



Richmond-Zhoushan Friendship Commission Meeting

Minutes

September 17, 2019

3:30pm to 4:30pm

Shimada Room, Richmond City Council Chamber

- I. Welcome and Roll Call
 - Commissioners Eric Peterson, Stanley Li, Leonard Berry, James Lee, Matthew Lewis and Eric Peterson participated in the meeting.
 - Councilmembers Nat Bates, and Eduardo Martinez and staff members Jim Matzorkis, Lucy Zhou and Trina Jackson were present
- II. Review and approve minutes from previous meeting(s).
 - The minutes were approved for the months of June, July and August.
- III. Status of donor letter distribution
 - a. Additional funds were received. \$1, 000 from Wang Brothers and \$1,000 from Auto Warehouse Company
 - b. The commission voted unanimously to reimburse Jim Matzorkis in the amount of \$2,000 for the travel expenses to Zhoushan with the City delegation in August.
- IV. Report from delegation on the International Islands Tourism Conference (IITCZS) August 28-30, 2019

Councilmember Martinez spoke enthusiastically about the trip to Zhoushan and how it was a great experience because of the many opportunities to listen to great speakers and also to network. There was a promise made between the delegates and Zhoushan officials to arrange more interactions with the City of Richmond and Zhoushan. He also mentioned how working with UC Berkeley regarding a global campus at the field station.

Councilmember Bates spoke on his experience from the trip to Zhoushan and mentioned how well organized the event was. He was able to talk about working with Zhoushan and Boeing to put in a training center at Contra Costa College. Councilmember Bates mentioned how Zhoushan was very enthusiastic about the potential opportunities, which were mainly focused around education. He also mentioned how impressive it was to see so many millionaires under the age of 30 that were able to start their own IPOs. He brought forth the idea of Richmond making a video highlighting the tourist attractions in Richmond and

the SF Bay Area. The commission should ask the Chamber of Commerce to help fund the tourism video. The current Richmond video should be expanded to include arts, sports, wine country, and history in this region.

Mr. Matzorkis expressed that the many technologies are happening in Zhoushan and how that could be potential opportunities for exchanges. During the meeting there was a discussion of the mutual agreement that is focused strongly on the commitment to pursue the projects that have been underway. He mentioned that he is open to working with Vice Mayor Grace Fong of Education to address the challenges that the last program faced. It was mentioned that Zhoushan would like to accept teachers from Richmond. Tourism opportunities could be expanded through cooperative agreements to work with governments to progress tourism. The City of Zhoushan would like to include Richmond in the current travel package to visit Los Angeles and the SF Bay Area. Richmond could also work on a travel package to China including Zhoushan. Lastly, the Zhoushan population is 1.7 million and receives \$50 million tourist dollars per year.

V. Reports from Sub-committees

- a. **Education**- Commissioner Eric Peterson gave a report on the summer program via presentation to the council. He mentioned Richmond's youth as a part of the ambassador program to China. He mentioned how the commission's work is directly affecting the youth. Councilmember Martinez will meet with Eric Peterson off line to discuss how to incorporate this into the report to council to show examples of how this is a benefit to the community. Also, the 2020 ambassadors trip in April for youth to see how Mandarin language teaching is impacting the district. This presentation was given to the school board about the global ambassador program. The school district may put the idea on the ballot to increase the number of students that are able to take part in the program. DeAnza and Pinole Middle School have the ambassador program. Richmond is looking to start a Mandarin language ambassador program. Students and people are realizing the importance in speaking Mandarin in the emergence of the Chinese economy.
- b. **Economic Development**- Tabled
- c. **Tourism**- Commissioner Lewis, Visit Richmond California mentioned that the commission should invite Leslie (insert last name) from the Hilltop Mall management team to join the next meeting to discuss tourism efforts and report on the California Visitor Center.

Commissioner Matt Lewis is continuing conversations with his contacts to put together land driving packages that include Richmond and other attractions in the region.

Mr. Stanley Li expressed what marketing material should target the parents of the students of the educational programs. That includes data on the number of students that are now involved in Chinese language education programs. The majority of those on the waitlist for Mandarin Schools are from Richmond.

VI. Other matters of interest

- a. Draft a letter to the Mayor to reappoint the commissioners whose terms are expiring
- b. Councilmember Bates asked Jim to draft a letter expressing gratitude for their hospitality during the visit

VII. Schedule the next meeting

Due to Indigenous People's Day on 10/14, the next meeting is 10/21.

VIII. Adjourn

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