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Next EDC Resolution Number SPEDC2026-008



## **SAN PABLO ECONOMIC DEVELOPMENT CORPORATION BOARD MEETING AGENDA**

### **Board of Directors**

*Genoveva Garcia Calloway, Chair  
Saman Farid, Vice Chair  
Kanwar Singh, Treasurer  
Stephen Baiter, Director  
Arturo Cruz, Director*

**WEDNESDAY, April 22, 2026  
6:00 PM**

Copies of this agenda and non-exempt public records relating to an open session item on this agenda will be available upon request to [saeidb@sanpabloedc.org](mailto:saeidb@sanpabloedc.org). The agenda may also be viewed at [www.SanPabloEDC.org](http://www.SanPabloEDC.org).

### **CALL TO ORDER OF ANNUAL MEETING/ PLEDGE OF ALLEGIANCE/ ROLL CALL**

**PUBLIC COMMENTS:** The public is encouraged to address the San Pablo EDC Board on any matter listed on the agenda or any other matter within its jurisdiction subject to the rules of decorum to be described and acted on by the Board. If you wish to address the Board, please email [saeidb@sanpabloedc.org](mailto:saeidb@sanpabloedc.org) with "Speaker Form" in the subject line. The Board will hear public comments on items listed on the agenda during discussion of the matter and prior to a vote.

### **EXECUTIVE DIRECTOR REMARKS**

#### **CONSENT AGENDA**

All matters listed in the Consent Agenda section will be considered routine by the Board and will be enacted by one motion. The disposition of the item is indicated. There will be no separate discussion of these items. If discussion is requested, that item will be removed from the section entitled Consent Agenda and will be considered separately.

#### **CONSENT AGENDA** (2 items)

1. Minutes of the March 18, 2026 regular meeting (pages 3-4)  
**Recommendation: Approve**
2. San Pablo EDC FY25-26 Financial Statements ending February 28, 2026 (pages 5-12)  
**Recommendation: Receive and file**

**\*\*\* END OF CONSENT AGENDA \*\*\***

### **PRESENTATIONS**

1. Presentation of ***Wildcat Promenade Vision Plan*** by the Urban Land Institute Developers of Color Cohort Project Team (page 13)  
**Recommendation: Receive and file**

**DISCUSSION SESSION AGENDA – ITEMS FOR DISCUSSION**

1. Resolution authorizing an Opportunity Grant application to Bay REPAIR Local Community Benefits Fund and ratifying grant writing expense up to \$10,000 (pages 14-21)  
**Recommendation: Approve**

**ADJOURNMENT**

Adjourn to closed session.

**CLOSED SESSION AGENDA – ITEMS FOR DISCUSSION**

1. Resolution selecting the 2026 San Pablo Small Business of the Year and 2026 Sustainable Business of the Year (pages 22-34)  
**Recommendation: Approve**

**ADJOURNMENT**

Adjourn to next regular meeting scheduled for **Wednesday, May 20, 2026**, at 6:00 PM.

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

**WEDNESDAY, MARCH 18, 2026**

**ROLL CALL**

The Board of Directors (Board) meeting was called to order at 6:03 PM in the San Pablo Economic Development Corporation (San Pablo EDC) Offices at 1000 Gateway Avenue, First Floor, San Pablo, California. Present were Chair Genoveva Calloway, Director Arturo Cruz, and Vice Chair Saman Farid participating via conference call under emergency provision. Treasurer Kanwar Singh and Director Stephen Baiter had an excused absence. Also present were Executive Director Leslay Choy and Board Secretary Saeid Babay Hosseini.

**PUBLIC COMMENTS**

There were no public comments.

**EXECUTIVE DIRECTOR REMARKS**

Executive Director Choy shared updates on the EggBred grand opening and thanked Director Arturo Cruz for attending. She highlighted outreach efforts, including promotion of the hiring fair and City events on Radio Sol, as well as media coverage by KPIX. She also highlighted the fourth cohort of EMT training in partnership with the College and Workforce Development Board, three local OJTs providing living-wage job training and a full OSHA-10 cohort delivered through NCTAT, saving local employers thousands.

**CONSENT AGENDA**

1. Minutes of the February 18, 2026 regular meeting  
**Recommendation: Approve**
2. San Pablo EDC FY25-26 Financial Statements ending January 31, 2026  
**Recommendation: Receive and file**
3. Resolution authorizing grant application for \$15,000 to BMO Bank  
**Recommendation: Approve**

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

AYES: Calloway, Cruz, Farid  
NOES: None  
ABSTAIN: None  
ABSENT: Baiter, Singh

**REGULAR AGENDA**

**Resolution authorizing amendments to fiscal year 2025-26 memorandums of understanding for three training partners, Contra Costa Truck Driving School, Michael's Transportation**

**Services, and Vasco Career College to increase Measure S funding maximum per San Pablo resident of \$7,500**

Executive Director Choy introduced the item and explained the proposed amendments due to exhausted WIOA and grant funds. She noted this would help remove training barriers and utilize remaining funds. Following board discussion, it was moved by Director Farid seconded by Director Cruz and passed by a vote of those present to adopt **RESOLUTION SPEDC2026-007**, a resolution to authorize amendments to fiscal year 2025-26 memorandums of understanding for three training partners, Contra Costa Truck Driving School, Michael’s Transportation Services, and Vasco Career College, to increase Measure S funding maximum per San Pablo resident of \$7,500.

AYES: Calloway, Cruz, Farid  
NOES: None  
ABSTAIN: None  
ABSENT: Baiter, Singh

**ADJOURNMENT**

It was moved by Director Cruz and seconded by Chair Calloway to adjourn the meeting at 6:17 PM to the next regular meeting scheduled for **Wednesday, April 22, 2026** at 6:00 PM.

Respectfully submitted,

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Saeid Babay Hosseini, Board Secretary

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Genoveva Calloway, Chair

# SAN PABLO EDC BOARD REPORT



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**DATE:** April 22, 2026  
**TO:** San Pablo EDC Board  
**FROM:** Leslay Choy, Executive Director   
Bradley Ward, Controller  
**SUBJECT:** SAN PABLO ECONOMIC DEVELOPMENT CORPORATION FISCAL YEAR 2026-26 FINANCIAL STATEMENTS THROUGH FEBUARY 2026

## RECOMMENDED ACTION

The Executive Director recommends the Board of Directors:

1. Receive and file report.

## BACKGROUND

As part of its ongoing fiduciary oversight, the San Pablo Economic Development Corporation (San Pablo EDC) Board of Directors (Board) reviews the organization’s financial reports. These reports are typically received and reviewed in advance by Board Treasurer and Finance Committee member, Kanwar Singh; however, as he is on vacation, financials were shared with Chair Genoveva Calloway, Finance Committee Member. Financials compare year-to-date expenses to annual budget in a format recommended by Treasurer Singh. The Board is asked to review; our apologies to the Board as the transition from desktop to online with QuickBooks has been a monstrous undertaking and is still causing several bugs in Excel.

## ANALYSIS OF FINANCIAL REPORTS

Attached is a set of financial reports through February 2026. The lead item is the balance sheet, which shows the organization’s financial position as of February 28, 2026. The February balance sheet reflects assets of \$5,011,756, liabilities of \$ 1,720,809, and equity of \$3,290,947. For any professional agreement where San Pablo EDC receives the lump sum up front, Account 25800 is used for the unearned portion of the agreement, and changes the month-over-month liabilities, reducing as the year advances.

The second section of the report is the year-to-date profit and loss (P&L) statement through February 28, 2026 with comparison to budget. The P&L statements are presented as a summary of the Total Budget for Operations, Measure S and Total Grants. The first column represents year-to-date (YTD) revenue and expenses by budget item; second column represents total budget; third column represents year-to-date variance to budget. EDC recognizes income on an accrual basis.

The first part of the Total P&L statement is revenue (income). Total income through February is \$1,218,634, representing 70% of budgeted income with 66.7% of the fiscal year complete. **Important update regarding Suite B revenue at Mission Plaza:** on April 6, 2026, City Council approved the conditional use permit for the tenant. Given delays, there will be no income under 47200 this fiscal year. Per the amendment approved by the Board, the lease is effective May 1, 2026 at which time six months of abated rent commences. Rent is anticipated in December 2026.

The second part of the P&L, which includes other expenses less depreciation, represents expenses, the bulk of which are 62100 Contract Services, 65000 Operations and 66000 Payroll. YTD expenses were \$1,066,742 or 60% of the annual budget. Note that benefits and software subscription costs continue to increase, and while San Pablo EDC changed brokers and healthcare coverage to realize savings over the proposed increase, it meant 14% increase instead of 21%, which is significantly more than anticipated.

Monthly non-cash depreciation of \$3,739 (year-to-date \$29,915) for the EDC's commercial building asset, Mission Plaza, is accounted for as "other expense" in account 70100, as it does not affect operations. By classifying it this way, the EDC separates operations and cash usage from non-cash activity. This is referred to as EBITDA or earnings before interest, taxes, depreciation and amortization.

