

**Date:** November 7, 2019 **Time:** 12:00 – 2:00 P.M. **Location:** 2189 Monterey Rd. Suite 280  
San Jose, CA 95112

**Goal/Purpose of the Working Group:** Develop a common understanding of the issues and opportunities located in the Monterey Corridor relating to general planning, economic development, and transportation planning. Develop a scope of work that refines the focus on important improvements over the next two years, allowing stakeholders and the City to align with other efforts, such as the General Plan’s 4-year review, MTC’s Horizons and Plan Bay Area 2050, the Rail Corridor Plan for San José, and others.

**AGENDA – STUDY SESSION #4**  
**Beautification and Sense of Place**

- A. Gathering and Lunch** (12:00 – 12:15 P.M.)
- B. Opening Remarks and Meeting Purpose** (12:15 – 12:20 P.M.)
  - 1. Chair Maya Esparza and Vice-Chair Sergio Jimenez
- C. Part 1: Corridor Beautification** (12:20 – 1:00 P.M.)
  - 1. Beautification Efforts since February 2019
  - 2. Plans Moving Forward (Currently Underway)
    - i. Pilot “No Trespassing” Ordinance
    - ii. Geographic-based strategies
    - iii. Union Pacific MOU with City
  - 3. Working Group Discussion and Feedback
- D. Part 2: Advancing Strategies for the Monterey Corridor** (1:00 – 1:35 P.M.)
  - 1. Planning
    - i. General Plan (GP) Task Force
      - GP process overview
      - PBCE recommendation to GP Task Force
    - ii. Priority Production Area
      - Letter of Interest
  - 2. Working Group Discussion and Feedback
- E. Next Meeting Announcement – New Year 2020** (1:35 – 1:45 P.M.)
  - 1. Meeting Schedule for January – June
  - 2. Group strategy to articulate vision and priorities
- F. Public Comment** (1:45 P.M.)
- G. Adjourn** (2:00 P.M.)

### **Monterey Corridor Working Group Membership**

- District 7 Council Member Maya Esparza
- District 2 Council Member Sergio Jimenez
- VTA Representative: Aaron Quigley
- Fairgrounds: Abe Andrade
- Monterey Corridor Business Association: Jill Rodby
- HomeFirst Representative: Rene Ramirez
- Coastal Lumber Representative: Jim Zubillaga
- Granite Rock Representative: Erik Schoennauer
- Silicon Valley Leadership Group Representative: Jason Baker
- Mechanical, Electrical, Plumbing & Fire Sprinkler Union Representative: Jean Cohen
- The Plant Management Representative: Lisa Weiss
- The County of Santa Clara: TBD
- District 7 Resident: Mulissa Willette
- District 2 Resident: Russell Failing

### **City of San José Staff Support**

- Deputy City Manager: Jim Ortbal
- Deputy City Manager: Kim Walesh, Director of Office of Economic Development
- Deputy City Manager: Angel Rios
- Department of Planning, Building, and Code Enforcement: Rosalynn Hughey, Director
- Department of Transportation: John Ristow, Director
- Department of Parks, Recreation and Neighborhood Services: Olympia Williams, Community Services Supervisor (Beautify SJ)
- Office of Economic Development: Chris Burton, Deputy Director, and Nathan Donato-Weinstein, Business Development Officer
- City Manager's Office: Sarah Zárate, Assistant to the City Manager

**Questions regarding Working Group coordination or follow up information can be referred to Sarah Zárate at [sarah.zarate@sanjoseca.gov](mailto:sarah.zarate@sanjoseca.gov) or (408) 535 - 5601.**