



Emeryville City Hall  
1333 Park Avenue  
Emeryville, CA 94608

(510) 596-4300 phone  
(510) 450-7831 fax

[www.emeryville.org](http://www.emeryville.org)

## CITY OF EMERYVILLE

### ACTION MINUTES

#### City Council

##### Members:

Scott Donahue	Mayor
John J. Bauters	Vice Mayor
Dianne Martinez	Council Member
Ally Medina	Council Member
Christian R. Patz	Council Member

##### Special Joint Meeting with Emeryville Planning Commission

##### Commissioners:

Steven Keller  
Lawrence Cardoza  
Philip Banta  
Linda Barrera  
Gail Donaldson  
Sam Kang  
Christine Thomson

Tuesday, May 16, 2017

1:00 PM

Emeryville Center Of Community Life  
4727 San Pablo Ave, Multi-Purpose Rm

#### 1. CALL TO ORDER

The meeting was called to order at 1:13 p.m.

Mayor Scott Donahue and Planning Commission Chair Steven Keller made opening remarks.

#### 2. ROLL CALL

Vice Mayor Bauters welcomed the group and stated that the purpose was to meet each other, explore available resources, and listen to the input of small business owners.

**Present:** 9 - Mayor Scott Donahue  
Vice Mayor John J. Bauters  
Council Member Dianne Martinez  
Council Member Ally Medina  
Chair Steven Keller  
Vice Chair Lawrence Cardoza  
Commissioner Linda Barrera  
Commissioner Gail Donaldson  
Commissioner Christine Thomson

**Absent:** 3 - Council Member Christian R. Patz  
Commissioner Philip Banta  
Commissioner Sam Kang

#### 3. APPROVAL OF FINAL AGENDA

Vice Mayor John Bauters and Planning Commission Chair Steven Keller approved the agenda by acclamation.

#### 4. PUBLIC COMMENT FOR AGENDA ITEM / ITEMS NOT ON THE AGENDA

There were no public comments made at this time.

#### 5. EX PARTE COMMUNICATIONS

No ex parte communications were reported.

#### 6. STUDY SESSION

- 6.1. [ID-2017-313](#) Joint Study Session Of City Council And Planning Commission To Discuss Small Business (Charles S. Bryant / Chadrick Smalley / Emi Theriault)

Economic Development and Housing Manager Chadrick Smalley gave the staff presentation, and answered questions from the City Council and Planning Commission.

Darien Louie, David Le and Luis Aguilar of East Bay Economic Development Alliance gave a presentation and answered questions.

##### LISTENING SESSION COMMENTS

1. **Parissa Peymani**, Emeryville Chiropractic Emeryville Chiropractic, as a 17-year business owner in Emeryville, stated her business was close to Amtrak, and that parking was a challenge to her patients getting to their care. She recommended that developers should be required to prohibit their workers from parking in public spots and to make other parking arrangements for their vehicles.

2. **Ruslana Golunova**, EDAC, Yuzu Ramen, stated that, as a new business owner, she felt it was necessary to have a designated City contact person to assist with starting a business or to reach out to for ongoing problems or questions.

3. **Krisna Hanks**, East Bay Pilates, stated that there had been a decline in business support since the loss of the Chamber of Commerce and that there needed to be an understanding of the costs faced by small businesses. She said that there should be a position on the Council for a small business representative, that they should support single payer health care, there should be marketing for small business and that the City could work with Little City Emeryville to promote small businesses. She added that small business should be cultivated through policies and incentive, and a moratorium placed on policies that negatively impact small business.

4. **Louise Engel**, Estate Management Services suggested using Emery Go Round to promote small business in creative ways, such as offering restaurant tours at lunch.

5. **Rob Arias**, E'ville Eye, suggested bringing back the façade program, and stated that no one has stands up for small business. He said the minimum wage ordinance had been detrimental to small business and that Oakland had conducted an awareness campaign, but Emeryville did not. He stated that the consumer should be educated of the costs of paying a fair wage with a customer-facing campaign to communicate the impacts.

6. **Mauro Rivero**, Black Bear Diner Black Bear Diner, referred to Harvard study about how the costs of minimum wage are affecting small businesses, and stated that more regulations increase the cost of doing business. He asked that Council be attentive to business owners' desire to succeed and stay in business and said they must raise prices to keep pace with rising rents. He concluded by asking whether the City provided low cost housing for local workers.

7. **Arman Khalili**, Evocative Data Centers, a new business in town, asked if there were any plans for Community Choice Aggregation.

8. **Michael Johnson**, Adeline Collective, stated he was opening a restaurant, that there were problems with development impact fees, and that he was working on obtaining a façade grant.

9. **Terry Jo Martino**, Martial Arts Studio owner, asked whether there was a way to get more bike racks on the street, and asked about getting consistency for signage and fighting sign vandalism.

10. **Sharon Ascencio**, accounting services provider to small businesses and individuals, commented that she would like to see more networking opportunities.

11. **Jeffrey Krober**, Townhouse Bar and Grill, stated it had cost him \$200K to accommodate the minimum wage requirements, and that he would need to earn more \$650K to make up for that. He said that there is a disparity between tipped and not tipped employees, and that if he can not achieve a good enough profit margin, his business will be forced to leave the City.

