

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

SAN JOSE, CALIFORNIA

MONDAY, AUGUST 23, 2010

The Community and Economic Development Committee of the City of San José convened in regular session at 1:30 p.m. in Conference Room 120, Council Wing, City Hall.

PRESENT: Council Member Nancy Pyle, Chair; Council Member Sam Liccardo, Vice Chair, Council Member Rose Herrera (1:38 p.m.) and Council Member Ash Kalra.

ABSENT: None.

STAFF: Chief Development Officer Paul Krutko Assistant, City Attorney Ed Moran, Deputy Executive Director Janet Kern and Legislative Secretary Susan M. Davis.

REPORTS TO COMMITTEE

(1) Accept the Monthly Verbal Report from the Office of Economic Development.

Chief Development Officer Paul Krutko presented the verbal monthly report.

Action: The Committee accepted the report.

(2) Follow up discussion on Outreach Plan for Affordable Housing. (City Attorney's Office.

Documents Filed: Memorandum from City Attorney Richard Doyle, dated August 10, 2010, regarding outreach requirements for Market Rate Project Conversion to Affordable Housing previously discussed at the Committee meeting of September 28, 2009.

REPORTS TO COMMITTEE

(2) (Cont'd.)

Assistant City Attorney Ed Moran, Deputy City Attorney Shasta Greene, Director of Housing Leslye Krutko and Director of Planning, Building and Code Enforcement Joseph Horwedel provided background and responded to questions regarding fair and equitable community noticing requirements for tenure changes (conversion) for approved developments. The Committee provided staff with feedback and input on the drafting of an ordinance, with an appropriate enforcement mechanism, that would require notification by developers to neighbors.

Public Comments: David Wall voiced concerns about affordable housing developments and objections to eliminating parkland fees for affordable housing projects.

Action: The Committee accepted the report and directed the City Attorney to work with the Housing and Planning, Building and Code Enforcement Directors to draft an ordinance, with alternatives, and return to the Committee for review and consideration before forwarding it to the full Council for adoption.

(3) **Accept the Staff report on the Banner Policy. (City Manager's Office)**

Action: Deferred.

(4) **Communications Working Group Work Plan. (Mayor's Office)**

Documents Filed: Memorandum from Senior Policy Advisor/Public Information Officer Michelle McGurk, dated August 6, 2010, transmitting the Communications Working Group Work Plan.

Senior Policy Advisor/Public Information Officer Michelle McGurk and Chief Development Officer Paul Krutko presented the report. Committee questions and comments followed.

Public Comments: David Wall recommended a dedicated fund for the Communications Working Group and offered observations about various City webpages.

Action: The Committee accepted the report. Staff was directed to return to the Committee with periodic updates on marketing goals and achievements. In addition, Staff was requested to explore a modification to the City's website home page to add a direct link to the "Choose San José" webpage.

(5) **Accept the status report on San Pedro Market. (OED/City Attorney/PBCE)**

Documents Filed: Memorandum from Economic Development Division Manager Nanci Klein, dated August 6, 2010, recommending acceptance of the report.

REPORTS TO COMMITTEE

(5) (Cont'd.)

Economic Development Division Manager Nanci Klein presented the Staff report.

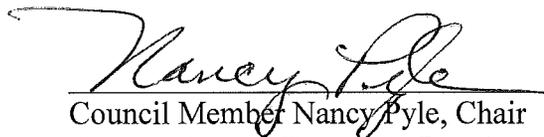
Action: The Committee accepted the report.

OPEN FORUM

David Wall shared personal opinions regarding performance by members of the business sector and the City Attorney's Office. He suggested local school children learn how to grow and market fresh food and encouraged the City to host Blue Grass Festivals as a revenue source.

ADJOURNMENT

Council Member Pyle adjourned the meeting at 2:43 p.m.



Council Member Nancy Pyle, Chair
Community and Economic Development Committee

nc/smd