

**Central City East Project Area Committee Minutes**  
**Monday, May 2, 2005, 6:30 p.m.**  
**Patten University, 2433 Coolidge Avenue, Student Activity Center**  
**DRAFT**

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

**I. Roll Call:**

See attached roster of attendance. Theresa Navarro-Lopez announced that Kayode Powell is replacing Ed Kaplan as the new alternate for Preston Turner. Mr. Turner represents the Melrose High Hopes Neighborhood Crime Prevention Council in the Fruitvale/San Antonio sub-area.

**II. Open Forum:**

Carol Urzi asked that all public comments regarding the budget items be presented during the budget section. Carol clarified that the length and number of public comments may be taken at the discretion of the PAC and that some comments may not be taken due to time constraints.

**III. Approval of the Minutes**

For the April 4, 2005 meeting minutes, Jenny Kassin requested that on page 2 under Action Item A, 2<sup>nd</sup> paragraph, and 3<sup>rd</sup> line the fiscal year be changed from 2007-08 to 2006-07. A motion was made to approve the minutes of the April 4, 2005 meeting with this revision.

**Motion:** Approve minutes of the April 4, 2005 meeting.

**Vote:** 10 Ayes, 0 Nays, and 4 Abstentions. Motion passed.

**IV. Administrative Items:**

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

Carol Urzi stated that the PAC has not authorized the \$700 to pay for an advertisement on KTOP to recruit for the residential tenant positions. Carol asked Theresa Navarro-Lopez to post a written announcement without a voice over on KTOP regarding the vacancies for the residential tenant positions. This will be at no cost to the PAC. Another suggestion was made that city staff contact the City Council members for recommendations or suggestions of potential tenant representatives.

Nannette Barrie supported the suggestion and recommended contacting the Council Aides as well. The PAC did not vote on the issue but agreed that Theresa Navarro-Lopez should follow up on with this option.

### **b. Standing report from PAC community organizations**

Art Clark stated that the Eastmont Neighborhood Crime Prevention Council will have a representative of the Oakland Police Department speak to them about the “side shows” and the related violence and safety issues. The meeting will be on May 25, 2005 at 6:30 p.m. at Praise Fellowship Community Church.

Jean Blacksher announced that the Chief of Police came to the Neighborhood Crime Prevention Council (NCPC) meeting in April and discussed his goals to deal with the “side shows.”

Nannette Barrie announced that on May 16, 2005 the City Administrator will attend the Elmhurst Community Development Block Grant Board meeting from 6:00 p.m. to 8:00 p.m. at the Elmhurst Senior Center.

Laura Jerrard announced that the Eastlake/San Antonio/Chinatown Community Development District Board meetings are held every third Wednesday of the month at 6:30 p.m. in City Hall Hearing Room 2 and welcomed anyone interested in attending to come to the meetings.

Carol Urzi clarified that PAC members may e-mail other PAC members announcements about upcoming meetings or events. Carol also announced that the San Antonio Hill Neighborhood Association had a successful Earth Day planting celebration for the 14<sup>th</sup> Avenue area.

Frank Rose announced that a Farmer’s Market is held at the East Oakland Senior Center on Seminary Avenue every Wednesday from 10:30 a.m. to 2:30 p.m.

Jenny Kassan announced that a Farmer’s Market is held at the corner of 34<sup>th</sup> Avenue and International Boulevard every Sunday from 10:00 a.m. to 3:00 p.m.

Kayode Powell, alternate for Preston Turner, mentioned that the City Council would be discussing the Wood Street Project on Tuesday, May 3, 2005.

### **c. Boat Mall Project passage**

Theresa Navarro-Lopez announced that this item was approved by the City Council. The Council Report was included in the packets mailed to PAC members.

### **d. Foothill Seminary passage**

Theresa Navarro-Lopez announced that this item was approved by City Council. The Council Report was included in the packets mailed to PAC members.

## Other announcements

Carol Urzi announced that Andy Nelson of Urban Strategies Council contacted her with the desire to speak to the PAC and discuss the Oak to 9<sup>th</sup> Coalition. The Oak to 9<sup>th</sup> Coalition wants to present their efforts to have a signed community agreement for the Oak to 9<sup>th</sup> development.

**Motion:** To put Andy Nelson on the agenda for the June 6, 2005 meeting to speak to the PAC.

**Vote:** 9 Ayes, 6 Nays and 1 Abstention. Motion passed.

The Equitable Development Committee met on Tuesday, April 26, 2005 at Patten University. It was decided that Jennie Mollica would present the findings of the Subcommittee to the PAC at the following PAC meeting on June 6 2005.

## V. Action Items

### a. Budget Workshop Follow Up

Gregory Hunter, Area Manager for the Central City East and Coliseum Redevelopment Areas, reviewed the budget presentation of the April 4, 2005 PAC meeting. At the April 4, 2005 meeting, PAC members were informed of the additional \$1,289,137 in increment for Fiscal Year 2005-06 and \$975,852 for Fiscal Year 2006-07. The PAC can allocate the additional funds to existing or new programs and projects.

