

**Central City East Project Area Committee  
Monday February 2, 2009 PAC Meeting  
Patten University, 2433 Coolidge Avenue, Student Activity Center**

**(The minutes are in draft form until approved by the PAC)**

Tom Thurston, Chair of the Project Area Committee (PAC), chaired the meeting. The meeting started at 6:34 pm.

**I. Roll Call**

- a. See attached roster of attendance.

**II. Open Forum**

No speakers

**III. Approval of Minutes**

- a. Bari Scott had concerns about the PAC Member Attendance Sheet and requested that her attendance be accurately displayed. Staff will make sure the PAC Attendance sheet accurately reflects PAC participation.

**Motion (by Preston Turner, seconded by Charles Chiles): To approve the January 5, 2009 PAC Meeting minutes.**

**Vote: 12 Ayes, 0 Nays, and 4 Abstentions. Motion passed.**

**IV. Administrative Items**

- a. Nominations for PAC positions.

None.

- b. Announcements from PAC community organizations.

- i. Gilda Gonzales stated that on Tuesday, February 3<sup>rd</sup>, the Unity Council will be hosting a discussion that will provide information regarding taxes and specifically the Earned Income Tax Credit (EITC); also, the Unity Council has an AmeriCorps program that provides Income Tax filing assistance and EITC services throughout the tax season.
- ii. Corona Rivera informed the PAC that a new coffee shop has opened near the corner of Park Boulevard and 2<sup>nd</sup> Avenue, and is wi-fi capable.

- iii. Etha Jones informed the PAC that Soul's Restaurant, a new restaurant, had opened. It is located at the corner of Foothill and 64<sup>th</sup>. Kimani Rogers added that Soul's Kitchen is also in the CCE Tenant Improvement Program and is eligible to receive a grant.
  - c. Council item updates and other Staff administration
    - i. Theresa Navarro-Lopez gave quick status updates on the Student PAC member item and 2 acquisition items, all of which will be heard by the Community and Economic Development committee on February 10<sup>th</sup>. Also, demolition is scheduled to begin on 2777 Foothill and the 3 parcels on Wallace Street.
    - ii. Hagu Solomon and Preston Turner highlighted a Façade Improvement Project at Foothill and Fairfax (5268-5280 Foothill) and informed the PAC that the project is almost complete, with the owner looking for tenants.

**V. Review of CCE Visioning Workshop.**

- a. Paul Downs, a consultant hired by the Redevelopment Agency, presented. After reviewing the date and location of the CCE Visioning Workshop (January 10<sup>th</sup> at the Christ the Light Cathedral), he asked the PAC members that attended for their reflections and comments before reviewing the workshop in more detail.
- b. Multiple PAC members responded. Included, were: Laura Jerrard, who appreciated hearing other sub-area goals and perspectives; and Frank Rose, who believed that the graphic layout/map helped to put things together and that he felt there was good discussion from the different groups.
- c. Paul reviewed the process of the Visioning Workshop. He stated how the members reviewed the different sub-areas strengths and resources, how the members looked to leverage resources and concentrate on "areas of focus" within and between the sub-areas, etc. Conley Consulting Group provided an analysis of each sub-area from an economic and retail serving perspective. The PAC identified overarching themes for the entire Redevelopment area. They also looked at process-related items, such as selection criteria for funding requests and an annual calendar for PAC related events. The next steps for the Visioning process included a review of a rough draft of the Visioning Document during the March 2<sup>nd</sup> PAC meeting and some type of action on the revised plan during the April 6<sup>th</sup> PAC meeting.
- d. Bari Scott inquired about the projected goal of this process; the "end product." Gilda Gonzales followed up with a concern that the previous work done by the PAC - including site and priority lists, meetings conducted by sub-area members, etc- not be forgotten or replaced indiscriminately. Gilda would like to see results-driven-action. Paul responded that the mapping and spatial analysis conducted through the workshop were important to guiding and directing the process. They are being put into a package that will have more clarity and make an Implementation of the PAC's

stated priorities and goals a reality. This will help them in achieving the best “bang for their buck” as well as provide focus and clarity of vision.

- e. Bari requested specific resulting actions expected from this experience. Paul responded that the draft plan will have a work plan with timelines as well as address the process of how the PAC does business.
- f. Tom Thurston stated that there was a need for thought to be placed in these decisions, that will manifest in an annual Calendar format and that the PAC and staff can arrange schedules and topics according to the Calendar. Al Parham stated that this experience will also allow the PAC to focus on their business as a whole area and less focused on their specific sub-areas.
- g. Sheryl Walton wanted clarification on the work plan and specifically the proposed process. Paul responded that staff will take the priorities as defined by the PAC in the past two retreats/workshops and those priorities will inform staff in the creation or derivation of a work plan. Paul explored the process in more detail by discussing two methods of receiving funding requests and other items on an annual Calendar basis as proposed versions (staff note-this excludes the annual NOFA 1 and 2 processes that occur during the months of October and November):
  - i. **Version I:** 4 times per year (*one meeting per quarter*) funding requests will be heard by the PAC. The PAC will both hear and vote on items during the same meeting. 4 monthly meetings will be devoted towards hearing and deciding upon funding requests annually, with the remaining monthly meetings (7-8, depending on the PAC’s decision to have a recess) to focus on other items.
  - ii. **Version II:** 4 times per year (*up to two meetings per quarter*) funding requests will be heard by the PAC. The PAC can choose to hear items during one meeting and vote during the second meeting, or hear items and vote during the same meeting. Up to 8 monthly meetings will be devoted towards hearing and deciding upon funding requests annually with the remaining monthly meetings (4-8, depending on PAC actions) to focus on other items.
- h. Multiple PAC members had suggestions regarding their desired approach: Robert Klinger felt the proposed process was passive and doesn’t allow the PAC to direct by their vision; instead the PAC will respond to whichever requests are brought to them. He proposed that each sub-area push 1 or 2 of their priorities and request that staff actively pursue those projects. Elise Evans suggested providing developers with the PAC’s vision and having them respond. Bari Scott wanted to pursue strategies that target the identified “soft-spots” within the Redevelopment Area and attempt small, incremental improvements. Tom Thurston stated he would like to have the PAC receive information and/or proposals on certain topics and then guide staff to receive more presentations on specific, favored issues or items.
- i. Laura Jerrard had questions regarding any presentation of proposals and how they are presented, with a focus on the “pro-activeness” of staff. Larry Gallegos responded that staff is very pro-active behind the scenes in the pursuit of Opportunity Sites and

