



MINUTES OF THE REGULAR MEETING OF THE SAN PABLO ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS

WEDNESDAY, MARCH 18, 2015

ROLL CALL

The Board of Directors (Board) meeting was called to order at 6:16 PM in the San Pablo Economic Development Corporation (SPEDC) Offices at 13830 San Pablo Avenue, Suite D, San Pablo, California. Present were Treasurer Erwin Reeves and Director Genoveva Calloway. Vice Chair Kathy Chao Rothberg arrived at 6:27pm. Also present were General Manager Leslay Choy and Program Assistant Adriana Vazquez. Executive Director Matt Rodriguez arrived at 6:28pm. With excused absences were Chair Leonard McNeil and Director Adam Novickas.

PUBLIC COMMENTS

There were no speakers.

EXECUTIVE DIRECTOR DIRECTOR/GENERAL MANAGER REMARKS

General Manager Choy opened with remarks about the Small Business of the Year Breakfast Toast, thanking those who were able to attend the event. General Manager Choy also mentioned upcoming events, notably the March 20th ribbon cutting for Kebab Express, the April 6th Plaza San Pablo groundbreaking and the April 7th "Ask an Expert" small business workshop. General Manager Choy also called the Board's attention to the presence of the financials on the consent agenda, as is standard practice, and that when there are items to call to the Board's attention, financials will be on the regular agenda for discussion.

DISCUSSION AGENDA

FY 13-14 Financial Audit Report, Memorandum on Internal Control and Form 990 Tax Return

General Manager Choy introduced the item and called the Board's attention to Part VI "Governance, Management and Disclosure" Sections A and B of the Form 990, as these sections relate to the Board's fiduciary oversight. Following discussion, the item was received and filed.

Quarterly Grant Report Review

General Manager Choy introduced the item and opened it for board discussion. Given the timeline, the Board supported pursuit of the American Apprenticeship grant next year and encouraged staff to request funded grantee proposals. The Board also suggested partnering with an organization that has received federal funding from CED for a more successful application, and agreed a grant writer would be necessary. Following discussion, the item was received and filed.

CONSENT AGENDA

It was moved by Director Reeves, seconded by Director Calloway, and passed by a vote of those present to adopt the items on the Consent Agenda. The motion passed as follows:

AYES: Calloway, Chao Rothberg, Reeves
NOES: None
ABSTAIN: None
ABSENT: McNeil, Novickas

MINUTES

By adoption of the Consent Agenda, the Minutes of the meeting of February 18, 2015 were approved.

DISCUSSION AGENDA (resumed)

Quarterly membership report review

General Manager Choy introduced this item by naming three potential new sponsorships, Marin Clean Energy (MCE), Smart and Final, and Lotus Hotels. Director Calloway mentioned that at the San Pablo Merchants Association meeting, there were three businesses interested in membership about whom staff should follow up with her. Following discussion, the item was received and filed.

Resolution authorizing Sponsorship for the West County Business Development Corporation Culinary Clash Event

General Manager Choy introduced the item. Treasurer Reeves disclosed a conflict and abstained from both discussion and voting. It was moved by Vice Chair Chao Rothberg, seconded by Director Calloway, and passed by a vote of a majority of those present to adopt **RESOLUTION EDC2015-009**, a resolution of the San Pablo Economic Development Corporation Board of Directors, to sponsor the West County Business Development Corporation Culinary Clash Event at the "Foodie and Friend" level. The motion passed as follows:

AYES: Calloway, Chao Rothberg
NOES: None
ABSTAIN: Reeves
ABSENT: McNeil, Novickas

Resolution authorizing Sponsorship for Contra Costa College Food & Wine Festival

General Manager Choy introduced the item, noting the elevated visibility for the organization through sponsorship partnership with the City. It was moved by Director Calloway, seconded by Vice Chair Chao Rothberg, and passed by a vote of those present to adopt **RESOLUTION EDC2015-010**, a resolution of the San Pablo Economic Development Corporation Board of Directors, to sponsor the Contra Costa College Food & Wine Festival. The motion passed as follows:

AYES: Calloway, Chao Rothberg, Reeves
NOES: None
ABSTAIN: None
ABSENT: McNeil, Novickas

Resolution authorizing Sponsorship for East Bay Leadership Council Small Business of the Year Award Luncheon

General Manager Choy introduced the item. Due to the SPEDC's previous relationship with the East Bay Leadership Council, the EBLC was willing to give the SPEDC Gold level sponsorship for

\$2500 instead of \$2600 so that the SPEDC can stay within their budget. It was moved by Director Calloway, seconded by Director Reeves, and passed by a vote of those present to amend and adopt **RESOLUTION EDC2015-011**, a resolution of the San Pablo Economic Development Corporation Board of Directors to sponsor the East Bay Leadership Council Small Business of the Year Award Luncheon. The motion passed as follows:

AYES: Calloway, Chao Rothberg, Reeves
NOES: None
ABSTAIN: None
ABSENT: McNeil, Novickas

Resolution authorizing *ad hoc* Governance Committee

Executive Director Rodriguez introduced the item and explained the conflict Chair McNeil has due to the board meetings for his elected office role being moved to conflict with SPEDC board meetings. It was moved by Director Calloway, seconded by Vice Chair Chao Rothberg, and passed by a vote of those present to adopt **RESOLUTION EDC2015-012**, a resolution of the San Pablo Economic Development Corporation Board of Directors, to authorize the formation of the *ad hoc* Governance Committee and elect Directors Calloway and Reeves to serve. The motion passed as follows:

AYES: Calloway, Chao Rothberg, Reeves
NOES: None
ABSTAIN: None
ABSENT: McNeil, Novickas

Resolution authorizing *ad hoc* Strategic Marketing and Outreach Committee

General Manager Choy introduced the item. It was moved by Vice Chair Chao Rothberg, seconded by Treasurer Reeves, and passed by a vote of those present to adopt **RESOLUTION EDC2015-013**, a resolution of the San Pablo Economic Development Corporation Board of Directors, to authorize the formation of the *ad hoc* Strategic Marketing and Outreach Committee and elect Directors Calloway and Novickas to serve. The motion passed as follows:

AYES: Calloway, Chao Rothberg, Reeves
NOES: None
ABSTAIN: None
ABSENT: McNeil, Novickas

ADJOURNMENT

The meeting adjourned at 7:08 PM to Wednesday, April 15, 2015 at 6:00 PM.

Respectfully submitted,

Leslay C. Choy, Board Secretary

Kathy Chao Rothberg, Vice Chair