At the April 4, 2005 meeting, the PAC decided to allow new proposals to be submitted to City staff by April 22, 2005. City staff was directed to summarize and analyze the proposals. The PAC members would then discuss them and decide whether or not to approve the proposals at the May 2, 2005 meeting. Gregory explained the five-year Implementation Plan and discussed Attachment C which is a worksheet the staff created to show possible items that could be funded by the additional increment.

PAC members had questions about who was eligible to submit proposals, and specifically questioned the submission of proposals from the Office of Parks and Recreation (OPR) and from Council Member Desley Brooks' office. Gregory responded that the PAC expressed interest to upgrade Community Facilities. Staff responded by submitting proposals for some Community Facilities that could use funding. A PAC member also clarified that in the previous meeting they had asked for more details from OPR for the May meeting.

In regards to the Councilmember's submission, Gregory responded that that item was a fund request from the Coliseum Redevelopment area and the CCE area. The funding from CCE funds has to be presented to the PAC. This particular request is a crime prevention need from the Police Services Agency to the Public Works Agency (PWA) to upgrade specific locations in the Central East Oakland area. The Public Works Agency does not have the budget funds to meet this request at this time; therefore

Council Member Brooks is requesting funds from the PAC to meet this request. PWA's budget has been exhausted, and the request was sent via the Councilmember's office to the PAC.

Members expressed surprise and concern regarding the plan to vote on these proposals at this meeting and requested more time to evaluate the proposals. Gregory responded that the PAC chose the timetable and deadline. If they so desired, they could extend the deadline. Carol Urzi mentioned that it is at the PAC's discretion to change or extend the deadline, as well as decide who is allowed to submit proposals.

After more deliberation about how the PAC should receive and assess proposals, the role of the PAC, the types of proposals the PAC should receive and approve, and the role of City staff and their recommendations, there was a motion for the PAC members to get back into their subcommittees and discuss how to spend the additional increment and to review the proposals. The motion was seconded with several attempts to clarify the motion. The chair and the member who presented the motion discussed having the specific subcommittees of Infrastructure, Economic Development, and Community Facilities meet together to review the proposals. A friendly amendment was proposed to have a full PAC budget workshop which was accepted by the member who presented the motion. Another friendly amendment was proposed, by the member who presented the motion, to encourage input from the PAC members' communities on the proposals and what they would like to see.

**Motion:** To have a PAC budget workshop to address the additional increment.

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

PAC members wanted to know when. A motion was presented to have this happen at the next PAC meeting of June 6, 2005.

**Motion:** To have the previously approved motion occur at the next PAC meeting of June 6, 2005.

**Vote:** 15 Ayes, 1 Nay, and 0 Abstentions. Motion passed.

#### **b. Follow up and conclusion to the Façade Improvement Program (FIP)**

Theresa Navarro-Lopez presented the proposed Central City East (CCE) Façade Improvement Program (FIP). The FIP will be available to property owners and businesses located in all the commercial areas in the CCE area. If the property is located in an existing Neighborhood Commercial Revitalization (NCR) areas participants will receive up to \$20,000 in matching grants. Design services will be provided for up to \$5,000. The marketing of the program will start in the Elmhurst sub-area and will move northwest towards Lake Merritt.

Jenny Kassin updated the PAC about a meeting she attended regarding the FIP. Items discussed included the staffing shortage and the high staff caseload. The meeting participants were informed by Gregory Hunter that work is being done on the staffing

issue. Jenny also stated that they discussed the customer satisfaction survey and clear staff guidelines. There was also discussion regarding the bidding process and FIP participants receiving the necessary 3 bids in order to be eligible.

PAC members wanted clarification about the eligible items for the Façade Improvement Program. PAC members then discussed what types of businesses should be eligible. PAC members sought clarification of the marketing strategy from city staff and were informed that there would be informational workshops as well as mailers. Daniel Vanderpriem recommended that they approve the program with the provision that they follow up on the status and effectiveness of the program in six months. A motion was presented to allow all types of businesses to be eligible for the FIP and to adopt the FIP as presented by staff with the provision that there will be a follow up in six months.

**Motion:** Include all businesses and adopt the FIP with the provision that there will be a six month follow up and review.

**Vote:** 8 Ayes, 5 Nays and 1 Abstention. Motion passed.

A request was made by Theresa Navarro-Lopez to extend the meeting time in order to discuss the CCE Homeownership Rehabilitation Program (HRP). The proposed pilot program was scheduled to start in June and required the PAC approval. PAC members decided against extending the meeting time.

**c. Follow up and conclusion to the Tenant Improvement Program (TIP)**

Due to time constraints, the agenda item was tabled for the next meeting.

**d. Update on Homeownership Rehabilitation Program (HRP)**

Due to time constraints, the agenda item was tabled for the next meeting.

**VI. Items for the next PAC meeting of June 6, 2005**

- a. Follow up and conclusion to the Tenant Improvement Program (TIP).
- b. Update on Homeownership Rehabilitation Program.
- c. Presentation by Andy Nelson regarding the Oak to 9<sup>th</sup> Coalition.
- d. Update by PAC member, Jennie Mollica, on the Equitable Development subcommittee meeting of Tuesday, April 26, 2005.
- e. PAC budget workshop.

**VII. Adjournment**

Meeting was adjourned.