



Special Meeting
of the
San José
Community & Economic Development Committee - Special Meeting
held
May 24, 2007 at 10:00 A.M.

c. Update on Efforts to Stabilize Arts Organizations (Economic Development) 25 minutes [REQUEST FOR DEFERRAL]

start time4a

start b modifications

start a

Nancy Hetrick, Management Partners Inc., provided the committee a brief background on the project and uses of performance measurement. Management Partners was hired by the City to work with the four Council Committees and City staff to incorporate more frequent review and discussion of key performance measures into the ongoing work of the Standing Committees. Economic Development CM Constant asked for measurement of what percentage of businesses initially participate in city programs, then drop out of them, make the determination why they drop out. Segregate business licenses that are sales tax generating verses industry type, in order to track sales tax revenue. Paul to check on if the business license is that detailed to pull out sales tax/use information. CM Liccardo is it possible to collect information from peer cities on comparing us (Paul will explore). Arts and Cultural measurement, attendance. Workforce Development: can we identify the types of people that we are helping. Jeff Ruster confirmed people are tracked and the types of workers, and adding value to the clients, and tracking the barriers clients face. This additional measure will be added to the performance measurement report.

Housing Measures: CM Constant asked about the gap between the cost of homes presently and cost of affordable homes. Leslye Krutko confirmed they would follow up on that. Chair Pyle asked for date on building moratoriums (growth control). Leslye confirmed Housing would provide follow up. Planning, Building and Code Enforcement Measures: CM Constant asked about the number of days a project progresses. CM Liccardo asked how many small businesses are utilizing the small business ambassador program and how much outreach is being done. Convention Center: CM Constant asked if there is a way of knowing TOT is from out of town on a particular event. CM Liccardo measuring revenue per square foot on the peer set. Chair Dando Upon motion by Councilmember XXXX, seconded by Councilmember XXXX, the committee accepted this report.

4f 4g 4h start

Leslye Krutko, Melissa Whatley, and Maria Haase, Housing. Items 4f, 4g, and 4h were presented in a combined manner by staff since many issues overlapped or were dependant on each other. Five-Year Housing Plan, staff requested that the committee review and provide feedback regarding the process and policies contained in the report. Staff plans to forward to Council a memo in June 2007 with the proposed changes, after committee review. Several preliminary key issues with existing policies and recommended several changes to the following policies: Income Allocation Policy ,Teacher Housing Policy Inclusionary Zoning Policy, and the Financing/Permanent Revenue Source.

start 4g

start 4h

Affordable Housing/ Five-Year Housing Investment Plan.

- a. **Review of Performance Measure Reporting (Planning, Building, & Code Enforcement, Economic Development, Housing, Redevelopment Agency) 60 minutes**
- b. **Modifications to Committee Workplan (Economic Development) 5 minutes**
- d. **Small and Local Business Contracting (Economic Development) 25 minutes**
- e. **Catalyst Program (Economic Development) 25 minutes**
- f. **Five-Year Housing Plan (Housing) 25 minutes**
- g. **Affordable Housing Investment Plan (Housing) 15 minutes**
- h. **Changes to the Inclusionary Housing Policy in Redevelopment Areas (Housing, Redevelopment Agency) [DEFERRED FROM APRIL 9, 2007]**
- g. **Affordable Housing Investment Plan (Housing) 15 minutes**

Leslye Krutko, John Weis, Tom MacCrostie, Melissa Whatley, Staff provided this report, providing valuable information on the economic resource available. Chair Pyle requested copy of the Slide titled, "Downtown Incentive Area: Future High-Rise Projects" John Weis will provide. Chris Walken

- i. **Oral Petitions**
- j. **Adjournmen
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