**Attachments**

- San Pablo EDC FY25-26 Financial Statements through February 2026

**Balance Sheet**  
**San Pablo Economic Development Corporation Inc**  
**As of Feb 28, 2026**

	<b>Total</b>
<b>Assets</b>	
Current Assets	
Bank Accounts	
10000 SPEDC Checking Acct.	648,487.81
10005 Money Market ...1115	2,228,569.72
10015 TCU Checking /Savings Account	248.45
10100 Petty Cash	100.00
<b>Total for Bank Accounts</b>	<b>\$2,877,405.98</b>
Accounts Receivable	
11000 Accounts Receivable	943,634.51
<b>Total for Accounts Receivable</b>	<b>\$943,634.51</b>
Other Current Assets	
12000 Undeposited Funds {73}	1,000.00
13000 Prepaid Expenses	972.65
<b>Total for Other Current Assets</b>	<b>\$1,972.65</b>
<b>Total for Current Assets</b>	<b>\$3,823,013.14</b>
Fixed Assets	
14100 Buildings - Operating	1,540,000.00
14200 Accumulated Depreciation	(351,497.10)
<b>Total for Fixed Assets</b>	<b>\$1,188,502.90</b>
Other Assets	
18600 Other Assets	240.00
<b>Total for Other Assets</b>	<b>\$240.00</b>
<b>Total for Assets</b>	<b>\$5,011,756.04</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	67,619.77
<b>Total for Accounts Payable</b>	<b>\$67,619.77</b>
Credit Cards	
20500 SPEDC Credit Card	2,278.32
<b>Total for Credit Cards</b>	<b>\$2,278.32</b>
Other Current Liabilities	
24000 Payroll Liabilities {72}	
24250 California SUI / ETT	-0.02
24300 Health Insurance	2,636.14
24350 Mutual of America 403(b) W/H	4,508.03
<b>Total for 24000 Payroll Liabilities {72}</b>	<b>\$7,144.15</b>

25800 Unearned or Deferred Revenue	304,166.64
25820 Security Deposit	19,600.00
25830 Funds Held for Others	20,000.00
<b>Total for Other Current Liabilities</b>	<b>\$350,910.79</b>
<b>Total for Current Liabilities</b>	<b>\$420,808.88</b>
Long-term Liabilities	
27100 Notes, Mortgages, and Leases	1,300,000.00
<b>Total for Long-term Liabilities</b>	<b>\$1,300,000.00</b>
<b>Total for Liabilities</b>	<b>\$1,720,808.88</b>
Equity	
32100 Operations Net Assets	2,728,984.91
32500 Meas S Net assets	38,798.08
Retained Earnings	401,186.13
Net Income	121,978.04
<b>Total for Equity</b>	<b>\$3,290,947.16</b>
<b>Total for Liabilities and Equity</b>	<b>\$5,011,756.04</b>

Accrual Basis Monday, April 13, 2026 03:28 PM GMTZ

**San Pablo Economic Development Corporation Inc**  
**Budget vs. Actuals: Budget\_FY26\_P&L - FY26 P&L Classes**  
**July 2025 - February 2026**

	<b>Total Operations</b>			<b>% of Budget</b>
	<b>Actual</b>	<b>Budget</b>	<b>over Budget</b>	
<b>Income</b>				
<b>43400 Direct Public Support</b>	15,000.00	18,000.00	(3,000.00)	83.33%
<b>44400 Government Contracts</b>	375,000.00	562,500.00	(187,500.00)	66.67%
<b>44500 Government Grants</b>	0.00	0.00	0.00	
<b>45000 Investments</b>	48,660.74	84,150.00	(35,489.26)	57.83%
<b>46400 Other Types of Income</b>	20,335.00	27,000.00	(6,665.00)	75.31%
<b>47200 Program Income</b>	94,712.99	194,000.00	(99,287.01)	48.82%
<b>Total Income</b>	<b>\$ 553,708.73</b>	<b>\$ 885,650.00</b>	<b>\$ (331,941.27)</b>	<b>62.52%</b>
<b>Gross Profit</b>	<b>\$ 553,708.73</b>	<b>\$ 885,650.00</b>	<b>\$ (331,941.27)</b>	<b>62.52%</b>
<b>Expenses</b>				
<b>60300 Awards and Grants</b>	0.00	0.00	0.00	
<b>60900 Business Expenses</b>	5,023.40	6,250.00	(1,226.60)	80.37%
<b>62100 Contract Services</b>	22,058.00	53,675.00	(31,617.00)	41.10%
<b>62800 Facilities and Equipment</b>	731.08	4,000.00	(3,268.92)	18.28%
<b>65000 Operations</b>	114,510.37	169,300.00	(54,789.63)	67.64%
<b>65100 Other Types of Insurance</b>	25,717.80	42,995.00	(17,277.20)	59.82%
<b>66000 Payroll Expenses {71}</b>	342,961.03	528,841.00	(185,879.97)	64.85%
<b>66500 Benefits</b>	68,374.67	77,433.36	(9,058.69)	88.30%
<b>68300 Travel and Meetings</b>	4,251.86	8,901.00	(4,649.14)	47.77%
<b>69000 Operational Contingency</b>	1,379.02	5,000.00	(3,620.98)	27.58%
<b>69010 Bank Service Charges</b>	414.51	0.00	414.51	
<b>Total Expenses</b>	<b>\$ 585,421.74</b>	<b>\$ 896,395.36</b>	<b>\$ (310,973.62)</b>	<b>65.31%</b>
<b>Net Operating Income</b>	<b>\$ (31,713.01)</b>	<b>\$ (10,745.36)</b>	<b>\$ (20,967.65)</b>	<b>295.13%</b>
<b>Other Expenses</b>				
<b>70100 Depreciation &amp; Amortization</b>	29,914.64	0.00	29,914.64	
<b>Total Other Expenses</b>	<b>\$ 29,914.64</b>	<b>\$ -</b>	<b>\$ 29,914.64</b>	
<b>Net Other Income</b>	<b>\$ (29,914.64)</b>	<b>\$ -</b>	<b>\$ (29,914.64)</b>	
<b>Net Income</b>	<b>\$ (61,627.65)</b>	<b>\$ (10,745.36)</b>	<b>\$ (50,882.29)</b>	<b>573.53%</b>

3:10:27 AM GMT-7 - Accrual Basis

**San Pablo Economic Development Corporation Inc**  
**Budget vs. Actuals: Budget\_FY26\_P&L - FY26 P&L Classes**  
**July 2025 - February 2026**

	<b>Measure S</b>			<b>% of Budget</b>
	<b>Actual</b>	<b>Budget</b>	<b>over Budget</b>	
<b>Income</b>				
43400 Direct Public Support			0.00	
44400 Government Contracts			0.00	
44500 Government Grants	233,333.36	350,000.00	(116,666.64)	66.67%
45000 Investments			0.00	
46400 Other Types of Income			0.00	
47200 Program Income			0.00	
<b>Total Income</b>	<b>\$ 233,333.36</b>	<b>\$ 350,000.00</b>	<b>\$ (116,666.64)</b>	<b>66.67%</b>
<b>Gross Profit</b>	<b>\$ 233,333.36</b>	<b>\$ 350,000.00</b>	<b>\$ (116,666.64)</b>	<b>66.67%</b>
<b>Expenses</b>				
60300 Awards and Grants	5,000.00	7,500.00	(2,500.00)	66.67%
60900 Business Expenses	1,723.35	2,950.00	(1,226.65)	58.42%
62100 Contract Services	49,415.24	142,075.00	(92,659.76)	34.78%
62800 Facilities and Equipment			0.00	
65000 Operations	20,156.37	28,100.00	(7,943.63)	71.73%
65100 Other Types of Insurance			0.00	
66000 Payroll Expenses {71}	105,472.84	152,275.00	(46,802.16)	69.26%
66500 Benefits	45,728.48	68,550.00	(22,821.52)	66.71%
68300 Travel and Meetings			0.00	
69000 Operational Contingency			0.00	
69010 Bank Service Charges			0.00	
<b>Total Expenses</b>	<b>\$ 227,496.28</b>	<b>\$ 401,450.00</b>	<b>\$ (173,953.72)</b>	<b>56.67%</b>
<b>Net Operating Income</b>	<b>\$ 5,837.08</b>	<b>\$ (51,450.00)</b>	<b>\$ 57,287.08</b>	<b>-11.35%</b>
<b>Other Expenses</b>				
70100 Depreciation & Amortization			0.00	
<b>Total Other Expenses</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Net Other Income</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Net Income</b>	<b>\$ 5,837.08</b>	<b>\$ (51,450.00)</b>	<b>\$ 57,287.08</b>	<b>-11.35%</b>

Monday, Apr 13, 2026 06

**San Pablo Economic Development Corporation Inc**  
**Budget vs. Actuals: Budget\_FY26\_P&L - FY26 P&L Classes**  
**July 2025 - February 2026**

