

CITY COUNCIL STUDY SESSION AMENDED AGENDA

DOWNTOWN REVITALIZATION/FIRST ACT AND CONVENTION CENTER EXPANSION

**MARCH 19, 2007
1:00 P.M. to 5:00 P.M.
COUNCIL CHAMBERS**

PETE CONSTANT
FORREST WILLIAMS
SAM LICCARDO
VACANT
NORA CAMPOS

DISTRICT 1
DISTRICT 2
DISTRICT 3
DISTRICT 4
DISTRICT 5

CHUCK REED, MAYOR

VACANT
MADISON P. NGUYEN
JUDY CHIRCO
NANCY PYLE

DISTRICT 6
DISTRICT 7
DISTRICT 8
DISTRICT 9
DISTRICT 10

Welcome to the San José City Council meeting!

Agendas and Staff Reports for City Council items may be viewed on the Internet at www.sanjoseca.gov/clerk/agenda.asp. Council Meetings are televised live and rebroadcast on Channel 26.

To arrange an accommodation under the Americans with Disabilities Act to participate in this public meeting, please call (408) 535-1260 or (408) 294-9337 (TTY) at least two business days before the meeting.

- **Purpose**

Downtown Revitalization Strategy/General Plan— This is an opportunity for the Council to engage in a discussion of Downtown as part of the existing vision for San Jose in the General Plan. The Council will discuss the Downtown Revitalization Major Strategy as a foundation for the public and private investment that has been made to invigorate Downtown San Jose.

1stACT — The Council will hear 1stACT's proposals and provide direction on how staff should engage with the 1stACT initiative and advance next priorities for action and investment. Council will discuss priorities and policies that should be retained, modified, or expanded to accelerate implementation of 1stACT's vision of Downtown San Jose as Silicon Valley's City Center.

Convention Center Expansion—The Council will review progress and initial recommendations from a joint working group (City, RDA, CVB, Team San Jose, hoteliers) on options for expanding the convention center, including an overview of financing, legal issues and business impacts involved.

- **Call to Order and Roll Call**

CITY COUNCIL STUDY SESSION

1:00 p.m. – 5:00 p.m. Council Chambers

- 1. Introduction**

- Opening Remarks: Mayor, City Manager, Redevelopment Executive Director

DOWNTOWN REVITALIZATION/FIRST ACT

2. [Downtown Revitalization and the General Plan](#)

- Downtown revitalization as a key vision element in San Jose's General Plans (1975-present) *Joe Horwedel*
- Major phases of Downtown evolution (1975-present) *John Weis*
- Citywide roles in Downtown development, significance of 1stACT as regional catalyst *Paul Krutko*

Recommendation: Appreciation for Downtown's history in the General Plan, for the evolutionary stages of Downtown, and for the citywide roles and responsibilities in progressing Downtown.

3. [1st ACT Vision: Downtown as Silicon Valley's City Center](#)

- 1stACT's vision, mission, structure, and four initiatives *1stACT Panel*
- [Downtown San Jose as "Silicon Valley's City Center"](#) (DVD) *1stACT Panel*
- 1stACT Perspective: Vision and partnership required to accelerate downtown's rebirth, what 1stACT is offering *1stACT Panel*
- Staff Perspective: Ideas for Accelerating Progress Toward the Vision (matrix) *Paul Krutko, John Weis*
- Identifying Joint Priorities for Action: Discussion with Council

1stACT Panel:

Ned Barnholt, Retired President and CEO, Agilent Technologies, and 1stACT Leadership Advisory Council Member

Rich Braugh, Senior Vice President, UBS Financial, and 1stACT Co-Founder

Anne Lewnes, Senior Vice President of Corporate Marketing and Communications, Adobe Systems, and 1stACT Catalyst Team Member

Connie Martinez, Executive Director, Children's Discovery Museum, and 1stACT Co-Founder

Hsing Kung, Managing Partner, Acorn Campus Ventures; Chairman, Monte Jade Science and Technology Association; and 1stACT Leadership Advisory Council Member

Ken Kay, Principal, Ken Kay Associates and Consultant to 1stACT Representatives, CEO Leadership Council

Recommendation: Provide direction to staff to work with 1stACT to accelerate progress Downtown and clarification regarding the priorities for action.

- **Public Comments**

CONVENTION CENTER EXPANSION

4. Convention Center Expansion

Supplemental

- Expansion history and our competitive edge to continue to drive business
- Deferred maintenance at the facilities
- Business impacts during construction
- Hotel Financing District components, convention center expansion program, costs and financing

Team Members:

Dan McFadden, City Manager's Office

Harry Mavrogenes, San Jose Redevelopment Agency

Bill Ekern, San Jose Redevelopment Agency

Dan Fenton, San Jose Convention and Visitors Bureau, Team San Jose

Hotel General Managers

Tony Peterman, Strategic Advisory Group (Consultant)

Jan Sweetnam, Chairman of the Board, San Jose Convention and Visitors Bureau

Scott Johnson, Finance Director

Paul Krutko, Chief Development Officer

Recommendation: Understanding of the design and financing of the Convention Center expansion, legal issues facing the concept, impact on convention and tourism business during construction, and deferred maintenance needs at the facilities.

- **Public Comments**

- **Adjourn**