

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

SAN JOSE, CALIFORNIA

MONDAY, NOVEMBER 29, 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 and Council Member Ash Kalra.

ABSENT: All Present.

STAFF: City Attorney Ed Moran, Chief Strategist/Acting Chief Development Officer Kim Welsh, Redevelopment Agency Director Richard Keit and Legislative Secretary Susan M. Davis.

REPORTS TO COMMITTEE

(1) Chief Development Officer's Report. (City Manager's Office)

Chief Strategist/Acting Chief Development Officer Kim Welsh presented the report.

Action: The Committee accepted the report.

WORK PLAN

(1) The Economic of Place

Action: Dropped.

(2) Major League Baseball Status Development

Action: Dropped.

CONSENT CALENDAR

(1) Local Small Business Participation. (Finance/Public Works)

Documents Filed: Memorandum from Director of Public Works Katy Allen and Director of Finance Scott P. Johnson, dated November 16, 2010, recommending acceptance of the report.

Public Comments: David Wall suggested Staff provide quarterly reporting in lieu of a yearly report.

Action: The Committee accepted the report.

REPORTS TO COMMITTEE

(2) Air Service Development and International. (Airport/OED)

Documents Filed: (1) Memorandum from Director of Aviation William Sherry, dated November 1, 2010, noting that Staff will provide a presentation. (2) Staff presentation dated November 29, 2010 summarizing the Air Service Development Update.

Communications Director David Vossbrink and Director of Air Service Development Edward Nelson presented the report.

Public Comments: David Wall suggested providing hotel rooms for the air crews at no cost to the airline might be a good incentive to bring more airlines to the San José airport.

Action: The Committee accepted the report.

(3) Work2future Update. (OED)

Documents Filed: Memorandum from Deputy Director of Office of Economic Development Jeff Ruster, dated November 16, 2010, recommending acceptance of the report.

Deputy Director of Office of Economic Development Jeff Ruster and Benny Boveda, Chair of the Work2future Board, presented the report.

Public Comments: David Wall suggested that the Work2future updates report out quarterly.

Action: The Committee accepted the report. The Committee forwarded the item to the full City Council for action.

REPORTS TO COMMITTEE

(4) **Citywide Retail Status Report. (OED/RDA)**

Documents Filed: (1) Memorandum from Chief Strategist/Acting Chief Development Officer Kim Welsh and Deputy Executive Director Janet Kern, dated November 16, 2010, noting that staff will provide a joint presentation. (2) Staff presentation dated November 29, 2010, outlining the Update on Citywide Retail Efforts.

Economic Development Division Manager Nanci Klein, Redevelopment Agency Director Richard Keit and Economic Development Officer John Lang presented the report.

Action: The Committee accepted the report.

(5) **Community Identification and Wayfinding Policy. (City Manager's Office)**

Documents Filed: Memorandum from Assistant City Manager Edward K. Shikada, dated November 15, 2010, recommending acceptance of the report and referral of the recommendations to the full City Council.

Assistant City Manager Edward K. Shikada provided comments and Assistant to City Manager Ashwini Kankar presented the report.

Public Comments: Erika Justis, Ist Act Silicon Valley, expressed concern about the Administrative Guidelines and that public input is not being added to the feedback. Blage Zelalich, San José Downtown Association, urged the Committee to direct Staff to look at less restrictive guidelines. David Wall stated that the guidelines should be flexible and cost efficient.

Action: The Committee accepted the report. The Committee directed Staff to follow up with information related to any restrictions associated with the placement of sponsorship logos or additional text on banners and seek stakeholder input on the development of the Administrative Guidelines. The Committee forwarded the item to the full City Council for action.

(6) **Development Services Update. (PBCE)**

Documents Filed: Memorandum from Director of Planning, Building and Code Enforcement Joseph Horwedel, dated November 17, 2010, recommending acceptance of the report.

Director of Planning, Building and Code Enforcement Joseph Horwedel and Deputy Director of Public Works Timm Borden presented the report.

Action: The Committee accepted the report.

REPORTS TO COMMITTEE

(7) Parking Incentive Program. (DOT)

Documents Filed: Memorandum from Acting Director of Transportation Hans F. Larsen, dated November 12, 2010, recommending acceptance of the report.

Assistant Director of Department of Transportation Jim Ortbal presented the report.

Public Comments: David Wall stated that this program does not look at creative ways to maximize usage and money.

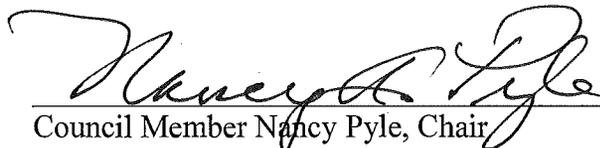
Action: The Committee accepted the report, including the bulleted items on Page 6 of the Staff report dated November 12, 2010. The Committee forwarded the item to the full City Council for action.

OPEN FORUM

David wall congratulated Council Member Pyle for serving as Chair on the Community and Economic Development Committee.

ADJOURNMENT

Council Member Pyle adjourned the meeting at 4:00 p.m.



Council Member Nancy Pyle, Chair
Community and Economic Development Committee

nc/smd