12. **Jacqueline Turner**, Jacqueline Spa, stated her business is located on a side street which is experiencing a traffic problem due to street being used as shortcut, with drivers traveling at dangerous speeds

13. **Parissa Peymani**, Emeryville Chiropractic, also commented about the rise in operating expenses being handed down from developers and asked that the Council listen to the business voice before making decisions.

14. **Alvin**, Best Coast Burritos manager, reported parking problems at his business and asked whether there was parking enforcement. He recommended going to a metering system as a source of revenue. He suggested that the City provide a lot for day workers and also reported increased costs due to the minimum wage of \$125K.

15. **Rawitpan Ussawagasemjit** ("Ohm"), 62one Restaurant, stated

that Emeryville is a city where people escape from the freeway, and that small businesses could be made more attractive through the use of advertising.

16. **Karen**, Jasmine Blossom Thai, reported that customers at her business frequently have their cars broken into and there is a need for cameras and lighting. She added that rents have skyrocketed, there are not enough affordable units and that developers are not putting in enough parking for units they are building.

17. **Mike Sullmeyer**, Parc on Powell, stated his company was getting creative on deals, looking for good tenants, and are pro business. He said it was not about just getting the highest rent, but about bringing in good neighbors,

18. **Marilyn Boucher**, Broken Rack owner and EDACmember, commented that networking was the natural function of a business organization and that Emeryville needs one. She explained that small business owners are busy and need direction and a place to operate out of, and that the City should help and subsidize. Regarding the minimum wage ordinance, she stated that it created a problem for the majority of small business owners. She said she was experiencing a new operating loss, due to increased wages which were not sustainable. She asked for a review, and that the City wait for wages from around country to catch up before continuing to escalate them.

19. **Sal Bednarz**, Actual Cafe, stated he closed his Oakland business because of payroll increases. He suggested establishing dialogue with other cities, to look at business assistance and incubation centers in order to be connected, and share resources and information.

20. **Ray Wong**, Allegro Ballroom , stated he has been in business for 20 years in business, and spoke about parking problems and frequent auto break-ins for which he has asked for police patrol. He suggested that more people use Uber, and also a bike share program.

21. **Mauro Rivero**, Blacker Bear Diner, complimented Mr. Smalley's efforts, but stated he had also experienced many break-ins, and asked Council to strengthen laws.

22. **Louise Engel**, Estate Management, agreed that a larger police presence was needed.

23. **Arman Khalili**, Evocative Data Centers, expressed his thanks for the forum.

24. **Drew**, Emeryville Marina Charter Charter operator, stated that the fuel dock needed to be preserved so businesses were not lost as they were in San Rafael.

25. **Dr. Rose Magno**, Emeryville Dental Care , stated she was losing patients because of rising rents, and advocated for rent control. She said that minimum wage was also affecting higher paid workers' desire for increases. She added that traffic was bad and dangerous

for children, and agreed that break-ins were a problem.

26. **George Martin**, George M. Martin Company, as a long time business owner, stated that the City was good to work with.

27. **John Nemec**, Suspender Factory owner, stated that he had come to this country for opportunity, but that things had changed since adoption of the minimum wage ordinance, and said that he has had to lay people off. He said that he felt City Council Members don't care about small businesses, and reported that he had been told by Council Members they don't care about companies who pay low wages.

28. **Aja Green**, Arizmendi cooperative, stated that everyone who works there was a part owner and that they needed help with promotions and marketing because no one has that expertise. She asked for opportunities to put out A-frame signs which were not allowed and thought that parklets, bike service, and signage, would all help them to be more visible.

29. **Mauro Rivero**, Black Bear Diner, stated that the Emery Go Round is a jewel of the City, and should be promoted more.

30. **John Nemec**, Suspender Factory, stated that Emeryville's minimum wage, which was higher than Manhattan's, should be frozen, and rent control established.

31. **Terry Jo Martino**, Martial Arts Studio, asked Council to look at the big picture, stating that rent control was not the answer. She said projects need to be profitable and that rent cannot be capped without also capping housing costs.

32. **Aja Green**, Arizmendi, encouraged all of the attendees to stay connected, and said everyone should frequent Emeryville businesses. She suggested implementation of communication tools between the City and the business community.

Vice Mayor John Bauters responded to questions, reporting that City supports single payer health and rent control legislation, and that bike share is coming. Regarding break ins and auto burglaries, he reported that the statistics were up significantly, and were being studied. Regarding affordable housing, he said that the Council would be considering approval of a new multi-family affordable housing site, and mentioned other affordable housing efforts the City had made. As for parking, he said that the City had approved a parking study and should be reviewing by the end of the year.

Council Member Dianne Martinez discussed purchasing renewable energy, and stated that the City was a part of the Community Choice Aggregation JPA. She added that the goal was to have competitive rates with PG&E and that it should be coming forward in Spring 2018.

---

Mayor Scott Donahue discussed ongoing plans for parking improvement initiatives.

## **7. ADJOURNMENT**

The meeting adjourned at 3:10 p.m.

**PASSED, Approved and Adopted**

this \_\_\_\_ day of \_\_\_\_, 2017

---

**Sheri Hartz, City Clerk/Secretary**

DRAFT