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**REGULAR MEETING OF THE SAN JOSE  
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE**

**SAN JOSE, CALIFORNIA**

**MONDAY, MARCH 22, 2010**

The Community and Economic Development Committee of the City of San José convened in regular session at 1:32 p.m. in Conference Rooms 118 and 119, Council Wing, City Hall.

**PRESENT:** Council Member Nancy Pyle, Chair; Council Member Sam Liccardo, Vice Chair, Council Member Rose Herrera and Council Member Ash Kalra (Arrived 1:39 p.m.).

**ABSENT:** None.

**STAFF:** Assistant City Attorney Ed Moran, Chief Development Officer Paul Krutko, Assistant Executive Director Redevelopment Agency John Weis and Legislative Secretary Susan M. Davis.

**WORK PLAN**

**(1) Five Year Consolidated Plan. (Housing)**

Action: Deferred to April 26, 2010.

**(2) Analysis of Development Tax Exemptions and Fees Paid by Affordable Housing. (Housing)**

Action: Deferred to April 26, 2010.

**(3) Status Report on Foreclosures. (Housing)**

Action: Deferred to April 26, 2010.

**REPORTS TO COMMITTEE**

**(1) Accept the Monthly Verbal Report from Chief Development Officer.**

Action: The Committee accepted the report.

## REPORTS TO COMMITTEE

**(2) Accept the Staff Report Update on the City Manager's Downtown Advisory Committee. (OED)**

Documents Filed: (1) Memorandum from Chief Development Officer Paul Krutko, dated March 2, 2010, stating Staff will provide a status update on the City Manager's Downtown Advisory Committee. (2) Staff presentation dated March 22, 2010 summarizing the City Manager's Downtown Advisory Committee.

Public Comments: Scott Knies, San José Downtown Association, stated that communication was the key and added that the City Manager was doing a great job.

Action: The Committee accepted the report.

**(3) Accept the Staff Progress Report on specific recommendations to reduce costs charged to outdoor special event producers and increase their revenue generation capabilities. (OED)**

Documents Filed: (1) Memorandum from Director of Cultural Affairs Kerry Adams Hapner, dated March 5, 2010, recommending acceptance of the staff report and to cross reference to the full Council for consideration. (2) Staff Presentation dated March 22, 2010 describing Managing Costs of City Services for Outdoor Special Events. (3) Letter from Scott Knies, San José Downtown Association, dated March 22, 2010, providing suggested recommendations for special events services and costs.

Public Comments: Fil Maresca, America Festival, stated that the public safety costs are too high and that there should be a different set of measures for certain events. Geoff Roach, San José Jazz, stressed the sense of urgency and added that sponsors/businesses need to pay attention and invest in the City of San José. Bruce Labadie, San José Jazz, encouraged the reduction of costs to get events going. Scott Knies, San José Downtown Association, provided recommendations for several incentives for special events and also stressed the sense of urgency.

Action: The Committee accepted the report. The Committee referred to the full Council for action on April 6, 2010: (a) Adopt a resolution: (1) Amending the Schedule of Fees and Charges (Resolution No. 72737, as amended): (a) To increase the cap on gated event ticket prices and to reduce the collection of gate fees from 5% to 0% of gate fees for the period of January 1, 2009 to June 30, 2010. (b) To repeal the Special Events Traffic Enforcement Unit Fee. (2) Authorizing the Director of Office of Economic Development to issue refunds to event organizers who paid gate fees retroactive to January 1, 2009. (b) Direct the City Manager and City Attorney's Office to present Council with recommended amendments to the San José Municipal Code Section 11.12.050 to authorize the City Manager to temporarily or permanently appoint Staff to perform traffic control in accordance with the requirements of Subdivisions (e) of the California Vehicle Code Section 21100. Including, further direction to Staff: (1) Staff and City

## REPORTS TO COMMITTEE

### (3) (Action Cont'd.)

Attorney's Office directed to implement as many of the ten recommended strategies, as referenced in the Staff presentation, and that those be referred to the full City Council for implementation. (2) Repeal the event fees on Traffic Enforcement Unit (TEU), as well as the use of Parking Traffic and Control Officers and recommend to Council whether or not to grant City Manager discretion to reduce fees from the Fees and Charges for a category of events. (3) Add a category of "Iconic Events": a set of events that people routinely expect as part of the cultural life of San José (i.e. Christmas in the Park, The America Festival, Music in the Park) and that the City Manager be granted the ability to reduce costs where appropriate.

### (4) Status Report on Foreclosures. (Housing)

Action: Deferred to April 26, 2010.

### (5) Accept the Staff Report of potential alternative revenue sources for affordable housing development. (Housing)

Documents Filed: (1) Memorandum from Director of Housing Leslye Krutko, dated March 5, 2010, recommending that the Committee review and comment on the potential revenue resources for the City's Housing Trust Fund. (2) Staff Presentation dated March 22, 2010, presenting the Potential Funding Sources for the Housing Trust Fund. (3) Letter from Myron Crawford, Berg & Berg Developers, Inc., dated March 20, 2010, expressing objection to the expansion of affordable housing fees.

Council Member Kalra left the Committee meeting at 3:13 p.m.

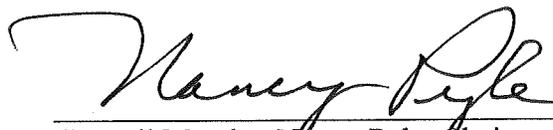
Action: The Committee accepted the report.

## OPEN FORUM

There was no public testimony from the floor.

## ADJOURNMENT

Council Member Pyle adjourned the meeting at 3:21 p.m.



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Council Member Nancy Pyle, Chair  
Community and Economic Development Committee

NP/smd

Access the video, the agenda and related reports for this meeting by visiting the City's website at <http://www.sanjoseca.gov/clerk/agenda.asp> or <http://www.sanjoseca.gov/clerk/MeetingArchive.asp>.