	<b>Total Grants</b>			<b>% of Budget</b>
	<b>Actual</b>	<b>Budget</b>	<b>over Budget</b>	
<b>Income</b>				
<b>43400 Direct Public Support</b>	95,852.58	122,481.00	(26,628.42)	78.26%
<b>44400 Government Contracts</b>	335,739.65	371,063.00	(35,323.35)	90.48%
<b>44500 Government Grants</b>	0.00	0.00	0.00	
<b>45000 Investments</b>	0.00	0.00	0.00	
<b>46400 Other Types of Income</b>	0.00	0.00	0.00	
<b>47200 Program Income</b>	0.00	0.00	0.00	
<b>Total Income</b>	<b>\$ 431,592.23</b>	<b>\$ 493,544.00</b>	<b>\$ (61,951.77)</b>	<b>87.45%</b>
<b>Gross Profit</b>	<b>\$ 431,592.23</b>	<b>\$ 493,544.00</b>	<b>\$ (61,951.77)</b>	<b>87.45%</b>
<b>Expenses</b>				
<b>60300 Awards and Grants</b>	0.00	0.00	0.00	
<b>60900 Business Expenses</b>	8,519.39	12,266.00	(3,746.61)	69.46%
<b>62100 Contract Services</b>	71,300.00	235,499.00	(164,199.00)	30.28%
<b>62800 Facilities and Equipment</b>	0.00	0.00	0.00	
<b>65000 Operations</b>	10,509.77	19,239.00	(8,729.23)	54.63%
<b>65100 Other Types of Insurance</b>	0.00	0.00	0.00	
<b>66000 Payroll Expenses {71}</b>	128,972.46	184,704.00	(55,731.54)	69.83%
<b>66500 Benefits</b>	34,522.00	41,836.00	(7,314.00)	82.52%
<b>68300 Travel and Meetings</b>	0.00	0.00	0.00	
<b>69000 Operational Contingency</b>	0.00	0.00	0.00	
<b>69010 Bank Service Charges</b>	0.00	0.00	0.00	
<b>Total Expenses</b>	<b>\$ 253,823.62</b>	<b>\$ 493,544.00</b>	<b>\$ (239,720.38)</b>	<b>51.43%</b>
<b>Net Operating Income</b>	<b>\$ 177,768.61</b>	<b>\$ -</b>	<b>\$ 177,768.61</b>	
<b>Other Expenses</b>				
<b>70100 Depreciation &amp; Amortization</b>	0.00	0.00	0.00	
<b>Total Other Expenses</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Net Other Income</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Net Income</b>	<b>\$ 177,768.61</b>	<b>\$ -</b>	<b>\$ 177,768.61</b>	


**San Pablo Economic Development Corporation Inc**  
**Budget vs. Actuals: Budget\_FY26\_P&L - FY26 P&L Classes**  
**July 2025 - February 2026**

	<b>TOTAL</b>			<b>% of</b>
	<b>Actual</b>	<b>Budget</b>	<b>over Budget</b>	<b>Budget</b>
<b>Income</b>				
43400 Direct Public Support	110,852.58	140,481.00	(29,628.42)	78.91%
44400 Government Contracts	710,739.65	933,563.00	(222,823.35)	76.13%
44500 Government Grants	233,333.36	350,000.00	(116,666.64)	66.67%
45000 Investments	48,660.74	84,150.00	(35,489.26)	57.83%
46400 Other Types of Income	20,335.00	27,000.00	(6,665.00)	75.31%
47200 Program Income	94,712.99	194,000.00	(99,287.01)	48.82%
<b>Total Income</b>	<b>\$ 1,218,634.32</b>	<b>\$ 1,729,194.00</b>	<b>\$ (510,559.68)</b>	<b>70.47%</b>
<b>Gross Profit</b>	<b>\$ 1,218,634.32</b>	<b>\$ 1,729,194.00</b>	<b>\$ (510,559.68)</b>	<b>70.47%</b>
<b>Expenses</b>				
60300 Awards and Grants	5,000.00	7,500.00	(2,500.00)	66.67%
60900 Business Expenses	15,266.14	21,466.00	(6,199.86)	71.12%
62100 Contract Services	142,773.24	431,249.00	(288,475.76)	33.11%
62800 Facilities and Equipment	731.08	4,000.00	(3,268.92)	18.28%
65000 Operations	145,176.51	216,639.00	(71,462.49)	67.01%
65100 Other Types of Insurance	25,717.80	42,995.00	(17,277.20)	59.82%
66000 Payroll Expenses {71}	577,406.33	865,820.00	(288,413.67)	66.69%
66500 Benefits	148,625.15	187,819.36	(39,194.21)	79.13%
68300 Travel and Meetings	4,251.86	8,901.00	(4,649.14)	47.77%
69000 Operational Contingency	1,379.02	5,000.00	(3,620.98)	27.58%
69010 Bank Service Charges	414.51	0.00	414.51	
<b>Total Expenses</b>	<b>\$ 1,066,741.64</b>	<b>\$ 1,791,389.36</b>	<b>\$ (724,647.72)</b>	<b>59.55%</b>
<b>Net Operating Income</b>	<b>\$ 151,892.68</b>	<b>\$ (62,195.36)</b>	<b>\$ 214,088.04</b>	<b>-244.22%</b>
<b>Other Expenses</b>				
70100 Depreciation & Amortization	29,914.64	0.00	29,914.64	
<b>Total Other Expenses</b>	<b>\$ 29,914.64</b>	<b>\$ -</b>	<b>\$ 29,914.64</b>	
<b>Net Other Income</b>	<b>\$ (29,914.64)</b>	<b>\$ -</b>	<b>\$ (29,914.64)</b>	
<b>Net Income</b>	<b>\$ 121,978.04</b>	<b>\$ (62,195.36)</b>	<b>\$ 184,173.40</b>	<b>-196.12%</b>

# SAN PABLO EDC BOARD REPORT



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**DATE:** April 22, 2026  
**TO:** San Pablo EDC Board  
**FROM:** Leslay Choy, Executive Director   
**SUBJECT:** PRESENTATION TO THE SAN PABLO ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS OF WILDCAT PROMENADE VISION PLAN PRESENTED BY THE URBAN LAND INSTITUTE DEVELOPERS OF COLOR COHORT PROJECT TEAM

## RECOMMENDED ACTION

The Executive Director recommends the Board of Directors:

1. Receive and file presentation

## BACKGROUND

Whenever possible, the San Pablo Economic Development Corporation (San Pablo EDC) Board of Directors (Board) receives presentations related to economic development. This is an outstanding opportunity for the Board to experience the **Wildcat Promenade Vision Plan** presented by the Urban Land Institute (ULI) Developers of Color Cohort Project Team, led by the City of San Pablo’s Economic Development & Housing Manager, Kieron Slaughter, and accompanied by fellow Color Cohort Project Team members, Myrna Ortiz and Cameron George.

To be a strategic partner, sometimes our role is to envision opportunity with others. The Developers of Color Cohort Project Team has envisioned what the southeast corner of San Pablo Avenue and San Pablo Dam Road could be. The Team envisions this “Main and Main” intersection of San Pablo as having the potential to be the *de facto* “Downtown San Pablo” if developed strategically. They will present the **Wildcat Promenade Vision Plan**, an 11-acre, mixed use concept that advances San Pablo’s 2025–2027 priorities by pairing high density housing (including on site affordability) with creek daylighting, a pedestrian promenade, and entrepreneurial neighborhood retail. The plan proposes a San Pablo Avenue Specific Plan overlay to enable flexible height/density, leverages the City’s new branding program for placemaking and corridor identity, and outlines EIFD-eligible infrastructure to support feasibility and community benefits (e.g., local hire, local housing preference, small business tenancy, public art, and public space stewardship).

This is a concept they have come up with as their capstone project and not something that is on the Council’s Priority Work Plan or being formally pursued by the City of San Pablo at this time. The Board is asked to receive the presentation, ask questions, share ideas and offer feedback the project team might find helpful ahead of their presentation at ULI.

## FISCAL IMPACT

There is no fiscal impact.

## Attachments

None.

# SAN PABLO EDC BOARD REPORT



DATE: April 22, 2026

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TO: San Pablo EDC Board

FROM: Leslay Choy, Executive Director

SUBJECT: RESOLUTION OF THE SAN PABLO ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS AUTHORIZING GRANT APPLICATION TO BAY REPAIR LOCAL COMMUNITY BENEFITS FUND AND RATIFYING GRANT WRITING EXPENSE UP TO \$10,000

## RECOMMENDED ACTION

The Executive Director recommends the Board of Directors:

1. Approve resolution

## BACKGROUND

***Strategic Plan, Goal 4. Focus on the organization’s fiscal sustainability and revenue diversification.***

The San Pablo Economic Development Corporation (San Pablo EDC) Board of Directors (Board) authorizes all grant opportunities that the organization pursues, and ratifies any related budget expense.

