered to create the webpage. Member lists are available on the websites of the Chamber of Commerce and the Council of Industries. Councilmember Martinez scheduled to meet with the legal department regarding the ramifications of using private funds for council liaison travel expenses.
- c. Input for draft solicitation letter to local businesses

- i. The target funding amount is \$20k.
    - ii. Jim Matzorkis asked the commissioners to provide information to Trina Jackson about what programs and benefits to add in the letter.
    - iii. Commissioner Alex Golovets- focus on one program to highlight
    - iv. The target date to send the letter would be in early May. The draft should be sent to the commission one week prior to the next meeting with an agenda item to discuss and finalize at the May meeting.
    - v. Set up a meeting with Jim and Lucy to draft the letter.
  - d. Commissioner Stanley Li - All of the commission activities and the primary focus of the commission should be included on the website to use as a marketing tool. Need a central location for people to review all of the activities and goals. Make sure the appropriate content is included on the website: education, tourism and economic development w/ a focus under each objective.
    - i. mutual agreement
    - ii. resolution
    - iii. 2019 goals
    - iv. 2018 accomplishments
  - e. To keep the website current, the website review will be placed on each agenda.

**V. Potential dates to meet with California State Superintendent of Education, Tony Thurmond**

- a. Location: Sacramento or Richmond
- b. Eduardo Martinez, Eric Peterson, Sara Zhao, Demnlus Johnson, Jim Matzorkis and Matt Duffy.
  - i. Inform the City Manager
  - ii. Ask Thurmond how he could help to expand the Mandarin and exchange programs
- c. Progress of programming.
- d. Inform him of goals with the Mandarin school, finance WCCUSD students to participate, dual language grants (teaching mandarin to students), access to funding, support letter to help get visas for teachers (legitimize and support the program). The letters would help with the applicants' interview with the consulate. Increase the teacher pipeline to support a teacher training program.
- e. An agenda should be prepared for Thurmond prior to the meeting

**VI. Other matters of interest**

- a. At this time, the city manager is not interested in entertaining a sister city relationship with Vietnam as proposed at the last commission meeting.

**VII. Confirm date and location of next meeting(s)**

- a. April 29<sup>th</sup> at noon. Sponsored by Stanley.
- b. May 13, 2019 at 4pm
- c. The leads of the subcommittees will schedule meetings April.

**VIII. Adjourn**