



Regular Meeting
of the
San José
Community & Economic Development Committee
held
March 26, 2007 at 1:30 P.M.

Roll Call: Chair Nancy Pyle, Vice-Chair Nora Campos, Sam Liccardo, Member, Paul Krutko, Ed Moran, John Weis, Ru Weerakoon

Absent: Pete Constant, Member (Excused)

Staff: Leslye Krutko, Kim Walesh, Steven Brewster, John Lang, Joe Horwedel, Jennifer Garnett

aa. Modifications to Committee Workplan (Economic Development)

Paul Krutko asked to hear items on today's agenda out of order. Items from Planning, Building, & Code Enforcement were heard together and at the end of the meeting.

Each month the committee will agendize "Modifications to Committee Workplan" as a placeholder to allow for substantive matters to be added to the workplan after approval by the Rules committee as needed.

On the April 9th agenda, "Changes to the Inclusionary Housing Policy in Redevelopment Areas" will move to the May 14th agenda. Housing is adding a report to the Rules Committee on April 4th, "Report on LISC Working Group Study on Housing Needs", for the April 9th committee.

Councilmember Liccardo asked if consideration for sign ordinances will return to the committee. Joe Horwedel responded that staff is presently rewriting key components of the ordinance. Paul suggested the committee could ask for this to return on the fall workplan.

Upon motion by Vice-Chair Nora Campos, seconded by Sam Liccardo, Member, staff accepted these recommendations.

a. **Update on Council Directives and Performance Measures Review (Planning, Building, & Code Enforcement, Economic Development, Redevelopment Agency)**

Update on Performance Measures Matrix:

Paul Krutko reviewed a Budget produced matrix of performance measures from the Community and Economic Development CSA for the committee's consideration for items to be brought to the committee for future updates.

Update on National/International Public Relations Consultancy:

Kim Welsh, Assistant Director, Economic Development, Steven Brewster, Economic Development Officer, Economic Development, Dave Murray, Principal and Executive Vice President, Global Fluency, and Liz Miller, Vice President, Global Fluency, together presented this update on recent media activities. The purpose of this program is to heighten global awareness of the City, encourage business development and showcase the many ways in which San Jose is a world leader in innovation and creativity in technology, business, civic and cultural programs and the arts.

Moved by Sam Liccardo, Member, seconded by Chair Nancy Pyle, the committee accepted staff's report.

b. **Economic Impact of Downtown Events (Economic Development) [DEFERRED FROM FEBRUARY 26, 2007]**

Kim Welsh, Assistant Director, Economic Development introduced Dr. Daniel Rascher of SportsEconomics LLC and together provided an overview on the economic impact methodology that would be adopted to provide a consistent and credible approach for assessing the economic and fiscal impact of events. Six different events were used in this analysis and the result was each generated very considerable economic and fiscal impact for San Jose.

Scott Knies, San Jose Downtown Association spoke to the committee about the recent increase for City service costs.

Moved by Sam Liccardo, Member, seconded by Vice-Chair Nora Campos, the committee accepted staff's report.

This report will be cross-referenced at the April 10, 2007 Council Meeting.

c. **Development Process Review and Fee Adjustments (Planning, Building, & Code Enforcement)**

Joe Horwedel, Director of Planning, Building and Code Enforcement, combined his presentations, Update on Council Directives and Performance Measures (4a) and Development Process Review and Fee Adjustments (4b). Staff has identified several service areas of potential concern that affect our ability to maintain and improve service delivery and is analyzing options. Results of the most recent survey done will be presented at the April 23, 2007 committee meeting.

Paul Krutko stated significant success in the area of the Small Business Ambassador program has been very popular with the one-stop shopping concept. Councilmember Liccardo stated that feedback from businesses is requesting faster processing time, is that from under funding. Paul Krutko responded that the program could increase in staffing considering the ratio of small businesses to staff is greater than the city can provide in personal assistance but expectations need to be managed on how much the city can do for individual business owners. Councilmember Liccardo suggested partnering the ethnic chambers with public outreach to the businesses directly.

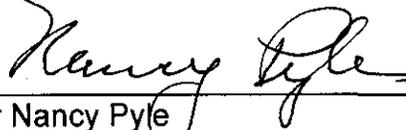
Moved by Vice-Chair Nora Campos, seconded by Sam Liccardo, Member, the committee accepted staff's report.

d. **Airport Update and Height Restrictions (Airport)**
[DROPPED]

e. **Oral Petitions**
None

f. **Adjournment**
Meeting adjourned at 3:15 pm.

By:



Chair Nancy Pyle
Community & Economic Development
Committee

Please note that this meeting can be viewed in its entirety on the City's website, www.sanjoseca.gov and click on the link to view meeting broadcast, you can find all Committee meetings as well as Council meetings.