

**Central City East Project Area Committee**  
**Monday April 6, 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**

Frank Rose spoke regarding the CPR family kit. He would like for more kids and the elderly to learn about CPR via the kit. He will propose that CCE purchase enough kits to give to each household in CCE one. He approximated 22,000 households at \$30/kit or possibly \$25/kit if purchased wholesale.

**III. Approval of Minutes**

Jean Blacksher stated that on page 3, item F, she would like added at the end of her comments that “the PAC has been flooded with “visions” in the past, and would like to now see more action.

**Motion (by Art Clark, seconded by Jean Blacksher): To approve the March 2, 2009 PAC Meeting minutes with the aforementioned changes.**

**Vote: Motion approved by consensus.**

**IV. Administrative Items**

- a. Nominations for PAC positions.

Art Clark had questions regarding PAC member attendance and asked staff if letters have been sent out to PAC members that have been absent for four or more meetings within a 12 consecutive month period. Kimani Rogers responded that staff will send out the letters this month and report to the PAC at the next meeting.

- b. Announcements from PAC community organizations.

- i. None.

c. Council item updates and other Staff administration

- i. Hagerenesh Solomon gave quick status updates on a RTO (Rebuilding Together Oakland) project happening in April and encouraged the PAC to sign up. She mentioned that the Pineview Partners Item will go before the CED committee on April 28<sup>th</sup>, and that the PAC will begin following the monthly calendar it approved effective July 1<sup>st</sup>. Next, she highlighted the Façade Project at 6948 Foothill.
- ii. Theresa Navarro-Lopez gave an update on the Fremont Pool project. The landscaping is underway and there will also be improvements to the façade and new public art along the columns. The goal of the project is to draw more attention to Fremont Pool. Next, Theresa highlighted the improvements done to Josie de la Cruz Park. Phase I, which focused on resurfacing, is complete. Phase II, which will improve the basketball courts and other areas will be informed by the Master Plan, which is currently being worked upon. Claudia Burgos mentioned that there should be 100% level design documents for the basketball court and track by the end of April and that the plan is to break ground in August. Finally, the Walgreens on Fruitvale Avenue and Foothill Boulevard will be submitting their project plans this month and will include improvements to the parking lot as well as the structure. They are receiving Façade funds from CCE for some of the improvements to the structure.
- iii. Kimani Rogers reminded the PAC about turning in their Statement of Interest/Form 700 to the City Clerk, as they were due April 1<sup>st</sup>. He also stated that the Housing Element/Zoning Update Item IX would be postponed until the May 4<sup>th</sup> PAC meeting.

**V. Amend PAC's approval of the CCE Commercial Security Program regarding armed security patrols in CCE.**

- a. Larry Gallegos presented and gave history regarding the item. He reminded the PAC that they had previously approved the Commercial Security Program in the January and February meetings of 2008. At the Tuesday March 31<sup>st</sup> City Council meeting, it was requested that the Oakland Police Department (OPD) be used for the armed security patrols the Commercial Security Program calls for, in place of the private security firms that are discussed in the PAC approved program guidelines. Larry stated that changing from private security firms to OPD will also have a financial impact as OPD is more expensive and can only provide this service on an overtime basis. The OPD patrols will be modeled after the Neighborhood Enforcement Team (NET) program. This will impact the commercial corridors of International Boulevard and MacArthur Boulevard from 73<sup>rd</sup> Avenue to 106<sup>th</sup> Avenue. The amendment of the program must be discussed by the PAC, and the PAC must have the option to vote on it, before it returns to the City Council at the April 21<sup>st</sup> City Council meeting.

- b. Corona Rivera inquired as to whether the \$180,000 in funding could be directed towards OPD providing the patrolling service until the cost for OPD services has been used, with OPD covering the balance of the cost until one year of service is completed. Larry responded that that is not feasible.
- c. Ken Harvey asked whether officers are being relocated from East Oakland to downtown Oakland as stated in an article. Larry responded that Central District is receiving some additional walking officers but he was not aware if they are being pulled away from East Oakland and can't speak to that specifically as he was not aware of the article.
- d. Gilda Gonzales noted that \$180,000 would essentially pay for one officer a year and wanted to know what the real impact of this change would be on the Redevelopment Area, as the risk and crime haven't changed. Larry responded that the private security firms would cost approximately \$25/hour per guard, which would lead to 2 guards doing patrols along the area for 52 weeks. If OPD were conducting the patrols, it would cost approximately \$88/hour per officer due to overtime. This would lead to approximately 3-6 months of coverage.
- e. Kayode Powell asked if other options had been explored that allowed for OPD to provide officers in a non-overtime status. Larry responded that OPD can not reassign any current officers as that would negatively affect the area. This can only be done by officers in overtime.
- f. Laura Jerrard inquired whether working overtime may affect the officers' stress levels or ability to function. Larry responded that in the past it may have been an issue, but the OPD has scaled overtime down recently and there is currently a desire for more overtime shifts.
- g. Jean Blacksher wanted to know whether the PAC's vote on this item can be overruled by Council. Larry clarified that the PAC provides a recommendation to the Council. The Council can decide whether or not to follow the PAC's recommendation.
- h. Gilda wanted clarification on how the PAC can display that it doesn't want to change the program. Larry clarified that if the PAC were to reject the allowance of OPD to conduct the patrols then the PAC's previous recommendation with the desire to use private security stands. However, there is no guarantee that the City Council would follow the recommendation. Tom Thurston clarified that the motion should not be in a negative form when following Robert's Rules of Order. Claudia Burgos clarified that the mayor's office had pulled the item and recommended that OPD be used instead of the armed private security patrols; City Council is ready to move forward with the item as approved by the PAC on February 4<sup>th</sup>, 2008.
- i. Elise Evans inquired whether having OPD provide the patrols for a few months would have any impact and whether they could patrol for longer. Larry clarified that, if necessary, CCE can redirect more funds from the budget to fund more officers and/or a longer duration of the service.

