

**MINUTES OF THE  
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE**

**SAN JOSE, CALIFORNIA**

**MONDAY, FEBRUARY 25, 2019**

The Community and Economic Development Committee of the City of San José convened in regular session at 1:33 p.m. in Committee Rooms 118-120, Council Wing, City Hall.

**PRESENT:** Councilmember Johnny Khamis, Chair, (1:50 p.m.); Councilmember Pam Foley, Vice Chair; Councilmember Raul Peralez, Councilmember Maya Esparza, and Councilmember Lan Diep, (1:46 p.m.)

**ABSENT:** All present.

**STAFF:** Kim Walesh, City Manager's Office; Ed Moran, City Attorney's Office; Kelly Kline, Mayor's Office; and Louis Ósémwegie, City Clerk's Office.

**(b) REVIEW OF WORK PLAN**

Action: Upon motion by Councilmember Raul Peralez, seconded by Councilmember Maya Esparza and carried unanimously, the Committee approved the Work Plan, and the below listed action was taken as indicated. (3-0. Absent: Diep, Khamis)

**(1) Special Events City Service Costs**

Deferred to March 25, 2019 Meeting.

**(c) CONSENT CALENDAR**

None presented.

## REPORTS TO COMMITTEE

### (1) Verbal Report on Economic Development Activities. (Economic Development).

Documents Filed: Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

Economic Development Director Kim Walesh presented highlights of the latest edition of the SJ Economy E newsletter, including: blogpost story about opportunity zones – a new Federal tax incentive for investments in lower income communities; San Jose changes in construction tax effective March 31, 2019, clean energy options for businesses in San José; blogpost on Hayes Mansion sale conclusion; blogpost on Silicon Valley forum held last month concerning the future of downtown San Jose; City’s Public Library’s hosting of entrepreneurs and job-seekers’ forum for small business and start-ups, in San Jose, among other features.

Action: No motion was required. The Committee accepted the Verbal Report.

### (2) Housing Crisis Workplan

Documents Filed: (1) Memorandum from Economic Development Deputy Director Chris Burton, dated February 11, 2019. (2) Staff presentation, entitled, “Housing Crisis Workplan”, dated February 25, 2019. (3) Memorandum from Economic Development Director Kim Walesh, Planning, Building and Code Enforcement Director Rosalynn Hughey and Housing Director, Jacky Morales-Ferrand, dated June 1, 2018. (4) Keyser Marston Assoc. Draft Memo, dated September 27, 2018. (5) Memorandum from Councilmember Raul Peralez, dated February 25, 2019.

Economic Development Deputy Director Chris Burton, Planning, Building and Code Enforcement Deputy Director Michael Brilliot and Housing Department’s Rachel VanderVeen offered the Workplan and responded to questions.

Councilmember Lan Diep joined the meeting at approximately 1:46 p.m.

Public comments: Offering comments were Gordon Chester and Blair Beckman.

Councilmember Johnny Khamis joined the meeting at approximately 1:50 p.m.

Action: Upon motion by Councilmember Raul Peralez, seconded by Councilmember Lan Diep, and carried unanimously, the Committee accepted the Workplan and cross-referenced to the March 19, 2019 full Council Meeting for action. (5-0)

**(3) Downtown Wayfinding Program Update**

Documents Filed: (1) Memorandum from Economic Development Downtown Manager Blage Zelalich and Transportation Acting Deputy Director Jessica Zenk, dated February 11, 2019. (2) Staff presentation, entitled, "Downtown Wayfinding Program Update", dated February, 2019.

Transportation Acting Deputy Director Jessica Zenk, Economic Development Downtown Manager Blage Zelalich, and Economic Development Analyst Salvador Alvarez offered the Update and responded to questions.

Public comments: Offering comments were Bree Vonfaith, Gordon Chester and Blair Beekman.

Action: Upon motion by Councilmember Pam Foley, seconded by Councilmember Maya Esparza, and carried unanimously, the Committee accepted the Update. (5-0)

**(4) Opportunity Zones Update**

Documents Filed: (1) Memorandum from Office of Economic Development Deputy Director Chris Burton, dated February 11, 2019. (2) Staff presentation, entitled, "Opportunity Zones Update", dated February 25, 2019. (3) Memorandum from Economic Development Director Kim Walesh, dated August 16, 2018. (4) Attachment: San Jose Opportunity Zones Guidebook.

Economic Development Deputy Director Chris Burton offered a presentation and responded to questions.

Public comments: Aboubacar Ndiaye commented on urban development projects and continuing displacement in Cities.

Action: Upon motion by Councilmember Lan Diep, seconded by Councilmember Pam Foley, and carried unanimously, the Committee accepted the Update. (5-0)

**(5) Downtown Retail Strategy**

Documents Filed: (1) Memorandum from Economic Development Assistant Director Nanci Klein, dated February 15, 2019. (2) Staff presentation, entitled, "Downtown San Jose Retail Strategy", dated February 25, 2019. (3) Attachment: Downtown Retail Strategy

Economic Development Assistant Director Nanci Klein, Economic Development Downtown Manager Blage Zelalich, Strategic Economist Dena Belzer, and Greensfelder Managing Principal, David Greensfelder offered the Strategy and responded to questions.

Public comments: Blair Beekman offered comments on the Downtown Retail Strategy.

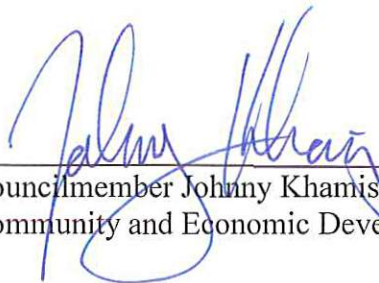
Action: Upon motion by Councilmember Raul Peralez, seconded by Councilmember Maya Esparza, and carried unanimously, the Committee accepted the Strategy and cross-referenced to the March 12, 2019 full Council Meeting for action. (To be heard in conjunction with the Citywide retail strategy report.). (5-0)

**OPEN FORUM**

Blair Beekman commented on learning better accountability with technology.

**ADJOURNMENT**

Councilmember Johnny Khamis adjourned the meeting at 4:17 p.m.



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Councilmember Johnny Khamis, Chair  
Community and Economic Development Committee

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