related items. Staff has put together a timeline/calendar in respond to the PAC's request to have more structure in funding requests and topics brought forth to the PAC.

- j. A discussion arose about sub-committees or sub-groups assisting the process: Gilda Gonzales stated that she felt a lot of work needs to be done between meetings; the sub-area representatives should be meeting with staff in between the monthly PAC meetings and projects and proposals should be vetted through these sub-area meetings with the final decisions being made during the monthly PAC meeting. Frank Rose also stated that sub-area or sub-committee meetings will allow for some items to be heard in more depth. Tom Thurston discussed the option of voting on a version of the annual Calendar and exploring the option of sub-groups and sub-committees in more detail later. Gilda wanted a sub-group/sub-committee to discuss the process including frequency of meetings, the role of sub-committees/sub-groups, their impact on the process, etc. Theresa Navarro-Lopez and Sheryl Walton reminded the PAC that the PAC used to have sub-committees, but ultimately found them to be problematic and disbanded them due to the perception that the same discussions were held at both the sub-committee and PAC level; the sub-committees didn't save time and efficiency but ended up taking more time. It was decided that an Ad Hoc sub-committee would meet at least once to discuss the process of PAC business including the annual calendar, the possibility of sub-area/sub-group/sub-committee meetings, funding project requests, etc. Sheryl Walton, Gilda Gonzales, Tom Thurston, Eugene Smith, Corona Rivera and Preston Turner volunteered to be on the sub-committee.

## **VI. CCE Budget Review**

- a. Gregory Hunter presented. He started off by informing the PAC of the new appointments within the City of Oakland. Dan Lindheim was the new City Administrator and Redevelopment Agency Administrator, and Walter Cohen was the new CEDA director. He then reviewed a PowerPoint presentation that discussed the CCE Redevelopment budget. A few key points include CCE's debt incurrence (ability to bond); how 87% of CCE's tax revenues being from residential properties impacts the area's ability to land large projects; the composition of assessed value property taxes; the distribution of CCE's gross Tax Increment; historical and projected gross Tax Increment Revenue from FY 2003-04 to 2010-11; etc.
- b. Laura Jerrard asked about Proposition 13 and its impact on CCE's Tax Increment. Gregory responded that the Tax Increment of the area does increase due to the turnover/sale of each property which impacts the increased assessed value of that property. The increment growth has slowed in the past few years and staff is projecting the growth to level at approximately 3% for the next few years due to a lack of movement in sale of properties within the CCE area.
- c. Tom Thurston inquired whether any programs have utilized significantly less funds than they have been budgeted. Gregory responded that the Façade and Tenant Improvement Programs have used less, but attributed it to the amount of time that each project takes as well as the multiple stages each project may go through before

reaching completion. Both programs do require that each project follow certain City guidelines, and projects in both programs tend to be located on major commercial corridors.

- d. Gregory also stated that Redevelopment staff are reviewing the services provided by other departments to ensure that CCE is getting its money's worth from each department; staff have rejected some requests from other departments for additional funding. CCE staff are working on several fronts to move projects forward and are attempting to be more aggressive in some items such as land acquisitions, since controlling the land will facilitate any potential project occurrence when negotiating with developer.
- e. Gilda Gonzales had questions regarding City Council's role in the budget and the possibility of them overriding staff's recommendations by taking funds from redevelopment areas to fund other items. Gregory responded that may be a possibility and another concern is also the state of California taking funds away from the Redevelopment Agency; this fiscal year the state took approximately \$8.4 million.
- f. Bari asked about CCE's debt, how it is paid back, and whether there are plans to acquire more debt. Gregory responded that CCE bonded in 2006 and received \$75.55 million in bond funds. The area has 3-5 years to expend those funds and is attempting to be aggressive in acquiring sites as opposed to having those funds sit within the bank. The bond funds are repaid through allocating a portion of the annual gross increment. Bond agencies look at the redevelopment area's ability to repay the debt and the proper use of bond funds when evaluating an area's future ability to bond.
- g. Gregory finished by stated that new programs are being presented in this year's budget, including: a Commercial Loan Fund Program to help recruit businesses to CCE and cover administrative costs as well; and the "Tough on Blight" program that allows inspectors to go out and proactively look for code violations within the Redevelopment Area.
- h. Tom Thurston requested feedback from the PAC regarding the receiving of this type of information from staff more consistently. Charles Chiles responded that he would like to receive this (assuming he means Budget-related) information on a semi-annual basis once the structure of the meetings has been set up in regards to sub-committees, annual calendar, etc.

## **VII. Items for the next PAC meeting of February 2<sup>nd</sup> 2009.**

A request was made to bring the online minutes up to date. Staff will update.

## **VIII. Adjournment**

- a. The meeting was adjourned at 8:20.