San Pablo EDC has invested the past ten years in regional partnerships and relationships that grow equitable economic opportunity. The organization has established a reputation as a high-performing workforce development partner with strong business relationships. It has been helpful to apply as both a sub-recipient and a direct contractor to grow the experience and data needed to compete at higher level for more significant funding over multiple years.

As the Board is aware, Executive Director Choy has been working with regional partners and the refinery industry. Some of the industry has already completed their transition to renewable energy, while others are advancing their timeline. There are many challenges to doing business as an energy company in California; however, the more surprising aspect is how many workers are brought in from out of state, which has negative economic consequences for industry and the regional economy. Our educational and industry partners are prepared to work with us on a pilot initiative which would be retooled and expand for each year funded. The investment necessary is significant.

San Pablo EDC was recently invited to consider application to the *Bay Reinvesting Penalties for Air Improvement and Resilience (“Bay Repair”) Local Community Benefits Fund*, specifically the Opportunity Grant. Given how extensive the document is, we are including [a hyperlink here](#) for the Board to reference. The intent is to apply with support from all partners ranging from the Workforce Development Board of Contra Costa County (WDBCCC), the City of San Pablo, adult education, Contra Costa Community College District (4CD), the trades and industry to address building a continuous pipeline (pun intended) of employment-ready, industry-certified workforce for the refinery industry with particular focus on green and renewable energy.

This will require strong partnership, significant time investment and a grant writer. Applications are due Friday, May 29, 2026, at 5:00 PM. As the application comes together, Executive Director Choy will actively seek input from board directors with experience in this area and the ability to help obtain letters of support. The Bay REPAIR Opportunity Grant has a term up to three years and may request \$500,000 to \$5,000,000. Should the Board approve this resolution, Executive Director Choy would immediately seek a grant writer and commence the grant application process.

The Board is asked to authorize an Opportunity Grant application to Bay REPAIR Local Community Benefits Fund and ratify grant writing expense up to \$10,000.

**FISCAL IMPACT**

Initial fiscal impact to fiscal year 2025-26 would be up to \$5,000 to expense account 62130 Grant Writing Operations class and up to \$5,000 to expense account 62130 Grant Writing Measure S class. There is currently \$5,000 of operations class and \$5,500 of Measure S class in this expense account. If the grant were to be successful, positive fiscal impact would be the net of funds granted less sub-recipient allocations. Total budget to include in the grant has not yet been finalized; however, as the term desired would be three years, positive fiscal impact would be received over that same time period.

**Attachments**

1. Bay Area Air District Community Investments Overview

**RESOLUTION SPEDC2026-0**

**RESOLUTION OF THE SAN PABLO ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS AUTHORIZING AN OPPORTUNITY GRANT APPLICATION TO BAY REPAIR LOCAL COMMUNITY BENEFITS FUND AND RATIFYING GRANT WRITING EXPENSE UP TO \$10,000**

WHEREAS, the San Pablo Economic Development Corporation (San Pablo EDC) Board of Directors (Board) authorizes all grant opportunities that the organization pursues, and ratifies any related budget expense; and

WHEREAS, San Pablo EDC was recently invited to consider application to the Bay Reinvesting Penalties for Air Improvement and Resilience (“Bay Repair”) Local Community Benefits Fund, specifically the Opportunity Grant; and

WHEREAS, Executive Director Choy has been working with regional partners and the refinery industry to outline a pilot initiative to develop workforce specific to an evolving industry; and

WHEREAS, the intent is to apply with support from all partners ranging from the Workforce Development Board of Contra Costa County (WDBCCC), the City of San Pablo, adult education, Contra Costa Community College District (4CD), the trades and industry to address building a continuous pipeline (pun intended) of employment-ready, industry-certified workforce for the refinery industry with particular focus on green and renewable energy; and

WHEREAS, applications are due Friday, May 29, 2026, at 5:00 PM, and may request a term up to three years and a budget from \$500,000 to \$5,000,000; and

WHEREAS, should the Board approve this resolution, Executive Director Choy would immediately seek a grant writer and commence the grant application process; and

WHEREAS, fiscal impact to fiscal year 2025-26 would be up to \$5,000 to expense account 62130 Grant Writing Operations class and up to \$5,000 to expense account 62130 Grant Writing Measure S class.

NOW, THEREFORE, BE IT RESOLVED by the San Pablo Economic Development Corporation Board of Directors, as follows:

- 1) Authorize an Opportunity Grant application to Bay REPAIR Local Community Benefits Fund and ratify grant writing expense up to \$10,000.

ADOPTED this 22<sup>nd</sup> day of April, 2026, by the following vote, to wit:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

APPROVED:

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Saeid Babay Hosseini, Board Secretary

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Genoveva Calloway, Board Chair

# Community Investments



## Community Investments Office

In December 2024, the Bay Area Air District established the Community Investments Office (CIO) to develop and manage tailored programs for funding streams generated by penalties and other funds. The CIO will ensure that funds from enforcement actions directly benefit communities impacted by air pollution. This CIO administers the Community Benefits Penalty Funds Policy, and other funds from enforcement actions to direct resources back into the communities where violations occurred to improve community health and air quality. Some funding sources have specific, pre-determined parameters while guidelines for others are in the process of development. The program governing the disposition of these funds will be developed with input from the community.

## Air District's Community Benefits Penalty Funds Policy & Other Funds Overview

The Air District established the Community Benefits Penalty Funds Policy to directly support communities disproportionately impacted by air pollution. When penalties are assessed against entities violating air quality regulations, this policy enables penalty funds to be reinvested directly back to communities through impactful projects. This policy sets up a formula that automatically allocates 80% of the funds to the Local Community Benefits Fund and 20% to the Regional Community Benefits Fund after meeting a pre-determined threshold and split for specific penalty amounts. For more details on the breakdown, see the Community Benefits Penalty Funds Policy.

## Overview of Available Funds

AVAILABLE FUNDING SOURCE	AS OF DECEMBER 31, 2024	
Regional Community Benefits Fund	\$	20,331,984
Local Community Benefits Fund	\$	75,447,312
Other funds: Richmond Community Air Quality Fund <sup>1</sup>	\$	20,000,000
<b>Total Project Funds</b>	<b>\$</b>	<b>115,779,297</b>
<b>9% Admin Funds</b>	<b>\$</b>	<b>9,472,678</b>
<b>Total Project &amp; Admin Funding</b>	<b>\$</b>	<b>125,251,974</b>

<sup>1</sup>Funding availability is subject to initiation of projects.  
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# What is the Regional Community Benefits Fund?

**This fund is designated to:**

- reduce air pollution or mitigate air pollution impacts in overburdened communities
- improve health outcomes in communities impacted by air pollution

# What is the Local Community Benefits Fund?

**This fund is designated to:**

- reduce air pollution or mitigate air pollution
- improve health outcomes in the specific community affected by the air quality violations that led to the penalty

# Local Community Benefits Fund as December 31, 2024

ORIGINATING COMMUNITY*	PROJECT AMOUNT
Benicia	\$ 58,631,131
Berkeley	\$ 13,680
Martinez	\$ 1,462,091
Oakland	\$ 85,783
Pleasanton	\$ 58,367
Richmond	\$ 15,148,952
San Jose	\$ 19,950
South San Francisco	\$ 22,799
Suisun City	\$ 4,560
<b>Total Funds</b>	<b>\$ 75,447,312</b>

\*An originating community does not indicate that funds will be limited to a jurisdictional boundary. The geographic boundaries for distribution of funds will be determined based on Board-approved criteria.



## Community Spotlight:

### Penalties to benefit Benicia and overburdened communities around the Bay Area

The Bay Area Air District and California Air Resources Board fined Valero Refining Co. nearly \$82 million for air quality violations at its refinery in Benicia. The Air District received \$80.8 million and based on the Community Benefits Penalty Funds Policy, \$58,631,131 are designated for the Local Community Benefits Fund to finance projects aimed at reducing air pollution exposure, mitigating air pollution impacts and improving public health in areas surrounding the refinery. The remainder of the penalty is designated for the Regional Community Benefit Fund to support clean air projects in overburdened communities and to offset costs associated with fund administration and investigation and prosecution of future cases.

**The CIO will be developing a plan to distribute these funds to communities. Sign up on our website to stay informed.**

**MORE DETAILS ON COMMUNITY INVESTMENTS:**  
[baaqmd.gov/community-investments](http://baaqmd.gov/community-investments)

**CONTACT US:**  
[communityinvestments@baaqmd.gov](mailto:communityinvestments@baaqmd.gov)



# Community Benefits Penalty Fund Policy

## Definitions:

**Penalty Package:** Civil penalties collected through an individual settlement agreement or court judgment that requires payment from a particular regulated entity. A package can address more than one violation but must be with an individual entity.

**Fiscal Year Penalty Budget Assumption:**

The amount of assumed general fund revenue derived from penalties in a fiscal year's adopted budget.

