



# Memorandum

**TO: RULES AND OPEN GOVERNMENT  
COMMITTEE**

**FROM:** Mayor Sam Liccardo  
Chair Johnny Khamis

**SUBJECT: COMMUNITY & ECONOMIC  
DEVELOPMENT COMMITTEE  
WORKPLAN**

**DATE:** January 16, 2018

Approved

Date

1-16-18

Approved

Date

1-16-18

## RECOMMENDATION

Approval of the Community and Economic Development Committee Workplan for the period January through June 2018, and setting its meeting schedule on the fourth Monday of each month at 1:30 p.m. in Rooms W118-119.

## WORKPLAN CONTENTS

**COMMUNITY AND ECONOMIC DEVELOPMENT  
COMMITTEE WORKPLAN  
January - June 2018**

### COMMITTEE MEMBERS:

JOHNNY KHAMIS, CHAIR  
DEV DAVIS, VICE CHAIR  
LAN DIEP, MEMBER  
RAUL PERALEZ, MEMBER  
DON ROCHA, MEMBER

### STAFF:

KIM WALESH, CITY MANAGER'S OFFICE  
ED MORAN, CITY ATTORNEY'S OFFICE  
RU WEERAKOON, MAYOR'S OFFICE  
LOUIS ÓSÉMWEGIE, CLERK'S OFFICE

### MISSION STATEMENT:

To manage the growth and change of the City of San José 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.

**JANUARY 22, 2018** *(Deferred from December, 2017)*

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

2. **Update on Real Estate Activities Surplus Sales and Leasing Activities** (Economic Development)  
**Purpose:** Provide a review of the City's Real Estate activities, including surplus sales and leasing activities.

***DEFERRAL FROM NOVEMBER 27, 2017***

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

***DEFERRAL FROM NOVEMBER 27, 2017***

4. **Business Development and Small Business Update** (Economic Development)  
**Purpose:** Present an update on the Downtown Vision Statement. The updated Vision will integrate key Downtown goals and will include a Downtown visioning summit; a digital Downtown Brochure will be produced and distributed to stakeholders and the general public. 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.

***DEFERRAL FROM NOVEMBER 27, 2017***

5. **Easy Urbanism and Placemaking** (Economic Development/Planning, Building and Code Enforcement)

**Purpose:** Accept the informational report of the City's recent Easy Urbanism and Placemaking Interdepartmental Initiative.

***DEFERRAL FROM NOVEMBER 27, 2017***

**FEBRUARY 26, 2018**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

2. **Report on the 2019 College Football Playoff Championship** (Economic Development)  
**Purpose:** Provide an update on activities in Downtown San Jose surrounding the 2019 College Football Championship at Levi's stadium.

3. **Team San Jose International Destination Marketing Agreement** (Office of Cultural Affairs)  
**Purpose:** To receive an update on the destination marketing agreement activities and scope of work for year two.

***DEFERRAL FROM DECEMBER***

**4. Housing Investment Plan (Housing)**

**Purpose:** Accept report on the Housing Department's recommended approach for the next Affordable Housing Investment Plan for expenditure of affordable housing funds.

**MARCH 26, 2018**

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

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

**2. Team San Jose Performance Measures and Mid-Year Report (Office of Cultural Affairs)**

**Purpose:** To receive a mid-year report on Team San Jose's performance and activities.

**3. Prioritization for Tenants of Affordable Apartments (Housing)**

**Purpose:** Accept the follow-up report containing additional information on certain types of residential preferences for affordable apartments and give direction on which preferences are a priority to pursue.

**4. Small Project Inclusionary Housing (Housing)**

**Purpose:** Provide recommendations on the design of the structure of an inclusionary housing program imposed on new developments with three (3) to nineteen (19) homes.

**5. Citywide Retail Opportunity Analysis and Recommendations (Planning, Building & Code Enforcement)**

**Purpose:** Provide a report on the Citywide Retail Opportunity Analysis and recommendations on follow up items from the General Plan Four-Year Review process, including potential General Plan amendments and rezonings for retail uses, and minimum floor area ratios for employment uses in high priority Urban Villages.

***DEFERRAL FROM NOVEMBER 27, 2017***

**6. Citywide Offsite Signage and Downtown Sign Intensification Update (Economic Development Planning, Building & Code Enforcement)**

**Purpose:** City-wide Offsite Signage and Downtown Sign Intensification Update

**Purpose:** Provide a verbal update on workplan progress for offsite signage on City-owned property and Downtown Sign Intensification.

**7. Update on Electronic Billboard/Off-Site Advertising (Planning, Building & Code Enforcement/Economic Development Planning, Building & Code Enforcement)**

**Purpose:** As directed by Council on December 19, 2017, provide a verbal update on workplan progress and timeline.

**APRIL 23, 2018**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.
2. **Annual Update on Work2future** (Economic Development)  
**Purpose:** Provide a summary of work2future's key initiatives and accomplishments over the last 12 months.
3. **Downtown Retail Strategy** (Economic Development/Planning, Building and Code Enforcement)  
**Purpose:** To brief the Committee on the key insights about retail opportunities in Downtown San Jose following consultant research and staff analysis, to review preliminary recommendations, and to seek input.

**MAY 21, 2018 – SPECIAL MEETING DATE**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.
2. **Hammer Theatre Center Update** (Office of Cultural Affairs)  
**Purpose:** Accept a report on the partnership with San Jose State University to operate and maintain the Hammer Theatre Center.
3. **Airport Air Service Attraction and Retention Strategy Update** (Airport)  
**Purpose:** Brief the Council on Successes, challenges, and opportunities being pursued related to the attraction of new air service and the retention of existing service.
4. **Update on the Downtown Vision Effort** (Planning, Building & Code Enforcement, Office of Economic Development)  
**Purpose:** Present an update on the Downtown Vision Statement. The updated Vision will integrate key Downtown goals and will include a Downtown visioning summit; a digital Downtown Vision brochure will be produced and distributed to stakeholders and the general public.

**JUNE 25, 2018**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.
2. **Downtown Progress Report** (Economic Development)  
**Purpose:** Update the Committee on downtown business and economic development, public-life and arts and cultural initiatives.

**3. Downtown Airspace and Development Capacity Progress Report** (Economic Development/Airport)

**Purpose:** Update the Committee on work regarding Downtown airspace and development capacity with regard to One-Engine Inoperative procedures at San Jose Mineta International Airport.

**4. Disadvantaged Business Enterprise Program** (Public Works)

**Purpose:** As directed by Council on March 24, 2015, present a strategy to implement a Disadvantaged Business Enterprise (DBE) program throughout the entire City organization that is similar to the program at the Mineta San Jose International Airport.