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## *Memorandum*

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Debra Figone  
City Manager

**SUBJECT:** City Manager's Downtown  
Advisory Committee

**DATE:** February 6, 2009

### INFORMATION

#### BACKGROUND

In July 2007, the San Jose Downtown Association, in partnership with the Redevelopment Agency, and City of San Jose, retained the services of the Responsible Hospitality Institute to develop a Hospitality Zone Assessment (HZA) of the Downtown. The HZA report included 61 recommendations. Over 70 people participated in the Downtown HZA process, which included a steering committee of industry leaders, five roundtable focus groups, and leadership summit.

In April 2008, the City Council accepted the HZA report. Recognizing that accomplishing many of the initiatives would take successful partnerships staff recommended the creation of a community-based advisory to facilitate the action items recommended in the Downtown HZA report to ensure that new and existing policies are working to make downtown a vibrant, hospitable, and safe entertainment center. The City Council accepted this recommendation. This group, the City Manager's Downtown Advisory Committee, has been established, and along with the City Manager's Downtown Coordinator position will be essential to advancing the recommendations in the HZA.

#### ANALYSIS

This committee will be an advisory group to the City Manager. The committee has been kept to 12 members, which represents a cross section of the downtown community. The composition of the committee is intended to encompass all stakeholders in the downtown community who will be involved and/or affected by the HZA report. To ensure meetings of the committee will be flexible with regular agenda items and time for committee members to raise concerns of the downtown environment as it continues to evolve. Notice of the committee's meetings will be posted on the Master Calendar and open to members of the public but will not be subject to any provisions of the Brown Act.

#### *Composition of the Committee*

- City Manager Debra Figone, Chair
- Dan Fenton, Team San Jose
- Dave Powell, San Jose Restaurant and Entertainment Association
- Scott Knies, San Jose Downtown Association

Honorable Mayor and City Council

Date Submitted – February 5, 2009

**Subject: City Manager's Downtown Advisory Committee**

Page 2 of 2

- Cathy Busalacchi, San Jose State University
- Ryan Hess, Adobe
- Ben Soriano, South First St. Billiards
- Mona Onstead, Downtown Resident
- Brendan Rawson, 1<sup>st</sup> ACT
- Don Gralnek, San Jose Sharks
- Rick Friedman, Mesa Development, LLC.
- John Conway, Britannia Arms

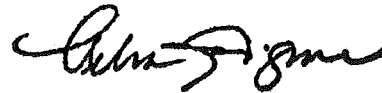
### ***Role of the Committee***

Individuals will be the sole representative to the Committee and designees will not be permitted. Once the group is underway, additional perspectives may be sought as relevant to the goals and objectives of the committee.

The committee will meet on a regular basis and along with the City Manager's Downtown Coordinator will assist in the implementation of action items and provide advice on the state of downtown and appropriate legislative, policy, and programmatic options. This committee will advise the City Manager on the implementation of recommendations in the HZA report and hear updates on those initiatives.

In addition, it will serve as a forum for problem solving, a proactive communication, and educational regarding operational issues associated with the HZA report, and as new policy initiatives such as cost-sharing are undertaken as well day-to-day issues which surface in the downtown.

The City's Downtown Coordinator will organize and coordinate all staff efforts and act as the lead staff for the committee.



DEBRA FIGONE  
City Manager

For questions please contact Leland Wilcox, Downtown Coordinator, at (408) 535-8172.