**Motion (by Gilda Gonzales, seconded by Suzanne Kunkel): To reaffirm the PAC's original decision of February 2008 that allowed for the private security firms to act as the service provider for the armed security patrols as allowed in the CCE Commercial Security Program.**

**Vote: 16 Ayes, 0 Nay, 2 Abstentions. Motion passed.**

**VI. Continuing Discussion of Vision Document.**

- a. Hagerenesh Solomon summed up the process to revisit the action plan and priorities for the Vision document. She mentioned that some of the sub-area groups had given her their feedback, and that staff will continue to receive feedback for a week to properly notice *all informal meetings*.
- b. Gilda Gonzales, Etha Jones and Art Clark expressed appreciation for the 5:30pm informal sub-area meetings and inquired as to their frequency (monthly or on an as-needed basis). Larry Gallegos responded that meeting every month greatly impacts staff's time. Kimani Rogers responded that the informal meetings can happen as needed and that CCE staff will have to properly notice them. They can also happen with just one sub-area meeting; all sub-areas do not need to attend.

**VII. Business Assistance Center Funding Assistance Request**

- a. Mike McPherson presented and gave information on the Oakland Business Access Center (BAC). He cited a new operating budget for FY 09-10 and FY 10-11 which will reduce the amount directed toward staffing. The BAC will be located at 270 Frank Ogawa Plaza, right across from City Hall. He discussed the intake process, the assistance process and BAC/City of Oakland staff inter-connectedness. The staff will walk the BAC's clients through the various steps necessary to create or maintain their business, without any cost to the businesses. The BAC will be available for all businesses, but will focus on small businesses.
- b. Art Clark had questions about whether Oakland Business Development Corporation (OBDC)-another City funded organization- does similar services, if the BAC will be duplicating efforts, and how the community will be informed of the services. Mike responded that OBDC is a lender and nonprofit that works with the City of Oakland but generally just helps with loans and some referrals. The BAC would go far beyond the services that OBDC offers. As for marketing, the plan is to aggressively market Citywide, as well as on the City website, CEDA's website, via resource tools and on service providers' websites.
- c. Sheryl Walton inquired regarding the reduced staffing. Mike responded that there would be 2 full time staff members and 1 staffer splitting their time between the BAC and another department.

- d. Laura Jerrard had questions about measures of success and/or effectiveness. Mike responded that the City has software called Salesforce that can track progress and action, but he is unsure whether it is strong in comparing the success of the BAC with other existing practices.
- e. Gloria Jeffery wanted clarification on whether CCE's contribution would be a one time occurrence or if there would be future need for CCE funds. Mike responded that the \$54,000 requested from CCE would be utilized in the first year. Circumstances may require more funds from CCE in the future.
- f. Sheryl inquired about reporting possibilities for this effort. Mike responded that a report of the early efforts of the BAC could possibly be ready by the end of 2009.

**Motion (by Corona Rivera, seconded by Eugene Smith): To approve staff's recommendation of allocating \$54,000 in CCE funds towards the Business Access Center.**

**Vote: 10 Ayes, 6 Nays, 2 Abstentions. The motion passed.**

#### **VIII. CalTrans Community Based Transportation Planning Study Grant Request**

- a. Eugene Smith recuses himself as he works for CalTrans.
- b. Elois Thornton presented and gave information regarding the City of Oakland's efforts in pursuing the CalTrans Planning Study grant. In 2008, the City applied for the grant and was awarded the \$245,000 grant for the purpose of looking at opportunities along International Boulevard by CalTrans for mixed-use developments, transit stations, etc. Transit Oriented Development (TOD) related planning and development also works with the Citywide Retail Strategy developed in 2008; specifically with the retail study nodes within CCE (Eastlake, Fruitvale, Fremont, Havenscourt, Lockwood, Elmhurst, etc). The CalTrans grant can also work in conjunction with the CCE Vision Plan and sub-area action strategies. The City will partner with ABAG and will work with the community to receive the proper input. There will be bimonthly or quarterly meetings to provide community input.
- c. Etha Jones inquired as to whether other sites could be added in the planning effort. Elois responded that the grant application did allow for the expansion of the Planning Study nodes as long as they are along International Boulevard.
- d. Art Clark, Sheryl Walton and Frank Rose wanted clarification regarding this study's impact on CCE as the majority of International Boulevard falls within the Coliseum Redevelopment Area. Elois clarified that even though the only node on International specifically impacted would be the San Antonio node, the entire CCE area will still be impacted as International borders along CCE. Also, many of the CCE residents do use International Boulevard. Finally, the Coliseum Redevelopment Area is also providing \$30,000 towards matching the grant.

**Motion (by Bari Scott, seconded by Gilda Gonzales): To approve staff's recommendation to match the CalTrans Grant with \$10,000 from CCE funds.**

**Vote: 15 Ayes, 0 Nays, 2 Abstentions. The motion passed.**

**IX. Update on Citywide Zoning & Housing Element Update.**

- a. Tabled until May 4, 2009 PAC meeting.

**X. Items for the next PAC meeting of May 4, 2009.**

- a. PAC attendance
- b. Housing presentations

**XI. Adjournment**

- a. The meeting was adjourned at 8:30.