

APPROVED
MINUTES OF THE MAYOR'S ECONOMIC DEVELOPMENT ADVISORY PANEL
REGULAR MEETING OF THURSDAY, DECEMBER 5, 2019
CONFERENCE ROOM 391, CITY HALL
2263 SANTA CLARA AVENUE – 6:00 PM

1. CALL TO ORDER

Chairperson David Mik called the meeting to order at approximately 6:03pm.

1-A. Roll Call

Present: Gia Schneider, Tim Karas, Mike Rose, David Mik, Adam Elsesser, Debi Stebbins, Brock Grunt, Madlen Saddik (via teleconference), Warren DeSouza.

Absent: Remy Monteko (excused).

Lois Butler (secretary) and Eric Fonstein are present as staff to the Commission.

1-B. Panel Introductions and Introduction of City Manager

Tim Karas – President at College of Alameda, Gia Schneider – President and CEO of Natel Energy, David Mik – Power Engineering Construction, Adam Elsesser – Chairman and CEO at Penumbra, Brock Grunt – Operations Manager for McGuire and Hester, Debi Stebbins – Executive Director of City of Alameda Health Care District, Madlen Saddik – President and CEO of Alameda Chamber of Commerce, Michael Rose – “Mad Scientist” at Semifreddi’s Bakery, Warren DeSouza – CFO at Sila Nanotechnologies, Eric Levitt – City Manager.

1-C. Welcome to New Members and Brief Review of Panel History and Purpose. Key points: purpose is to improve business climate, and provide strategic policy and tactical advice for business attraction and retention, ambassadors to potential businesses, network, advise on policy issues, and to report key issues and support special projects/requests from City Council for a variety of industries. Meets 1-2x/yr as needed. Members serve a two-year term.

2. ORAL COMMUNICATIONS - PUBLIC

None.

3. UNFINISHED BUSINESS

None.

4. REGULAR AGENDA ITEMS

4-A. 2019-7520 Discuss and Provide Guidance for a Citywide Economic Development Branding Campaign

- Staff Member Butler presented staff report on developing a Citywide Economic Development Branding campaign. Key points: logo outdated; need for cohesive overall branding messages; requesting input on important points for branding RFP to be submitted to City Council; business parks Marina Village and Harbor Bay both currently rebranding; purpose of rebranding to update messaging, encourage and retain businesses, use for tourism, use for Econ Dev communication (mixers, supporting

business districts), request that Panel advise on general city branding vs. economic development-focused branding.

- Speaker Joe Ernst with Harbor Bay Business Park. Key points: history of park; rebranding process included identifying target market (STEM, hard-tech, S.SFO companies), location's key amenities, capturing key message (interviewed tenants) "in an important place doing important work"; redeveloping logo, aim to produce focused 12-mo campaign, and correct challenges of park (transportation).
- Clarifying questions: focus of campaign – brokers and CEOs (facilitators and decision makers). Demonstrate key assets – space, modern facilities, and improved transportation.
- Speakers Dan McGill and David Ferrell with Marina Village. Key Points: rebranding to focus on research, Life-Science and innovation, collaborative "University feel"; transportation challenges (identifying and supporting alternatives to tunnel); rebranding aims are to focus on plentiful space, collaborating w/ other businesses, increasing container amenities (food/coffee like Bay Meadows), and invest in tenant base engagement and retention (kayaks, gym, mixers, etc).
- Discussion. Key points:
 - Branding purpose to represent business parks, municipality, tourism, small business and retail businesses in scope of branding;
 - RFP Ideas/Suggestions: develop tags/key words for RFP so that RFP proposals can be properly assessed and to guide branding process, include in **branding RFP** (duration of contract, be specific in type of branding consultants/agencies – general vs. specialized, clarify scope of RFP (overall city vs. variety of specific segments), specify who target audience is (branding for business, hospitality, and community all very different); good branding consultant will evoke key words; specify branding focus (living, working, hospitality/tourism, etc); identify metrics for quantifying successful branding, identify channels of distribution (brochures vs. social media), identify target audience, should branding firm capture both B2B and B2C (Business to Business and Business to Consumer) message; identifying attraction for existing companies (locational benefit for existing employees); contemplate intersection of EDSP and branding and express aesthetic that is modern and exciting, successful branding captures and sells what differentiates Alameda from other cities, tie-in hospitality (the outlier) to existing features; branding could weight certain aspects/tags from EDSP that drive other economic strategic aims (i.e. business activities require adequate hotel amenities, choice foods, etc); suggest Harbor Bay's concept/logo/themes could be starting point for City's branding (effective and attractive branding).
 - Alameda's **distinguishing features**: hidden gem, ease of permitting process, full concierge service from city, quality of life, reduced business costs, ample undeveloped space and parking, variety of transportation options, ability to grow/scale, ability to make products/things onsite, innovation and applied innovation, oasis in Bay Area, surrounded by natural resources, beauty of views, educated community, Alameda could be seen as innovation district, "where innovation meets tradition", historic buildings, restoration/preservation (new-wave innovation versus preservation/reuse),

