



Meeting
of the San José
Community & Economic Development Committee
October 27, 2008 at 1:30 P.M.

Roll Call: Chair Nancy Pyle, Sam Liccardo, Member, Pete Constant, Member, Ru Weerakoon, Paul Krutko, Ed Moran, John Weis

Absent: Nora Campos, Vice-Chair

Staff: Steven Brewster, Jeff Ruster, Chris Donnelly, Nanci Klein, Dhez Woodworth, Leslie Parks, Richard Keit, Andrew Crabtree, Peter Jensen, David Persselin, Katy Allen, Timm Borden, Jos DeGuzman

Guests: Liz Miller, GlobalFluency, Dan Fenton, San Jose Convention and Visitors Bureau

Today's meeting started at: 1:28 PM.

Items were heard out of order on today's agenda.

Councilmember Constant left the meeting at 3:34 PM.

4a. Review of Committee Workplan

Paul Krutko reviewed today's workplan noting that items g,h & i will be deferred. The committee workplan for January – June 2009 will be coming forward in the next month for the committee's review.

Moved by Councilmember Constant, seconded by Councilmember Liccardo, the committee accepted Staff's request to defer certain reports to a later date.

4b. Status Update on Performance Review and Council Directives / National / International Public Relations and Communications Consultancy

Steven Brewster, Economic Development Officer and Liz Miller from GlobalFluency, presented highlights on the recent accomplishments of this pilot program that heightened global awareness about San Jose. This pilot program expires in December 2008 and staff recommends extending the GlobalFluency engagement to a third year as a part the FY 2010-11 budget process.

Councilmember Liccardo would like to have included in the message architecture specific facts and statistics about San Jose that is comparative to other cities.

Councilmember Constant suggested that all staff, city employees and outside partners should be briefed and shown how to use the tools from the message architecture.

Moved by Councilmember Constant, seconded by Councilmember Liccardo, the committee accepted Staff's report.

4c. Status Report on Activities at Work 2 Future: FY 2008-09

Jeff Ruster, Director of work2future, and Chris Donnelly, Assistant Director of work2future presented this report. The work2future (w2f) program is required to meet certain performance outcomes and in the past 3 years, this program has met all its performance requirements.

Moved by Councilmember Liccardo, seconded by Councilmember Constant, the committee accepted Staff's report.

4d. Report on Retail Strategy Status Report

Dhez Woodworth, Economic Development Officer introduced the following staff members that assisted in this presentation: Nanci Klein, Manager of Corporate Outreach, Economic Development Department, Andrew Crabtree, Principal Planner, Planning, Building, and Code Enforcement, Leslie Parks, Downtown Director, Redevelopment Agency, and Richard Keit, Director, Redevelopment Agency (RDA). Recent influences on sales tax is the increase from service stations selling gas, but significant decreases from the housing market, auto sales and retail in general. Downtown retail activity shows mostly new restaurants that are opening. RDA staff is focused on retaining businesses during this economic downturn as well as assisting any new businesses interested in opening.

Councilmember Liccardo asked staff to explore the possibility of using diagonal parking in some areas of downtown. Staff responded they would follow up on that suggestion.

Moved by Councilmember Liccardo, seconded by Councilmember Constant, the committee accepted Staff's report.

4e. Civic Center Update on Retail Space

Peter Jensen, Director of General Services, and Nanci Klein, Manager of Corporate Outreach, presented this staff report. Outreach to stakeholder groups resulted in sufficient interest for the possibility of a new RFP to be publicly generated which staff recommends.

Councilmember Constant requested that the RFP be processed as soon as possible to get income generated in the vacant space and return to council for consideration.

Moved by Councilmember Liccardo, seconded by Chair Pyle, the committee accepted Staff's report.

4f. Public Works Development Services Process and Fee Restructuring

Katy Allen, Director of Public Works, Timm Borden, Deputy Director of Public Works and Jos DeGuzman of Public Works, presented this staff report explaining their workplan and new service business model. The highlights of this model allows staff to deliver the type of services that streamline processes, service options, provides innovative solutions, fiscal solvency and timely delivery.

Councilmember Liccardo asked if staff had explored ways to provide incentives to employees with high performance levels. Staff responded they would evaluate this as a motivational tool agreeing this could encourage employees to become more efficient and improve service delivery.

Moved by Councilmember Liccardo, seconded by Chair Pyle, the committee accepted Staff's report.

4g. North San Jose Implementation Strategy

The committee approved deferral of this item.

October 27, 2008

Subject: Community & Economic Development Report

Page 4 of 4

4h. Update on Citywide Signage

The committee approved deferral of this item.

4i. Airport Obstruction Heights on Downtown Buildings' Study

The committee approved deferral of this item.

4j. Convention Center Facilities District: Review of Preliminary Plan of Finance

Paul Krutko, Chief Development Officer, City Manager's Office and David Persselin, Finance Department presented this preliminary plan of finance that will accommodate the expansion timeline of the convention center.

Moved by Councilmember Liccardo, seconded by Councilmember Constant, the committee accepted Staff's report.

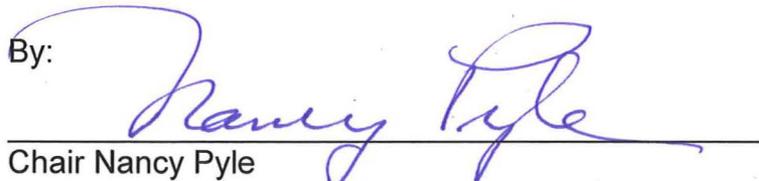
4k. Oral Petitions

None

4l. Adjournment

Meeting adjourned at 3:58 PM.

By:



Chair Nancy Pyle
Community & Economic Development
Committee

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