

# **CITY COUNCIL STUDY SESSION AGENDA**

**ECONOMIC STRATEGY UPDATE 2010-2015**

**FEBRUARY 8, 2010  
1:30 P.M. to 5:00 P.M.  
COUNCIL CHAMBERS**

- **Purpose**  
An overview of the draft Economic Strategy 2010-2015, and supporting analysis.
- **Outcome**  
The Administration will obtain Council input regarding finalizing the Economic Strategy 2010-2015 and Workplan for Council approval.

PETE CONSTANT  
ASH KALRA  
SAM LICCARDO  
KANSEN CHU  
NORA CAMPOS

DISTRICT 1  
DISTRICT 2  
DISTRICT 3  
DISTRICT 4  
DISTRICT 5

CHUCK REED MAYOR

PIERLUIGI OLIVERIO  
MADISON P. NGUYEN  
ROSE HERRERA  
JUDY CHIRCO, VICE MAYOR  
NANCY PYLE

DISTRICT 6  
DISTRICT 7  
DISTRICT 8  
DISTRICT 9  
DISTRICT 10

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- Call to Order and Roll Call

## **CITY COUNCIL STUDY SESSION**

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1:30 p.m. – 5:00 p.m. Council Chambers

[Attachment – Memo from Mayor Reed](#)

[Attachment – Memo from the Director of the Office of Economic Development](#)

[Attachment – Memo from Mayor Reed and Councilmembers Liccardo, Pyle and Herrera](#)

[Tab 1 – Economic Strategy Executive Summary](#)

[Tab 2 – Economic Strategy January 2010](#)

[Tab 3 – Preliminary 18-Month Workplan \(through June 2011\)](#)

[Tab 4 – Memo from the Director of the Office of Economic Development](#)

[Tab 5 – Summary on Focus Groups](#)

[Presentation – Economic Development Strategy Update](#)

- 1. Welcome and Background**
- 2. Achievements Since 2003 Economic Strategy**
- 3. Performance of San José Economy: 2004-2009**
- 4. 10 Major Forces of Change Shaping San José’s Economic Future**

## **CITY COUNCIL STUDY SESSION (CONT'D.)**

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**5. Recommended Strategic Goals for 2010-2015**

**6. Council Input, Q & A**

**7. Response: Expert Advisory Panel**

**8. Preliminary 18-Month Workplan**

- **Public Comments**
- **Adjourn**