

WORKPLAN CONTENTS

**COMMUNITY AND ECONOMIC DEVELOPMENT
COMMITTEE WORKPLAN
August - December 2017**

COMMITTEE MEMBERS:

JOHNNY KHAMIS, CHAIR
DEV DAVIS, VICE CHAIR
LAN DIEP, MEMBER
RAUL PERALEZ, MEMBER
DON ROCHA, MEMBER

STAFF:

KIM WALESCH, CITY MANAGER'S OFFICE
ED MORAN, CITY ATTORNEY'S OFFICE
RU WEERAKOON, MAYOR'S OFFICE
TONI TABER, CITY CLERK'S OFFICE

MISSION STATEMENT:

To manage the growth and change of the City of San José in order to encourage a strong economy, ensure a diverse range of arts, cultural and entertainment offerings, and create and preserve housing and healthy neighborhoods.

AUGUST 28, 2017

1. **Verbal Report on Economic Development Activities** (Economic Development)
Purpose: Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.
2. **Residential High-Rise Development Audit** (City Auditor)
Purpose: To review the audit of residential high-rise development prior to Council consideration.

SEPTEMBER 25, 2017

1. **Verbal Report on Economic Development Activities** (Economic Development)
Purpose: Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.
2. **Local Hire Update** (Public Works)
Purpose: Provide an update on Council Priority #2 (Local Hire/Local Business/Apprentice Utilization Program).

- 3. Citywide Retail Opportunity Analysis and Recommendations** (Planning, Building & Code Enforcement/Economic Development)
Purpose: Provide a report on the Citywide Retail Opportunity Analysis and recommendations on follow up items from the General Plan Four-Year Review process, including potential General Plan amendments and rezonings for retail uses, and minimum floor area ratios for employment uses in high priority Urban Villages.
- 4. Report on Key Legislation** (City Manager – Intergovernmental Relations)
Purpose: To provide a report on State legislation in the Community and Economic Development City Service Area.
- 5. Team San Jose Annual Plan and Performance Measures** (Economic Development)
Purpose: To provide an update to the Committee on Team San Jose’s strategies, activities and performance.
- 6. Downtown Strategy and EIR Update** (Planning, Building & Code Enforcement)
Purpose: Provide a progress report on the Downtown Strategy 2000 and EIR Update.

OCTOBER 23, 2017

- 1. Verbal Report on Economic Development Activities** (Economic Development)
Purpose: Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.
- 2. Vacant Storefronts Registry Program** (Economic Development/Planning, Building & Code Enforcement)
Purpose: Provide recommended changes to the vacant building registration ordinance, necessary resources to implement these changes and a proposed fee schedule.
- 3. Business Development and Small Business Update** (Economic Development)
Purpose: Review progress implementing the FY 2017-2018 workplan for business outreach, retention, expansion, and attraction.
- 4. Rebuilding for Heroes Program Update** (Housing)
Purpose: Accept the progress report on the implementation of the rehabilitation program designed to incentivize landlords to house formally homeless veterans.
- 5. Prioritization for Tenants of Affordable Housing** (Housing)
Purpose: Accept an overview of the types of residential preferences (including those for residents who work/live in San José, are in particular neighborhoods, become displaced, those in need of emergency housing, and those at particular risk such as artists or emancipated youth) and give direction on preferences to explore.

6. Curb Café Program (Public Works)

Purpose: Provide an update on the Curb Café Pilot Program and present proposed changes to make the Program permanent.

7. Review of Relevant 2018 Legislative Guiding Principles (City Manager – Intergovernmental Relations)

Purpose: To discuss with the Committee the relevant 2018 Legislative Guiding Principles with focus on the Community and Economic Development City Service Area.

NOVEMBER 27, 2017

1. Verbal Report on Economic Development Activities (Economic Development)

Purpose: Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

2. Hammer Theater Reuse Update (Economic Development/Office of Cultural Affairs)

Purpose: To provide an update on the partnership with San Jose State University to operate and maintain the Hammer Theatre Center.

3. Update on Real Estate Activities Surplus Sales and Leasing Activities (Economic Development)

Purpose: Provide a review of the City's Real Estate activities, including surplus sales and leasing activities.

4. Off-site Advertising and Downtown Sign Intensification (Economic Development/Planning, Building & Code Enforcement)

Purpose: Provide recommendations related to allowing off-premise advertising on City-owned and controlled sites citywide, non-City owned and controlled sites in the Downtown Sign Zone, updating the existing Billboard Relocation Program to address electronic digital billboards, and revising regulation of public right of way signage.

5. Mobilehome Opt-in Update (Housing)

Purpose: Accept the report on the Advisory Committee and community process surrounding a revised proposal to provide mobilehome park owners a financial incentive to stay in business for a prescribed period of time, and seek direction from the Committee on possible next steps.

6. Local/Small Business Participation Presentation (Public Works/Finance)

Purpose: Provide a report on City contracting with local and small businesses for Fiscal Year 2016 - 2017.

7. Ethnic and Minority-Led Small Business (Public Works/Economic Development)

Purpose: Provide an update on the grant program for the Hispanic and Black Chambers of Commerce to assist businesses toward participation in City contracts, as approved by Council through Mayor's Budget Message.

8. Report on Concession Model at the Mineta San José International Airport (Airport)

Purpose: Report on the study performed by an external concession consultant and subsequent Airport staff recommendations regarding the future Food & Beverage concession model at the Airport.

9. Easy Urbanism and Placemaking (Economic Development/Planning, Building and Code Enforcement)

Purpose: Provide an update on Easy Urbanism and Placemaking strategies as directed in the Mayor's Budget message.

DECEMBER 25, 2017 (*Recommended deferral to January 22, 2018*)

1. Verbal Report on Economic Development Activities (Economic Development)

Purpose: Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

2. Destination Marketing (Economic Development/Team San Jose)

Purpose: Provide an update on the first nine months (March – November 2017) of Team San Jose implementing the new Destination Marketing Program, which promotes San Jose as a travel destination in Germany/Central Europe and China.