



COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

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TONI TABER, CITY CLERK'S OFFICE

AGENDA

1:30 p.m.

November 27, 2017

Wing 118-120

(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.

- (1) Update on Real Estate Activities Surplus Sales and Leasing Activities (Economic Development) *REQUEST DEFERRAL TO DECEMBER***
- (2) Citywide Retail Opportunity Analysis and Recommendations (PBCE) *REQUEST DEFERRAL TO DECEMBER***
- (3) Report on Concession Model at the Mineta San José International Airport (Airport) *REQUEST TO DROP - RULES REFERRAL 11/15/17***
- (4) Review of Airport Financial Projections (Auditor's Office) *REQUEST TO ADD - RULES REFERRAL 11/1/17***
- (5) Audit of Team San Jose's Performance 2016-2017 (Auditor's Office) *REQUEST TO ADD - RULES REFERRAL 11/1/17***

(c) **Consent Calendar**

- (1) **Hammer Theater Reuse Update** **Attachment A** **Attachment B**
Recommendation: Accept the update on the Hammer Theatre Center reuse effort in partnership with San José State University. The Committee will be updated on the activities and operating model for the facility including programming, theater capital maintenance, and staffing. (Economic Development/Office of Cultural Affairs)
- (2) **Contracting with Local and Small Businesses in Fiscal Year 2016 – 2017**
Recommendation: Accept the annual report on City contracting with local and small businesses for Fiscal Year 2016 - 2017. (Public Works/Finance)
- (3) **Audit of Team San Jose’s Performance 2016-2017**
Recommendation: Accept the audit of Team San Jose’s Performance 2016-17, and refer the audit to the December 19, 2017 City Council meeting for full adoption. (Auditor’s Office)
RULES REFERRAL ADD 11/1/17

(d) **Reports to Committee**

- (1) **Verbal Report on Economic Development Activities**
Recommendation: Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development. (Economic Development)
- (2) **Off-site Advertising and Downtown Sign Intensification** **Presentation**
Attachment A **Attachment B** **Letter(s) from the Public**
Letters from the Public 2 **Letters from the Public 3**
Letters from the Public 4
Recommendation: Accept a status report on implementing the work plan to investigate removing existing barriers to off-premise (off-site) commercial advertising on City-owned and non-City-owned sites in the City of San José, and recommend that the City Council direct staff to implement a phased work plan which could allow:
 1. New off-site advertising on City-owned sites throughout the City, including exchange of existing legal static billboards on other sites for new electronic billboards on city-owned sites;
 2. Exchange of existing legal static to electronic billboards on non-City-owned existing freeway facing sites and new freeway facing sites in the North San José Development Policy Area;
 3. New offsite advertising on non-City-owned sites in the Downtown Sign Zone, including exchange of existing legal static billboards on other sites for new electronic billboards in the Downtown Sign Zone.(Economic Development/Planning, Building & Code Enforcement)

(d) Reports to Committee (Cont'd.)

(3) [Ethnic and Minority-Led Small Business](#)

Recommendation: Accept progress report on Ethnic and Minority-Led Small Business grants. (Public Works/Economic Development)

(4) [Business Development and Small Business Update](#)

Recommendation: Accept staff's report on services provided by the City and its partners to support the startup, growth, and retention of businesses in San José. (Economic Development) **DEFERRAL FROM OCTOBER 23, 2017**

(5) [Easy Urbanism and Placemaking](#)

Recommendation: Accept the informational report of the City's recent Easy Urbanism and Placemaking Interdepartmental Initiative. (Economic Development/Planning, Building and Code Enforcement)

(6) [Review of Airport Financial Projections](#)

Recommendation: Accept the Audit of Airport Financial Projections: Balancing Ongoing Debt-Service Obligations with Increasing Operational Needs, and refer the audit to the December 19, 2017 City Council meeting for full adoption. (Auditor's Office) **RULES REFERRAL ADD 11/8/17**

**(7) [Mobilehome Opt-in Update](#) [Attachment A](#) [Attachment B](#)
[Attachment C](#) [Attachment D](#) [Attachment E](#) [Letters from the Public](#)
[Letter from Law Foundation of Silicon Valley](#)
[Presentation](#)**

Recommendation: Accept the report and provide direction on whether staff should continue with public meetings and the development of an Opt-In/Stay-In-Business ordinance. (Housing) ***NOT TO BE HEARD BEFORE 2:30 P.M.**

• **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.

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the Office of the City Clerk at San José City Hall, 200 E. Santa Clara Street, Tower 14th Floor, San José, CA 95113 at the same time that the public records are distributed or made available to the legislative body.

For questions, please contact Isela Chaparro, Office of Economic Development at (408) 535-8179.