**Fiscal Year Penalty Budget Cap:** The amount needed to meet the Fiscal Year Penalty Budget

Assumption for the current fiscal year, plus any shortfalls from the previous two years. A shortfall occurs when actual penalties collected in a fiscal year are less than the Fiscal Year Budget Assumption for that fiscal year. Once the Fiscal Year Penalty Budget Cap has been met, any additional penalties collected will be designated for regional community benefits.

**Regional Community Benefits Fund:** A fund that the Board of Directors has designated to reduce air pollution or mitigate the impacts of air pollution in overburdened communities or aimed at improving health outcomes in communities impacted by air pollution in the Bay Area.

**Local Community Benefits Fund:** Funds that the Board of Directors has designated to reduce air pollution or mitigate the impacts of air pollution or aimed at improving health outcomes in the particular community that was affected by the air quality violations leading to the Penalty Package in which the funds were collected.



## Allocating Funds:

Beginning in the fiscal year ending June 30, 2024, and retroactive to the beginning of that fiscal year, net penalty funds collected<sup>2</sup> shall be allocated according to the method below.

**First \$100,000:** Funds will be placed in the general fund until the Fiscal Year Penalty Budget Cap for that year is met. Once the Fiscal Year Penalty Budget Cap for that year is met, the funds from these settlements shall be placed in the Regional Community Benefits fund.

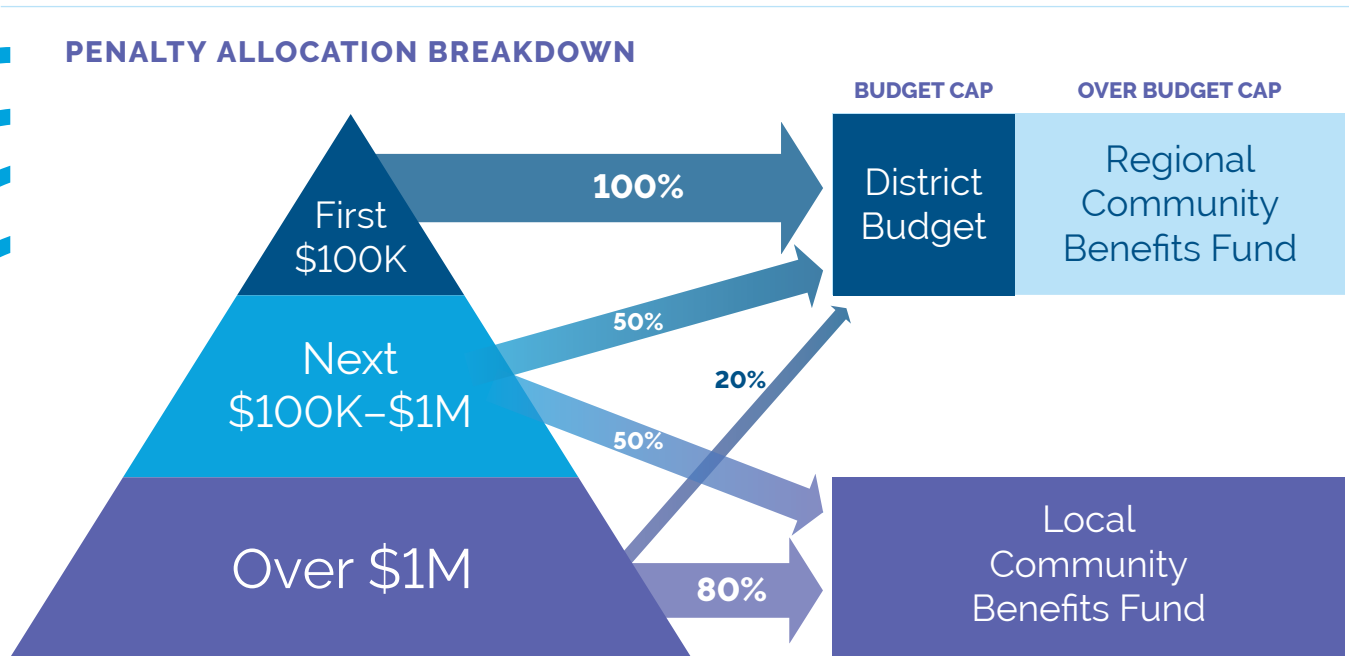
**Amounts greater than \$100,000 and less than or equal to \$1,000,000:** Fifty percent (50%) of the funds shall be placed in a Local Community Benefits Fund associated with the community impacted by the violations leading to the Penalty Package. Fifty percent (50%) shall be placed in the general fund or the Regional Community Benefits Fund depending on whether the Fiscal Year Penalty Budget Cap has been met.

**Amounts exceeding \$1,000,000:** Eighty percent (80%) of the funds shall be placed in a Local Community Benefits Fund associated with the community impacted by the violations leading to the Penalty Package. Twenty percent (20%) shall be placed in the general fund or the Regional Community Benefits Fund depending on whether the Fiscal Year Penalty Budget Cap has been met.

## Annual Report:

In May of each year, staff will provide the Community Advisory Council and the Board of Directors a review of the results of this policy for the current fiscal year.

The infographic below shows the Penalty Allocation Breakdown:




<sup>2</sup>Net penalty funds collected are all penalties obtained by the Air District through settlements or court judgments, net of any external costs associated with obtaining the penalty, such as litigation costs, costs of expert witnesses or consultant, or outside attorney fees, that are not otherwise recovered.

# SAN PABLO EDC BOARD REPORT



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**DATE:** April 22, 2026  
**TO:** San Pablo EDC Board  
**FROM:** Leslay Choy, Executive Director   
**SUBJECT:** RESOLUTION OF THE SAN PABLO ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS SELECTING THE 2026 SAN PABLO SMALL BUSINESS OF THE YEAR AND THE 2026 SUSTAINABLE BUSINESS OF THE YEAR

## **RECOMMENDED ACTION**

The Executive Director recommends the Board of Directors:

1. Review and discuss data
2. Select small business of the year and sustainable business of the year, and approve by resolution

## **BACKGROUND**

Annually, the San Pablo Economic Development Corporation (San Pablo EDC) Board of Directors (Board) reviews the quantitative and qualitative data generated by the San Pablo EDC San Pablo Small Business of the Year (SBOTY) campaign to select the honoree. This campaign was formally established by Resolution SPEDC2013 – 049 approved November 20, 2013.

On February 18, 2026, the Board unanimously approved Resolution SPEDC 2026 – 005, which established the Sustainable Business Award sponsored by MCE as part of Small Business of the Year celebration. Businesses may self-nominate or be nominated by others. This data will follow the 2026 Small Business of the Year data.

To be considered for Small Business of the Year, the business must be a storefront location with a current business license located within the incorporated boundaries of the City of San Pablo and fit within the Small Business Administration’s definition of a small business for that particular industry. A business that has been named San Pablo’s Small Business of the Year within the previous five years is not eligible.

This year, people could submit their nominations using a QR code, clicking on a link, emailing, texting or by calling San Pablo EDC. Nominations closed on March 31, 2026.

## **Benefits for the Selected San Pablo Small Business of the Year**

The San Pablo Small Business of the Year winner is promoted throughout the year and is provided media promotional services courtesy of Voler Strategic Advisors (Voler SA). San Pablo EDC also provides two medium ads on the ad share direct mail – one to celebrate them as the winner and another with the offer of choice for that business. The business is honored at the San Pablo EDC’s Small Business of the Year mixer, scheduled May 7 at 5:30 PM. Voler SA produces a video celebrating that business. Further, the EDC identifies opportunities to promote the business on social media. San Pablo EDC also arranges for the San Pablo City Council to formally recognize the business. Finally, the business receives free membership for one year, as well as a set of quality stock photos for use for marketing.

