

Central City East Project Area Committee Minutes
Monday, April 4, 2005, 6:30 pm
Patten University, 2433 Coolidge Avenue, Student Activity Center

Carol Urzi, Chair of the Central City East Project Area Committee, chaired the meeting.

I. Roll Call:

Theresa Navarro-Lopez reported that Maria Auer von der Haid called to submit her resignation from the PAC. Maria Auer von der Haid will follow up with a resignation letter. See attached roster of attendance.

II. Open Forum:

There were no comments from the public.

III. Approval of the Minutes

At the time for the call for the approval of the minutes, a quorum for a vote could not be met due to the insufficient number of PAC members in attendance. The minutes were discussed without a recommendation for a vote. Frank Thomas requested clarification about two motions stated on page 3 (Action Item b, Boat Mall Presentation), as he felt they were confusing. Theresa Navarro-Lopez will revise the minutes to reflect the change requested and agreed upon by the PAC members as written below:

The PAC first voted on the motion to table the item to the next meeting. The motion did not pass.

The 1st Motion: *To table the decision to the next meeting.*

Vote: *1 Aye, 13 Nays, and 2 Abstentions. The motion did not pass.*

After discussion, a motion was made to accept the staff recommendation on the Boat Mall project. The motion passed.

The 2nd Motion: *To accept staff recommendation on the Boat Mall project.*

Vote: *14 Ayes, 0 Nays, and 2 Abstentions. Motion passed.*

IV. Administrative Items

a. Action to accept nominations for residential tenant positions for the four sub areas.

Carol Urzi noted that there are vacancies for the Residential Tenant positions in all of the sub-areas. With the resignation of Maria Auer von der Haid, there is now a vacancy in the Fruitvale/San Antonio Business Owner position.

Theresa Navarro-Lopez explained a proposal to advertise the Residential Tenant positions through the city's KTOP services. KTOP proposed to place a written advertisement before each Council meeting to recruit for the CCE Residential Tenant positions. The cost to pay for KTOP services to do the announcements is \$700.

A member of the public suggested that an announcement be submitted to the Oakland Post, as it is now being distributed throughout East Oakland.

Carol Urzi expressed a need to outreach to the media about these vacant positions.

b. Standing reports from PAC community organizations.

There were no reports from PAC members.

V. Action Item

a. Budget Workshop

Gregory Hunter, Redevelopment Area Manager, explained the budget and charts handed out to the PAC members and public in attendance. The CCE area will be receiving additional Tax Increment Funds that were not initially projected for the Project Area.

The original gross tax increment projected for the CCE Project area was estimated at \$3,339,000 for Fiscal Year 2005-06; the adjusted gross tax increment is \$8,185,915. The original gross tax increment projected for Fiscal Year 2006-07 was \$6,077,000; the adjusted gross tax increment is \$9,823,098. Gregory explained that revenue and costs are difficult to project accurately. He reviewed the revenue update chart in detail, and recommended that PAC members use the most updated version of attachment B (The Revenue Update) that was distributed at the meeting as a separate handout.

PAC members asked several questions and expressed concerns about the CCE budget including questions about the administrative costs, the proposed funding for a youth program, the process for submitting proposals that should follow the procedure the PAC voted on, the dollar amounts stated for the Educational Revenue Augmentation Fund (ERAF), the need to make sure the projects and programs that are funded generate revenue for the area in the future, and the need for Parks and Recreation to meet with the PAC about any requests they submit.

The PAC recommended that CEDA staff send PAC members the notes and suggestions made at the July 5, 2004 workshop for the allocation of CCE funds. The PAC members agreed that Theresa Navarro-Lopez will send the notes to the PAC members as soon as possible. The PAC agreed that if PAC members would like to submit additional projects or programs for funding that they should do so before April 22, 2005.

Carol Urzi stated that the vote to approve budget recommendations will be placed on the agenda for the May 2, 2005 meeting. If the PAC decides it is unable to vote at that time, the issue will be postponed until the next meeting.

VI. Informational Updates

a. Opportunity Sites Update

Wendy Simon presented an update on the CCE Opportunity Sites Program. Wendy stated that the memorandums enclosed in the packet may be out of date, as they were prepared for the February PAC meeting. CEDA staff is presently working on 11 sites; 2 sites per sub-area and 3 brownfield sites that will be discussed in more detail in the next update.

Letters were sent to all property owners of the 11 sites. Six property owners have responded to the letters. Each opportunity site has a project manager who is the contact person for questions and issues. The project managers are Theresa Navarro-Lopez, Gregory Hunter, Wendy Simon, and Margot Lederer-Prado. Staff will not force anyone to develop their site; development of each site is dependent upon the interest of the owner(s).

b. Streetscape Improvement Program Update

Wendy Simon presented an update on the Streetscape Improvement Program. The PAC allocated \$1.5 million for streetscape projects in the CCE Project Area. There are six streetscape project areas that CEDA and the Public Works Agency staff will be working with. Wendy presented the development phases for a streetscape project. For information about the individual streetscape projects PAC members may contact Wendy Simon at (510) 238-6430.

Approval of the Minutes of March 7, 2005

The PAC reached a quorum of at least 13 members by the end of the meeting. A motion was made to approve the minutes of the March 7, 2005 meeting.

Motion: Approve minutes of the March 7, 2005 meeting.

Vote: 10 Ayes, 0 Nays, and 3 Abstentions. Motion passed.

Jennie Mollica requested that an Equitable Development Committee meeting be scheduled for Tuesday, April 26, 2005 from 12:00 p.m. to 1:30 p.m. Theresa Navarro-Lopez stated that if the meeting is held at the same location as the PAC meetings, the notices can be sent out 72-hours before the meeting. If the meeting is held elsewhere, there must be a 10-day notification. Suzanne Kunkel volunteered to work with Jennie to host the meeting at Patten University.

VII. Items for the next PAC meeting of May 2, 2005

The PAC agreed to place a vote on the budget recommendations for the additional CCE funds as an item for the May 2, 2005 meeting.

VIII. Adjournment

The meeting was adjourned.

Respectively Submitted by:

Theresa Navarro-Lopez
Project Manager
Central City East Redevelopment Area