

## WORKPLAN CONTENTS

<p style="text-align: center;"><b>COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE WORKPLAN August – December 2009</b></p>
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**COMMITTEE MEMBERS:**

NANCY PYLE, CHAIR  
OFFICE

SAM LICCARDO, VICE-CHAIR

ASH KALRA, MEMBER

ROSE HERRERA, MEMBER

**STAFF:**

PAUL KRUTKO, CITY MANAGER'S

ED MORAN, CAO

RU WEERAKOON, MAYOR'S OFFICE

JOHN WEIS, REDEVELOPMENT AGENCY

**MISSION STATEMENT:** To manage the growth and change of the City of San Jose 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 23, 2009

1. Review of the Committee Work Plan (CITY MANAGER'S OFFICE)
2. Consent Calendar
3. Chief Development Officer's Report (ECONOMIC DEVELOPMENT)
4. Competition Policy – (CITY MANAGER'S OFFICE) *Update on evaluation of service delivery changes in the proposed FY2009-10 Budget and recommendations for policy revisions.*
5. Affordable Housing Outreach Policy (HOUSING) – *Create an outreach policy for affordable housing developments in San Jose.*
6. Reduction of Single-Use Carryout Bags (ENVIRONMENTAL SERVICES) – *Status report regarding County-wide efforts for reducing single-use carryout bags and seek City Council input for direction on outreach effort and legislative positioning for state-wide program.*

### September 28, 2009

1. Review of the Committee Work Plan (CITY MANAGER'S OFFICE)

2. Consent Calendar
3. Chief Development Officer's Report (ECONOMIC DEVELOPMENT)
4. Small Business Incubators Status Report (REDEVELOPMENT) – *Status report on the City's small business incubators (Environmental Business Cluster, Software, BioScience, Market Access Center) supported by Redevelopment Agency funding.*
5. Coordinated Marketing Effort (ECONOMIC DEVELOPMENT / REDEVELOPMENT / MAYOR'S OFFICE) – *Progress update on Mayors' Budget Message directive to review marketing budgets and identify opportunities to improve collaboration and use resources most effectively on the effort to communicate key San Jose messages through the national /international media.*
6. Report on Key Legislative Items (CITY MANAGER'S OFFICE) – *Accept the staff memorandum and attached 2009 State Legislative Bill Matrix concerning the pending State legislation in the Community and Economic Development City Service Area.*
7. Neighborhood Business District Retail Update (REDEVELOPMENT) – *Status report on NBD retail and small business assistance programs including façade improvements.*

### **October 26, 2009**

1. Review of the Committee Work Plan (CITY MANAGER'S OFFICE)
2. Consent Calendar
3. Chief Development Officer's Report (ECONOMIC DEVELOPMENT)
4. Catalyst Fund (ECONOMIC DEVELOPMENT) – *Accept the progress report of the investment activities of the Economic Development Catalyst Fund.*
5. Major League Baseball Stadium Development (ECONOMIC DEVELOPMENT / REDEVELOPMENT) – *Status report and Work Plan update.*
6. Review of Relevant 2010 Legislative Guiding Principles (CITY MANAGER'S OFFICE) – *Review and discussion of the draft 2010 relevant Legislative Guiding Principles with focus on transportation and the environment.*
7. Downtown Retail Update (REDEVELOPMENT) – *Status report on Downtown retail and small business assistance programs.*
8. Downtown Office Recruitment Update (REDEVELOPMENT) – *Status report on Downtown office recruitment and staff work program.*

9. San Jose Medical Center (ECONOMIC DEVELOPMENT / REDEVELOPMENT) – *Provide an update on the status of the property and the efforts to bring additional medical services to the Downtown.*
10. 1stACT “Small Wonders” Work Plan/Year Three (ECONOMIC DEVELOPMENT / REDEVELOPMENT) – *Accept recommended Work Plan for encouraging “small wonders” to improve the pedestrian environment and public realm downtown.*
11. Mexican Heritage Plaza Update (GENERAL SERVICES) – *Progress report on the business planning efforts for the Mexican Heritage Plaza.*

**November 23, 2009**

1. Review of the Committee Work Plan (CITY MANAGER’S OFFICE)
2. Consent Calendar
3. Chief Development Officer’s Report (ECONOMIC DEVELOPMENT)
4. Fire Department Administrative Citation Fine Schedule (FIRE) – *Accept the staff recommendation to amend the Administrative Citation Fine Schedule (a) to create a First Department Administrative Citation Fine for overcrowding, and (b) amend the Fire Department’s Administrative Citation Fines for false alarms, to align with the Police False Alarm Fine Structure.*
5. Air Service Development and International Strategy (AIRPORT / ECONOMIC DEVELOPMENT) – *Update on Air Service Plans (airline meetings June – November 2009) as well as the outreach to corporate entities for international air travel in conjunction with 1stACT, Economic Development, Convention and Visitors Bureau, Mayor’s Office, Airport Commission, and Silicon Valley Leadership Group.*
6. Local/Small Business Participation (FINANCE / PUBLIC WORKS) – *Accept the annual report on contracting with local and small businesses for Fiscal Year 2008-09.*
7. Work2Future Update (ECONOMIC DEVELOPMENT) – *Accept the annual report of work2future activities to support job seekers and businesses.*
8. Economic Stimulus Plan and Actions (ECONOMIC DEVELOPMENT / REDEVELOPMENT) – *Update on the efforts related to the Mayor’s 2009 Economic Stimulus Plan and ARRA.*
9. Diridon Station Progress (CITY MANAGER’S OFFICE/ ECONOMIC DEVELOPMENT / PLANNING/ TRANSPORTATION / AIRPORT/

REDEVELOPMENT) – *Progress report on various land use and transportation efforts in the Diridon Area.*

10. Update on Public Works Development Services' New Service Model Implementation (PUBLIC WORKS) – *Share with the committee progress on implementation of recommendations from Management Study performed by Matrix Consulting Group.*
11. Mexican Heritage Plaza Update (GENERAL SERVICES) – *Progress report on the business planning efforts for the Mexican Heritage Plaza.*

**December 14, 2009**

1. Review of the Committee Work Plan (CITY MANAGER'S OFFICE)
2. Consent Calendar
3. Chief Development Officer's Report (ECONOMIC DEVELOPMENT)
4. Major League Baseball Stadium Development (ECONOMIC DEVELOPMENT / REDEVELOPMENT) – *Status report and Work Plan update.*