Naval Base feel – authenticity that is attractive, approachability of community, ribbon cuttings for new businesses, and assistance w/ maintenance issues.

- **Logo:** anchor perceived as logo although not, Logo ideas - variety of icons with shared theme (i.e. color) allowing for departmental differentiation but shared overall brand.
- Staff Member Butler summary: Harbor Bay Business Park rebranding appealing: inspiration for City's branding process, RFP must have good metrics to measure successful branding, where innovation meets tradition, "come to work, stay to live", can have foundational/overall (business, residents, visitors = overall branding) idea with separate ideas branching off (like economic development), and full concierge service.

4-B. 2019-7521 Progress Report on the Implementation of the Economic Development Strategic Plan (EDSP)

- Staff Member Fonstein presented staff report addressing the progress report on items identified in the 5-10 yr roadmap for business attraction/retention/workforce development to support Life Sciences, Clean/Green/High Tech, Blue Tech/Marine, Tourism/Hospitality, Artists/Small Manufacturers, Transportation, Housing, Workforce Development, City Services/Policy.
- Commissioners had no clarifying questions.
- Discussion: pedestrian and bicycle bridge between Alameda and Oakland (Jack London) still in conceptual phase; the City's Vision-Zero pedestrian and bicyclist safety initiative, the benefits of small business Saturday, City Manager Eric Levitt highlighted unique challenges of small businesses and restaurants adjusting to the increase in minimum wage and requested input from EDAP on how to support businesses (to be agendized for next meeting), Madlen advised EDAP of small business networking event, Cocktails and Commerce, on April 30, and of Junior Chamber activities where businesses are invited to participate.

4-C. 2019-7522 Election of Officers

- Staff Member Butler asked for nominations for the Chairperson position: Panel Member Elsesser nominated current Chairperson Mik, seconded by Panel Member Rose. Panel Member Stebbins moved to close nominations, seconded by Panel Member DeSouza. Nominations closed. Nomination for additional term accepted by Chairperson Mik. Motion passed unanimously.
- Staff Member Butler asked for nominations for the Vice Chairperson position: Panel Member Grunt nominated Panel Member Schneider, seconded by Panel Member Stebbins. Panel Member Stebbins moved that nominations be closed, seconded by Rose. Panel Member Schneider accepted nomination for Vice Chairperson. Motion passed unanimously.

5. WRITTEN COMMUNICATIONS

None.

6. ORAL COMMUNICATIONS – PANEL MEMBERS AND STAFF

- Staff Member Butler clarified that schedule for the RFP is by June 30, 2020.

Minutes of the Mayor's Economic Development Advisory Panel
Regular Meeting
Thursday, December 5, 2019

7. ADJOURNMENT

Chairperson Mik adjourned the meeting at approximately 8:08pm.

Respectfully submitted,

Lois Butler, Economic Development Manager
Secretary
Mayor's Economic Development Advisory Panel