



COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

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RU WEERAKOON, MAYOR'S OFFICE
RICHARD KEIT, REDEVELOPMENT AGENCY

AGENDA

1:30 p.m.

August 22, 2011

Room W-120

(a) Call to Order and Roll Call

(b) Review of Workplan

Items recommended to be added, dropped, or deferred are usually approved under this section, unless the Committee directs otherwise. Items marked with an asterisk denote changes or additions to the previously published Agenda for this meeting.

(c) Consent Calendar

- (1) **Downtown as "Silicon Valley's City Center"**
REQUEST DEFERRAL TO SEPTEMBER 26

(d) Reports to Committee

- (1) **Verbal Report on Economic Development Activities** (10 min.)
Recommendation: Accept verbal report and presentation.
(Economic Development)
- (2) **Business Outreach: Workplan for FY 2011-12** (30 min.)
Recommendation: Accept the status report on the joint Economic Development and Redevelopment Agency FY11-12 business outreach work plan and performance measures. (Economic Devt./Redevelopment Agency/CSA partners)
- (3) **Foreign Trade Zone Site Application** (20 min.)
Attachment - Report
Recommendation: Accept report authorizing the City Manager to submit a Foreign Trade Zone Alternative Site Framework application to the Foreign-Trade Zones Board of the U.S. Department of Commerce. (Economic Development)

(4) **Shop San Jose** (20 min.)

Recommendation: Accept the status report regarding the proposed design and outreach strategy for the Shop San Jose Initiative. (Work2Future, Economic Development)

(5) **Prioritized Workplan for Cultural Connection: San Jose's Cultural Plan for 2011-2020** (20 min.)

Attachment - Report

Recommendation: Accept report and forward a recommendation to City Council to adopt the Prioritized Work Plan for *Cultural Connection: San José's Cultural Plan* for 2011-2020. (Economic Development/Cultural Affairs)

- Open Forum
Members of the Public are invited to speak on any item that does not appear on today's Agenda and that is within the subject matter jurisdiction of the Committee.
- Adjournment

The Community and Economic Development Committee meets every fourth Monday of the month at 1:30 p.m. Thank you for taking the time to attend today's meeting. Agendas, staff reports and some associated documents for Council Committee items may be viewed on the Internet at www.sanjoseca.gov/clerk/agenda.asp. Committee Meetings are televised live and rebroadcast on Channel 26.

To arrange an accommodation under the Americans with Disabilities Act to participate in this public meeting, please call (408) 535-8179 or (408) 294-9337 (TTY) at least two business days before the meeting.

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For questions, please contact Isela Chaparro,
Office of the City Manager, at (408) 535-8179.