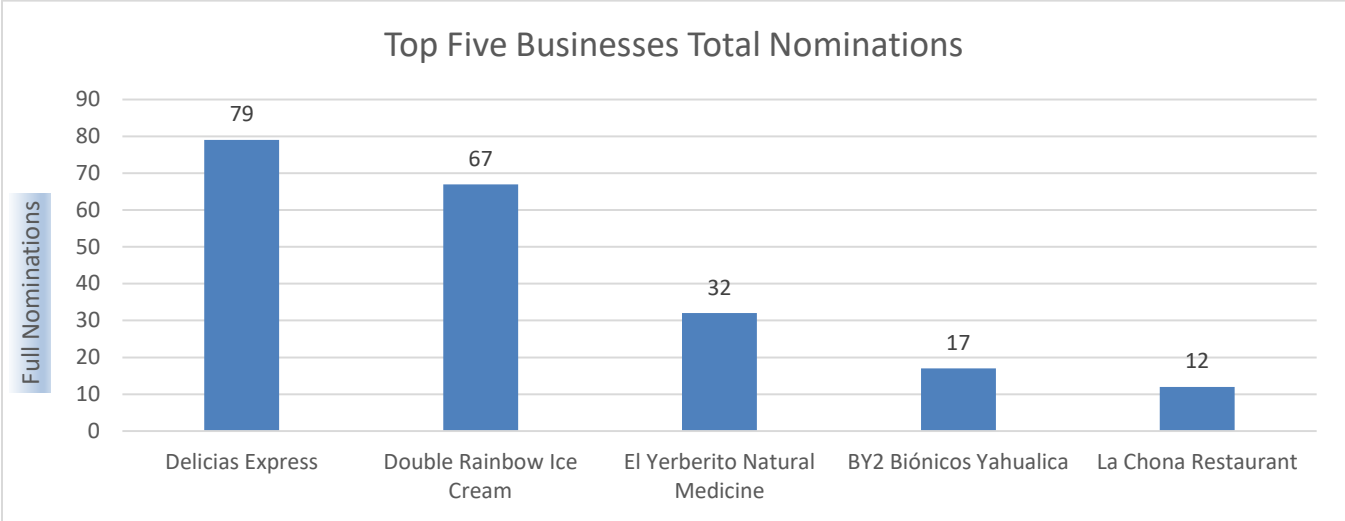
## **Nomination Data**

The data is presented in two sections – quantitative and qualitative data. Beyond the number of nominations a business received, the Board strongly considers the qualitative data submitted to better

understand why a business matters to those who nominate it. The qualitative data is triaged thematically. For example, all nominations that centered on service excellence would be grouped together, so that the groups tell thematically the story of why that business matters to this community. Once the themes are sorted, in an effort to ensure fairness, a similar number of comments is provided per business. In this way, the Board sees the reasons why the businesses were nominated and the diversity of perspectives represented.

**Quantitative Summary**

In total, 335 qualified nominations were received for 43 qualified San Pablo small businesses. Of the total qualified nominations received, the top five nominees garnered 261 or 68% of the vote. These top five businesses are before the Board for its consideration.



**Qualitative Summary**

As the winner represents the San Pablo business community throughout the year, strongest consideration is given to what customers had to say about the nominated businesses, its impact on the community and how those responses align with the EDC’s mission.

All of the nominations for each business were triaged by theme. In doing qualitative summary, responses are sorted by theme and the most representative are featured. Typically, three themes emerge for each business and each thematic grouping has up to five responses; however, this varies according to the responses submitted. The table that follows presents the qualitative data for the Board’s review and consideration with the businesses listed alphabetically.

**TOP 5 NOMINEES FOR SAN PABLO’S 2026 SMALL BUSINESS OF THE YEAR**

**Delicias Express**

**Great Customer Service**

- The owner is very friendly and attentive, always making sure customers feel welcome. His staff provide excellent customer service, creating a warm and inviting atmosphere. I really enjoy bringing my family here to indulge in their fresh, sweet treats. Every visit feels special, and the quality and care they put into their products make it a delightful experience for everyone.*
- This business should win because it always feels like you’re at home when you come. The staff is really friendly and they remember you! This place feels authentic and I have been a customer*

## Delicias Express

*since they opened. They have affordable and delicious items as well, but overall, their customer service and ambiance is UNMATCHED!*

- They have the best customer service, make sure everyone is attended to and are always clean. Plus, their fruit and ice cream are fresh! Hands down the best place to get a sweet treat!*
- Excellent customer service and always asks me how my day is going. The owner is genuinely really friendly. He also makes great ice cream and loves his community!*
- I'm big on customer service. Right when you walk in, you are greeted and taken care of. Plus, their ice cream always hits the spot after a long day at work.*

### Standout Delicious Treats

- They have the best Mangonados in Contra Costa County and he makes his own ice cream for them. He uses fresh ingredients and loves to provide quality food!*
- They have very good service, good treats and awesome aguas frescas.*
- It has the BEST desserts. For me in particular, I love the elote en vaso (corn in a cup); they have an amazing taste and good quality. Also, the Mangonada de hielo (Frozen Mango Smoothie) is great. Overall, everything that I have tried has been an amazing experience. I love it.*
- This family ice cream shop offers the best ice cream and comfort treats! Amazing service too! As a college student with my family we come here from time to time to enjoy the food.*
- I think this business should be the winner because their sweets are the best, their customer service is excelente, and they have such an inviting place full of family and love. My family loves to go there every Saturday. I always feel welcome and a part of their community.*

### Adds Local Diversity with a Community-friendly Vibe

- El Propietario es un líder de la comunidad y también es una persona que le importa de los productos que le vende a la comunidad y son muy buenos. The owner is a community leader and someone who cares deeply about the products he sells to the community—and they are of very high quality.*
- This food business should be the winner because they turn locally sourced ingredients into unforgettable culinary experiences. They innovate with flavor while delighting customers in the community alike. Winning this award would celebrate their commitment to taste, quality, and positive impact.*
- Este negocio es realmente bueno para la zona. Siempre hay gente amable para ayudarme. Me gusta su copa de chocolate y fresa. This business is really great for the neighborhood. There are always friendly people willing to help me. I love their chocolate and strawberry smoothie.*
- He hired my niece and she was able to get some work experience to get a better job now in 2026.*
- I feel that the owner really cares about the customers and community because when we have an event for work or the community, he is always willing to donate items.*
- They are well priced. In this economy, it is hard to find quality food at affordable prices.*

### Self-made Entrepreneur Mentoring Others

- It's family owned and from what the owner told me, he started off with an ice cream street cart, walking the streets to sell. Now, he has a business and it just warms my heart to know he*

## Delicias Express

*made his dream possible. Plus, his mint chocolate chip ice cream always hits the spot.*

- *Their story is amazing. From starting on the corner with an umbrella and a small cart, to owning and operating a store front, they are a good example of what is possible with dedication in San Pablo*
- *He is an awesome person and the business owner is always willing to help others/ business owners who seek his mentorship.*
- *The business owner is a community leader and always looking to help others, including other business owners.*

## Double Rainbow Ice Cream

### Great Customer Service

- *They've been a neighborhood staple since I was a young child. The only one in fact that's still around. They even make you feel like family to where I come and I'm always greeted with a positive smile accommodated by addressing me by name personally. Customer service is top tier!*
- *This place is the best one. I've been coming for more at 10 years and we still get great service*
- *Awesome people! Always so kind with their service-treats us like family every time we walk in!*
- *The customer service is the best. The owner is always so sweet and helpful. Been coming here for over 20 years.*
- *I would like to nominate this small business because I've been coming here for ice cream and frappes for over 10 years, and they have consistently provided an amazing experience.*
- *"What truly sets this place apart is the incredible staff. The owners and the cheerful employees are always welcoming and often offer samples with a kind word. The service is consistently warm and makes every visit feel special.*
- *In a world full of fleeting trends, [Double Rainbow] is a beloved constant. It's a place that transcends generations, offering the same wonderful experience to today's kids as it did to me years ago. If you want a genuine, delicious, and nostalgic ice cream experience, you won't be disappointed. Highly recommended!*
- *I've been coming to this ice cream shop since I was young! I'm always greeted so warmly and enthusiastically! Not to mention how fresh and yummy the ice cream always tastes. Double Rainbow truly deserves this award!*
- *One of the friendliest and most accommodating businesses for quite a few years. The owner is friendly to everyone. Convenient location, convenient hours and great ice cream, too!*

### Community Loyalty/Family-Run

- *This family run business has great quality ice cream served with a great understanding of our community. The owners are multilingual, kind and lots of fun! They make you feel pampered whether you are there for a cone or a birthday cake.*
- *Me and my family grew up coming here for years! The same family working here every day and their kids studying in the cafe of the store. They deserve this award for their years of hard work*

## Double Rainbow Ice Cream

*and dedication and always providing amazing service.*

- *Best, quick-service business that has been open since early 1990s - same owner and well-run family-owned business.*
- *It's a great independent, black-owned business that offers great ice cream at great prices.*
- *My family and I have been going to Double Rainbow Ice Cream for over 20+ years now and it's always a great experience. Not only is their menu delicious but their customer service is great. I always feel welcome and it's nice to be recognized as more than just a customer.*
- *A local staple to the San Pablo community. Double Rainbow and its owner has been serving San Pablo since I have been a child! I am now 29 years old. It brings me a lot of memories walking in and seeing a familiar face from my childhood. It's a family-owned business and they deserve their flowers.*
- *I used to come to this ice cream shop 10 years ago as a child with my cousins. Every time we'd go, we'd be so happy to get our ice cream, and would see the owner and he was always so nice to us! I went today after many years and he's just as sweet! And so is his son! Best ice cream in town!*
- *My growing family has been coming here for years! The owner is a sweetheart and he always remembers us & makes us feel like family. My 3yr old daughter always asks to go to "Uncle's rainbow shop." Also, his prices are very reasonable which helps the community enjoy a nice cup of ice cream even when funds are tight.*
- *Rainbow ice Cream has been the place to go to since I was 5 years old. I would go visit during summer and winter times. The taste has not change nor the family environment it has!!*
- *The owner is amazingly friendly, they're so accommodating, and the prices are low. Every time I visit this place, it feels like home and in this day and age, we don't get much of this.*
- *The owners are always friendly and service is great. I also love that they are teaching the younger generation about customer service and entrepreneurship.*

