SAN JOSE
CAPITAL OF SILICON VALLEY

Regular Meeting
of the
San José
Community & Economic Development Committee
held
April 9, 2007 at 1:30 P.M.

Roll Call:
Present: Chair Nancy Pyle; Vice-Chair Nora Campos; Pete Constant, Member; Sam Liccardo, Member; Paul Krutko; Bill Hughes; Ru Weerakoon; John Weis.

a. Modifications to Committee Workplan (Economic Development)

Paul Krutko, Chief Development Officer, City Manager's Office, requested approval to defer item 4e on the agenda to the May 14th agenda, and to accept item 4f onto today's agenda as an add, as approved at the 04-03-07 the Rules Committee. It was also requested to approve the rescheduling of the May 14th committee meeting due to the recently approved Budget Study Session that is scheduled during the same time. The rescheduled time was identified as May 24th at 10:00-12:00 pm.

Motion: Approve and accept Staff's request to defer item 4e. Approve and accept staff's request to add item 4f. Approve to forward to Rules, request to reschedule the May 14th committee meeting to May 24th.
Moved by Sam Liccardo, Member, seconded by Nora Campos, Vice-Chair.

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

No report

c. Downtown Business Strategy (Redevelopment Agency, Economic Development)

The following staff from the Redevelopment Agency presented this report: Harry Mavrogenes, Executive Director; Kelly Kline, Manager; Angela Kelly, Manager; Rachel Peled, Project Advocate; Hope Shapiro, Development

Specialist; Christine Velasquez, Development Officer. Also presenting was Scott Knies, Executive Director, Downtown Association. Staff presented an overview on the efforts that the downtown business strategy encompasses, specifically downtown retail, office recruitment and retention, and programs involved with small businesses and outreach. Staff is actively involved in attracting several businesses to relocate to downtown office space as well as retail. Scott Knies explained the goals of the Property Based Improvement District (PBID) program and how it can be financed.

d. International Business Strategy (Economic Development)

Paul Krutko, Chief Development Officer, Kim Walesh, Assistant Director, Office of Economic Development, and Joe Hedges, International Program Director, Office of Economic Development, presented this staff report. The four main elements to this strategy are: Strategic city-to-city relationships with other global innovation centers; Business Appreciation efforts for foreign-based firms operating in San Jose; Relationships with foreign consulates and economic offices to identify prospect firms; and, support of the Market Access Center and other incubators for use by foreign companies. The ultimate goal is to encourage job retention and creation by international firms with a presence in San Jose. Staff recommends that the International Programs Manager focus full-time on International Business Development. Vice-Chair Campos requested that the role for the Mayor's International Advisor be amended to include assistance for council members as well as the Mayor. Paul Krutko agreed that the memo should be revised.

e. Changes to the Inclusionary Housing Policy in Redevelopment Areas (Housing, Redevelopment Agency) [REQUEST TO DEFER]

f. Report on LISC Working Group Study on Housing Needs (Housing) [REQUEST TO ADD - RULES 4-3-07]

Leslye Krutko, Director, Housing Department, and Greg Chin from the Bay Area Local Initiatives Support Corporation (LISC) presented this staff report that identifies the housing problems in the Silicon Valley and the resources that are required to meet projected needs. LISC's study of Santa Clara County's needs over the next 20 years will help San Jose, the County of Santa Clara, and stakeholders to quantify future demand and the current gap in affordable housing.

g. Coyote Valley Environmental Impact Report (Planning, Building, & Code Enforcement)

Joe Horwedel, Director, Darryl Boyd, Principal Planner and Stan Ketchum, Principal Planner, from the Planning, Building and Code Enforcement Department, provided this staff update on the Coyote Valley Specific Plan (CVSP) process. The CVSP proposes the development for a minimum of 25,000 residential units and 50,000 new jobs on approximately 3,400 acres in northern and mid-Coyote Valley as well as the creation of a new pedestrian and transit-oriented community. A draft of the Environmental and Impact Report will be circulated for a 60-day public review period due to the size and complexity of the project.

h. Oral Petitions

Carrie Williams, Coyote Housing Group thanked staff for the hard work on the report.

Chair Pyle asked for a motion to approve and accept Staff's report in one vote for all the reports that were presented today.
Moved by Sam Liccardo, Member, seconded by Nora Campos, Vice-Chair.

i. Adjournment

Meeting adjourned at 3:35pm

By: Nancy Pyle

Chair Nancy Pyle
Community & Economic Development Committee

Please note that his 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.