



---

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

**SAN JOSE, CALIFORNIA**

**MONDAY, FEBRUARY 22, 2021**

*Consistent with the California Governor's Executive Order No. N-29-20, Resolution No. 79450 from the City of San José and the Santa Clara County Health Officer's March 16, 2020 Shelter in Place Order, the City Council meeting was not physically open to the public. Public comments were accepted via eComment, email, by phone/Webinar or online.*

The Community and Economic Development Committee of the City of San Jose was teleconferenced from remote locations and convened at 1:30 p.m.

Present: Councilmembers - Foley, Esparza, Mahan, Peralez, Carrasco.

Absent: Councilmembers - All Present.

Staff: Office of the City Manager, Kim Walesh; City Attorney Office, Ed Moran; City Clerk, Toni Taber; Mayor's Office, Kelly Kline; and Yasmin Garcia, City Clerk's Office

**B. Review of Work Plan**

**1. City Council Policy Priority #10: Anti-Displacement Tenant Preference Ordinance Status Report. (Housing)**

Public Comments: Paul Soto stated the item should be viewed in an equitable lens, spoke on redlining policies, and discrimination.

Action: Upon motion by Councilmember Maya Esparza, seconded by Councilmember Magdalena Carrasco and carried unanimously, the Committee approved the amendment to have this item added to the March 22, 2021 meeting instead of the May 24, 2021 meeting. (5-0.)

**C. Consent Calendar**

**1. Arts Commission Fiscal Year 2020-2021 Amended Work Plan. (Economic Development)**

Public Comments: (1) Paul Soto thanked council for addressing the item and spoke on the removal of the Thomas Fallon Statue. (2) Brenda Zendejas spoke to the Thomas Fallon statue and the need for things that embrace the culture instead of statues.

Director of Office of Cultural Affairs; Deputy Director of Economic Development, Kerry Adams Hapner; Team San José, Chief Financial Officer, Ihab Sabry; Vice President of Research and Strategic Development at Visit San José, Ben Roschke; Chief Operating Officer at Team San José, John Lafortune; Vice President of Sales and Destination Services at Team San José, Matthew Martinucci; Vice President of Marketing and Communications, Laura Chmielewski offered the presentation.

Action: Upon motion by Councilmember Magdalena Carrasco, seconded by Councilmember Maya Esparza and carried unanimously, the Committee approved the Arts Commission amended work plan for Fiscal Year 2020-2021. (5-0.)

**D. Reports to Committee**

**1. Team San José Report on Activities. (Economic Development)**

Public Comments: (1) Paul Soto addressed Al Fresco Dining, opening Downtown San José, and Latino Vaccination Rates. (2) Blair Beekman spoke to the importance of HVAC systems in schools and the convention center.

Director, Office of Cultural Affairs, Deputy Director, office of Economic Development, Kerry Adams-Hapner offered the presentation.

Councilmember Magdalena Carrasco addressed her concerns of Angie Chua's art piece and brochure submitted and used in the presentation to represent San José, indicating it shows a lack of representation of the East Side Mexican and Latino foods and influence in San José.

Director, Office of Cultural Affairs, Deputy Director, office of Economic Development, Kerry Adams-Hapner stated this would be the first of many brochures and art pieces to come and stated her concerns would be addressed.

Action: Upon motion by Councilmember Raul Peralez, seconded by Councilmember Matt Mahan and carried unanimously, the Committee accepted the report on the update on Team San Jose's performance measures and activities for Fiscal Year 2021-2022. (5-0.)

**2. Construction Crane Height Guidance Study Findings and Recommendation. (Airport/Economic Development)**

Public Comments: (1) Paul Soto addressed Airport construction developments, the six month crane building plans, and thanked the staff for the presentation. (2) Blair Beekman spoke to the Airport construction plans, practical applications, and concerns on travels to southeast Asia. (3) Scott Knies, Executive Director at San Jose Downtown Association spoke to the construction companies being used and the need for outreach.

Assistant Director of Aviation at Norman Y. Mineta San Jose International Airport, Judy M. Ross offered the presentation.