## El Yerberito Natural Medicine

### Exceptional Products

- *I highly recommend this herbal business. Their products are exceptional, thoughtfully crafted, and clearly made with great care and knowledge. It's refreshing to see such dedication to quality and natural wellness. I've been extremely impressed and would confidently encourage anyone interested in herbal products to give them a try. 🌿 ✨*
- *Staff is knowledgeable, genuine and has high-quality products. I have not been able to find products of similar quality and effectiveness anywhere else with living on and off in the Bay Area for the last 10-15 years.*
- *I love this place. They carry a great selection of hair and facial products that I absolutely love. Their sábila shampoo is all-natural and does wonders for my hair. Both the sábila shampoo and the jojoba hair spray have made my hair shinier and helped reduce frizz. Also, the customer service is great they're always so helpful and takes the time to listen to your needs.*
- *They are a staple in our community. They have been in business for 35 years here in San Pablo. They offer a wide variety of natural medicine options for people who are passionate about*

## El Yerberito Natural Medicine

*herbal remedies. El Yerberito has allowed many people to continue their own families' remedies, even if they are many miles from their home countries. Thank you so much!*

### Unique, Much-needed Offering & Longevity in San Pablo

- There's no other store quite like El Yerberito in San Pablo, or really anywhere in the East Bay to my knowledge. They are a family-owned, Latino-owned business that has been in its same location for more than 3 decades. They sell a wide range of products, from haircare and skincare to herbal remedies to their famous organic aloe. During the covid pandemic, me and my family relied heavily on their antibacterial gel, which thanks to the aloe was the only antibacterial that didn't dry my hands out. But moreso than just their products, what really makes them unique is the years and years of traditional herbalist knowledge that the owners have and are able to impart on their customers. They come from a long line of herbalists in Zacatecas, and are able to listen to what their customers need and make targeted recommendations. For these reasons, and for the long history they have here in San Pablo, I think they deserve to be small business of the year.*
- I am nominating El Yerberito for small business of the year because I truly believe that they bring something wholly unique to the landscape of San Pablo. While mainstream "wellness" culture pushes supplements, powders and pills that are more marketing gimmicks than science, El Yerberito offers an approach to wellness and health that is rooted in indigenous traditions, specifically, from the Yerberos, or herbalists, in Zacatecas, Mexico. The owners, a father-daughter duo, are the 3rd and 4th generation of herbal practitioners following this tradition, and they are able to use their knowledge to carefully explain to customers what every ingredient is and does. When I wanted an herbal tea to help with digestion, they put together a blend of different barks and dried herbs for me, each with a specific purpose, and patiently explained the correct process for brewing the tea for best results. I believe that this kind of deeply rooted knowledge is rapidly disappearing from our modern world, making El Yerberito all the more important to our community. The owners have been quietly working and supporting their community for the past 35 years, and I think it's time that they were acknowledged for the unique and valuable services they provide!*
- Excelente lugar. Soy cliente desde hace tiempo y siempre encuentro una gran variedad de hierbas medicinales y suplementos naturales. Se nota que es un negocio familiar con mucha experiencia, porque te atienden muy bien y te explican para qué sirve cada producto. Me gusta que llevan más de 35 años ayudando a la comunidad, y siempre buscan recomendar algo natural para mejorar la salud. El trato es muy amable y se siente la confianza cuando compras ahí. Great place. I've been a customer for a long time and always find a wide variety of medicinal herbs and natural supplements. You can tell it's a family-run business with a lot of experience, because the staff are very helpful and explain what each product is used for. I like that they've been helping the community for over 35 years, and they always try to recommend natural products to improve your health. The staff are very friendly, and you feel confident shopping there.*
- El Yerberito deserves to be recognized as a Small Business Award winner because it represents more than a storefront — it represents 35 years of tradition, resilience, community service, and generational knowledge rooted in cultural heritage. Family-owned and proudly operated, El Yerberito's mission to bring natural healing and herbal traditions to the community is what makes this business truly special. They come from a long line of Yerberos (herbalists) in Zacatecas, Mexico, carrying forward time-honored knowledge that has been passed down*

## El Yerberito Natural Medicine

*through generations. Today, they continue this legacy with pride, preserving the wisdom of ancestors while making it accessible to modern families seeking natural health options.*

- Cada vez que voy a este negocio me dan toda la atención!! En verdad se preocupan de recomendarte la mejor calidad de productos naturales. Ningun negocio como el de ellos. Every time I go to this store, they give me their full attention!! They really take the time to recommend the best quality natural products. There's no other store like theirs.*
- El Yerberito Natural Medicine has been a family-owned business for over 35 years. I have had the pleasure of knowing the 4th generation herbalist for almost 20 years. This business deserves the recognition because it represents what the American dream is all about. It's hard work and perseverance. Their commitment to community education via their knowledge sharing traditions is like no other. I am truly grateful for their support especially during the most trying times during the pandemic. My family used their natural products to help support our health and wellbeing. We live in Southern California and they made sure we never missed an order. We are forever grateful for their support and hope that we can see them receive this award as confirmation of the excellent work they do.*

### Support a Healthy Community

- This business helps keep the community strong and healthy. Using holistic practices passed down generations of herbalists, they know how to help people heal naturally. They educate and help anyone that is willing to take control of their own wellness.*
- This business has been around for 35 years. They promote health and wellness for practices passed down from generations of healers and Yerberos (herbalists) from Zacatecas Mexico. This business strengthens the community by sharing their knowledge about health and staying true to their roots.*
- El Yerberito Natural Medicine has helped me stay on top of my wellness. Hilda has been very helpful and she is knowledgeable in the supplements that her and her dad sell. They deserve this award because they are good for the community and will help us all better our health*
- Actively teaching us to prioritize our health and gives us access to natural remedies. It is a family-owned business rooted in culture and tradition with excellent customer care and unique products. Small business with a big heart.*
- This is the best place if you're looking for natural and herbal options for your health. It's a family-owned business that's been around for over 30 years, and the quality really shows. All of their herbs and supplements are excellent, and I love that they focus on addressing the root of an illness rather than just offering a temporary fix.*
- Their customer service is great. The owners - a dad and daughter duo - are always friendly, knowledgeable, and genuinely willing to help. They take the time to answer questions, make thoughtful recommendations, and never make you feel rushed. You can really tell they care about their customers and their well-being.*
- My elderly mom especially loves their natural supplements. She prefers more holistic options, and this store has been a great fit for her. The owners have been very helpful in guiding her toward products that support her needs*
- El Yerberito Natural Medicine deserves to be nominated for its outstanding commitment to providing natural, holistic health solutions to the community. The business has built a reputation for offering high-quality herbal remedies, traditional healing products, and*

## El Yerberito Natural Medicine

*knowledgeable guidance to customers seeking natural alternatives for their health and wellness.*

- In addition to its products, the business serves as an important cultural and wellness resource, supporting individuals and families who value natural medicine and holistic health. Its positive impact, trusted service, and commitment to community health make El Yerberito Natural Medicine a deserving nominee for recognition.*
- This shop is so helpful to so many people who care about their health and who love herbal remedies. Myself and my family always go to El Yerberito for all of our natural supplement needs. This is a family-owned business and we love that! This is like a little piece of Mexico within our community. They have been around for over 30 years and they truly deserve recognition.*
- El Yerberito is family-owned and has been a staple of the community for 35 years through generations. Offering a wide range of herbal teas, remedies and natural supplements, they welcome and support anyone who is interested in strengthening their health with natural options. This is so important during a time where there are so many toxins and microplastics that are entering our bodies, we need to do what we can to align our health in a natural way and they help to do so. They truly care about their patrons.*

## BY2 Biónicos Yahualica

### Delicious Food and Amazing Customer Experience

- This business deserves to be the winner because it offers not only delicious food, but also an amazing experience for every customer. From fresh natural juices and tasty crepes to satisfying breakfast options, everything is prepared with care and quality. What truly makes this place special is the warm and friendly service — they always welcome customers with a genuine smile and make everyone feel valued and connected. Their dedication, positive attitude, and passion for serving the community make this business stand out and worthy of recognition.*
- Bionicos Yahualica always hits the spot! My sister and I love coming here on Sunday afternoons. They have so many creative treats and snacks for whatever mood you're in--sweet, savory, or healthy. Where else can you go to both satisfy your sweet tooth AND kickstart a juice cleanse? I love the authenticity of their Mexican snacks! Eating here reminds me of strolling through the plaza in my grandparents' hometown in Mexico.*
- Aquí es el único lugar que me gustan los sándwiches y los jugos naturales. Y las muchachas dan buen atención al cliente. This is the only place where I like the sandwiches and fresh juices. And the girls provide great customer service.*
- Me gusta ir aver alas muchachas son muy amables y los alimentos son muy buenos. I like going there—the ladies are very friendly and the food is really good.*
- Bionicos es uno de los únicos y mejores lugares que tiene San Pablo, aparte algo de lo que más me gusta es que las trabajadoras siempre me saludan cuando llego y me despiden cuando me voy la verdad son pocos los lugares que hacen eso. Bionicos is one of the best places in San Pablo, and one of the things I like most about it is that the staff always greet me when I arrive and say goodbye when I leave—honestly, there aren't many places that do that.*
- El lugar es bonito y creativo. Me encanta la comida y los jugos saludables que tienen mas aparte las mujeres son muy agradables y trabajadoras. The place is beautiful and creative. I love the*