Action: Upon motion by Councilmember Raul Peralez, seconded by Councilmember Maya Esparza and carried unanimously, the Committee accepted the findings from the completed Construction Crane Height Guidance Study and cross-referenced to the full City Council on March 9, 2021. (5-0.)

**3. City Council Policy Priority #7: Universal Development Fee (Fee Framework) and Impact Fee Deferred Payment Program. (Economic Development)**

Public Comments: (1) Paul Soto addressed his views on taxes, redlining affecting parks, and the Office of Racial Equity needing to be involved in this item. (2) Blair Beekman spoke to inclusion fees, fire department projects, and the fee system.

Housing Catalyst, Office of Economic Development, Jerad Ferguson offered the presentation

Action: Upon motion by Councilmember Matt Mahan, seconded by Councilmember Maya Esparza and carried unanimously, the Committee accepted the update on work to date to create a Development Fee Framework (Universal Development Fee) and an Impact Fee Deferred Payment Program for Housing. (5-0.)

**4. Fee Study Work Plan: Parkland Dedication and Park Impact Ordinance. (Parks, Recreation and Neighborhood Services)**

Public Comments: (1) Paul Soto spoke to redlining and the Rose Garden. (2) Blair Beekman spoke to open public policies.

Deputy Director, City of San Jose Department of Parks, Recreation and Neighborhood Services, Nicolle Burnham; Department of Parks, Recreation and Neighborhood Services Planner IV, Rebekah Ross offered the presentation.

Action: Upon motion by Councilmember Matt Mahan, seconded by Councilmember Raul Peralez and carried unanimously, the Committee accepted the Fee Study work plan to study, evaluate, and make recommendations regarding the City's Parkland Dedication and Park Impact ordinances (San José Municipal Code Chapters 19.38 and 14.25). (5-0.)

**5. Downtown and Regional Wayfinding Initiative Status Report. (Transportation/Economic Development)**

Public Comments: (1) Blair Beekman addressed the need for open public policies and transparency. (2) Paul Soto requested to know what an RFP meant in the presentation, what was deemed affordable, and the locations of housing projects.

Senior Development Officer, at San Jose Redevelopment, Salvador Alvarez; Downtown Manager, City of San José, Blage Zelalich; and Transportation Planner, Ryan Smith offered the presentation.

Councilmember Raul Peralez answered a public comment question and clarified what RFP (Request for Proposal) stood for and asked about a possible extension for the Wayfinding Program.

Councilmember Matt Mahan asked about concerns of vandalism of the various Totems.

Councilmember Magdalena Carrasco asked if “Wayfinding” could be used to map and highlight the East Side of San José.

Senior Development Officer, San Jose Redevelopment, Salvador Alvarez answered staff’s questions.

Action: Upon motion by Councilmember Raul Peralez, seconded by Councilmember Matt Mahan and carried unanimously, the Committee accepted the status report on the City’s Downtown Wayfinding efforts, as well as progress on Regional Wayfinding activities. (5-0.)

**6. Economic Development Activities Verbal Report. (Economic Development)**

Public Comments: (1) Paul Soto addressed the public needing to be informed on the disconnections of Latinos. (2) Blair Beekman addressed renewable ideas.

Public Information Manager, Office of Economic Development, Elisabeth Handler offered the presentation

Action: Upon motion by Councilmember Raul Peralez, seconded by Councilmember Matt Mahan and carried unanimously, the Committee accepted the brief verbal update on recent announcements, significant accomplishments, and upcoming events related to economic development and economic recovery. (5-0.)

- **Open Forum**

1. Blair Beekman addressed renewable energies, inclusive practices, and the need for open dialogue with the public.
2. Paul Soto spoke to systemic racism and thanked Councilmember Carrasco, Esparza, and Arenas for their advocacy for Chicanos.

- **Adjournment**

Councilmember Pam Foley adjourned the Committee meeting at 4:37 p.m.

\_\_\_\_\_  
*Approved Via Email*  
Councilmember Pam Foley, Chair  
Community and Economic Development Committee

PF/yg:CEDmin\_2-22-21