## BY2 Biónicos Yahualica

*food and the healthy juices they serve, and the women there are very friendly and hardworking.*

- *Nomino a BY2 biónicos por su excelente servicio y por las ricas tortas que tienen. I recommend BY2 Bionicos for their excellent service and their delicious sandwiches.*
- *Este lugar tiene mi ensalada y jugo favorito apreté las chicas son muy amables 👍. This place has my favorite salad and juice—the girls there are so nice 👍.*
- *This business truly deserves recognition because all the employees are hardworking individuals. Erika, the owner, is always incredibly polite, attentive, and caring. I love supporting her business and can't get enough of all the delicious sweet treats!*
- *Este negocio te ofrece un amplio menú de comida saludable y antojitos Mexicanos y aparte te ofrece un buen servicio al cliente. This restaurant offers a wide selection of healthy meals and Mexican snacks, as well as excellent customer service.*

### Fresh & Clean

- *The establishment is impressively clean, and the staff are very friendly. The food, including the juices, is fresh and healthy, making it a great choice for anyone looking to eat well. They also offer lovely options like fresh fruits and ice cream for a delightful treat.*
- *Me gusta el servicio al cliente. Está todo limpio y fresco. I like the customer service; everything is clean and fresh.*
- *Me gusta este lugar por la variedad que tienen y por que se ve limpio. I like this place because of the variety they offer and because it looks clean.*
- *Por es un lugar que todo lo que hacen está muy rico 😊 se mira muy limpio y lo mejor de todo muy familiar ❤️ 100. It's a place where everything they make is delicious 😊 It looks really clean and best of all, it has a very family-friendly atmosphere ❤️ 100.*
- *Voy a nominar este negocio porque es uno de los lugares más limpios donde puedes ir a disgustar de un rico antojito con la familia. 100% recomendado. I'm going to recommend this place because it's one of the cleanest spots where you can go to enjoy a delicious snack with your family. 100% recommended.*
- *Tienen cosas saludables muy limpio buena atención y todo lo hacen en el momento y fresco. They have healthy food, a very clean environment, great service, and everything is made to order and fresh.*

## La Chona Restaurant

### Good food, service and atmosphere

- *Good food, great service, very lively atmosphere with a jukebox and a couple of TV's that have a pretty cool sports package. Oh and awesome micheladas de caguama 🤓👉*
- *Me gusta su comida. Es una de mis favoritas y también me gusta el ambiente. I like the food—it's one of my favorites—and I also like the atmosphere.*

### Authentic Mexican Food

- *Best Mexican restaurant in San Pablo! Authentic Mexican food.*
- *Best Carne Asada Chilaquiles and Gorditas de Arina and has been serving locally for years not*

## La Chona Restaurant

*getting the deserved attention.*

- *Muy buena comida -- el menudo y los chilaquiles con carne asada. The menudo and the chilaquiles with grilled beef were delicious.*
- *Los mejores molcajetes y pollo en mole muy casero recomendado. The best molcajetes and highly recommend the homemade chicken in mole sauce.*
- *Muy buena comida! Los mejores chilaquiles con carne azada y las gorditas de harina y de maíz. Great food! The best chilaquiles with grilled beef and the flour and corn gorditas.*

### Staff Notes

All businesses have been engaged with San Pablo EDC in various ways and are getting increasingly involved in building business-to-business connections.

### Benefits for the Selected Sustainable Business of the Year

The Sustainable Business of the Year awardee will receive a comprehensive recognition package celebrating their outstanding contribution to the local community. The honoree will be featured in pre-event promotion through social media, followed by a formal certificate presentation by MCE and public recognition at the event itself. Following the award, both MCE and the San Pablo Economic Development Corporation will publish appreciation and congratulations posts across their respective social media channels. The awardee will also be featured in a medium advertisement in the EDC's Ad Share direct mail campaign, which reaches 35,000 addresses and a population of more than 100,000. Additionally, the business will receive a complimentary schwag bag courtesy of MCE and will be highlighted through a dedicated feature on MCE's media blog. This recognition also aligns with MCE Clean Energy's Small Business Energy Advantage (SBEA) program, which offers San Pablo small businesses a free energy consultation and helps them implement improvements that increase sustainability and reduce energy costs.

### Nomination Data

Five Star Cleaners, a self-nominated candidate for the Sustainable Business of the Year award, has demonstrated a remarkable and measurable commitment to environmental sustainability across all aspects of their operations. The business has achieved a 30% reduction in plastic use, a 95% reduction in water consumption through the installation of water chillers, and has modernized all lighting to LED, reducing wattage per light source from 70 watts to 12 watts.

In the area of transportation, Five Star Cleaners has significantly improved fuel efficiency, lowering their vehicles' fuel consumption from 8 miles per gallon to 22 miles per gallon. They recently modernized their fleet with two eclectic vehicles. Looking ahead, the business has plans to install solar panels, further solidifying their long-term dedication to clean energy.

Beyond their internal sustainability efforts, Five Star Cleaners operates as a green dry cleaner and restoration business, playing a vital role in saving, restoring, and reusing furniture, rugs, and other items in the aftermath of major disasters such as wildfires, giving new life to what might otherwise become waste. Through both their operational practices and community-focused services, Five Star Cleaners exemplifies the values of environmental responsibility and sustainable business leadership.

**ACTION**

After discussion, the Board is asked to make a motion to select the 2026 San Pablo Small Business of the Year and the 2026 Sustainable Business of the Year. The resolution will be updated to reflect the Board's action.

**FISCAL IMPACT**

There is budgeted fiscal impact to line items within the 65030 Printing Costs and 65040 Program and Marketing costs Operations and Measure S classes, which are planned for and approved within the FY25-26 budget. The team also ensures to bring in sponsorships realized under 43410 Sponsorships (operations class) to offset costs.

**Attachments**

None.

## RESOLUTION SPEDC2026-0

### RESOLUTION OF THE SAN PABLO ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS SELECTING THE 2026 SAN PABLO SMALL BUSINESS OF THE YEAR AND THE 2026 SUSTAINABLE BUSINESS OF THE YEAR

WHEREAS, annually, the San Pablo Economic Development Corporation (San Pablo EDC) Board of Directors (Board) reviews the quantitative and qualitative data generated by the San Pablo EDC San Pablo Small Business of the Year (SBOTY) campaign to select the honoree, a campaign formally established by Resolution SPEDC2013-049 approved November 20, 2013; and

WHEREAS, on February 18, 2026, the Board unanimously approved Resolution SPEDC 2026-005, which established the Sustainable Business Award sponsored by MCE as part of the Small Business of the Year celebration; and

WHEREAS, to be considered for Small Business of the Year, the business must be a storefront location with a current business license located within the incorporated City of San Pablo boundaries and match the Small Business Administration's definition of a small business, and may not be a business that has been named San Pablo's Small Business of the Year within the previous five years; and

WHEREAS, this year, 335 qualified nominations were received for 43 qualified San Pablo small businesses, with the top five nominees representing 68% of the total nominations; and

WHEREAS, the selected Small Business of the Year and Sustainable Business of the Year will be honored at the San Pablo EDC's Small Business of the Year mixer; and

WHEREAS, both quantitative and qualitative data are considered, with qualitative information organized thematically to reflect community impact and the diversity of perspectives represented; and

WHEREAS, there are multiple considerations for the Board, including connecting to the community, bringing a unique and needed offering, local hire and the ability to attract disposable income to San Pablo; and

WHEREAS, there are budgeted fiscal impacts to line items within the 65030 Printing Costs and 65040 Program and Marketing costs operations and Measure S class, which are planned for and approved within the FY25-26 budget.

NOW, THEREFORE, BE IT RESOLVED by the San Pablo Economic Development Corporation Board of Directors, as follows:

- 1) Approve selection of the 2026 San Pablo Small Business of the Year to be [TBD].
- 2) Approve selection of the 2026 San Pablo Sustainable Business of the Year to be [TBD].

ADOPTED this 22<sup>nd</sup> day of April, 2026, by the following vote, to wit:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

APPROVED:

\_\_\_\_\_  
Saeid Babay Hosseini, Board Secretary

\_\_\_\_\_  
Genoveva Calloway, Board Chair