



Committee Members:

Dominic Caserta, Vice Mayor/Chair
Patrick Kolstad, Council Member
Patricia Mahan, Council Member

Staff:

Rajeev Batra, City Manager
Ruth Shikada, Assistant City Manager
Alan Kurotori, Assistant City Manager
John Roukema, Director of Electric Utility
Lourdes Marasigan, As-Needed Typist Clerk II

Attendees:

David Andre, Santa Clara Chamber Convention-Visitors Bureau
Anna Cooper, Santa Clara Chamber Convention-Visitors Bureau
Karen Fitzgerald, Santa Clara Chamber Convention-Visitors Bureau
Toby Lawfer, Santa Clara Chamber Convention-Visitors Bureau
Annette Manhart, Santa Clara Chamber Convention-Visitors Bureau
Shawn McNully, Aramark
Monica Mendoza, Santa Clara Chamber Convention-Visitors Bureau
Lisa Moreno, Santa Clara Chamber Convention-Visitors Bureau
Caitlin Pryce, Breathe California of the Bay Area
Matt Swanson, Santa Clara Chamber Convention-Visitors Bureau

Matters for Council Action: None

1. Call to Order and Roll Call.

The meeting was called to order by Vice Mayor/Chair Caserta at 5:30 P.M.

2. Public Presentation.

There were no items discussed.

3. Correspondence & Announcements.

There were no items discussed.

4. New Business.

A. Santa Clara Convention Center.

i. Follow up from Previous Meeting.

As a response to the Committee's question from the previous meeting (February 16, 2017), City Manager, Rajeev Batra provided a brief overview of the current status of the City's discussions related to the Convention Center. He indicated that the Council just approved a contract with Jones Lang LaSalle (JLL) and that the Council's direction is to narrow down the potential operating models outlined by JLL to determine which model might work best for the City. City Manager Batra indicated that the Chamber has requested to separate from the management duties of the Convention Center in June 2018. In addition to addressing this matter, City Manager Batra outlined other issues to be addressed including redevelopment, parking, property ownership, structural analysis of the Convention Center building and the size of the Convention Center. He stated that once these issues have been analyzed and addressed then the City can move forward about the discussions on the expansion of the Convention Center.

- **Current Processes of SCCCVB**

Assistant City Manager Alan Kurotori provided an electronic presentation regarding the history, functions, and organization of the Santa Clara Convention Center and the City's role in the management and operations of the Convention Maintenance District which includes the common areas and the Capital Improvements which includes the funding and designing.

- **Strength and Challenges**

Lisa Moreno, SCCCVB, provided an electronic presentation regarding the processes, operations, sources of revenues and marketing efforts of the Convention Center.

- **Financial Performance and Financial Impact to City**

Assistant City Manager Alan Kurotori provided an electronic presentation regarding the funding, financial performance and the different financial information related to the Convention Center and its financial impact to the City.

- **Status since opening of Levi's Stadium**

Assistant City Manager Kurotori provided a brief overview of the Convention Center's infrastructure grade, current conditions and reinvestment needs for proposed and unmet needs of \$10.50 million as indicated in the infrastructure report; which does not include the structural assessment of the systems. He indicated that on April 28, 2017, Staff will be opening proposals from providers and consultants and the Staff will bring recommendations to move forward with the feasibility study. Chair Caserta requested the Staff to bring their recommendations pertaining to the expansion of the Convention Center to the Council.

ii. **JLL Contract and Next Steps**

Assistant City Manager Kurotori provided an electronic presentation pertaining to the updates on the JLL Contract as approved by Council and the next steps relative to the Convention Center. He indicated that the Staff added a building assessment and an in-depth marketing analysis for JLL review. City Manager Batra explained that the JLL

contract is divided into two phases. Phase I includes reviewing and recommending an operating model for Santa Clara. This scope is anticipated to take three to four (3-4) months. Phase II begins after a model is selected and approved by Council. JLL will assist in the organizational preparation and assist in the RFP process as needed. He indicated that JLL's schedule was to complete the work by September 2018 but Staff will be working with JLL to move the completion date to June 2018.

B. 2017 Work Plan

i. Updating Minimum Wage Ordinance

Assistant City Manager Ruth Shikada provided a handout on the Minimum Wage Community Outreach Plan 2017. In response to Chair Caserta's question, she confirmed that Management Analyst, Raania Mohsen was the lead on the Minimum Wage Community Outreach Plan. Assistant City Manager Shikada indicated that the goal is to bring a recommended action on Minimum Wage to the Council by July. The subject of Living Wage was raised and the Committee suggested to Staff to handle the issues separately and directed the Staff move forward with the minimum wage first before the living wage.

ii. Retail Development on El Camino Corridor

The Assistant City Manager Shikada provided an update on the retail development on El Camino Real Corridor. Chair Caserta asked the Staff for a block by block analysis of the El Camino Corridor and an action plan based on the analysis. The Committee agreed to tour El Camino with staff to understand where priority blocks might be. The Committee decided to divide El Camino into three segments.

Council Member Mahan: San Jose/Santa Clara boarder to Scott Blvd.

Chair Caserta: Scott Blvd. to Bowers Ave.

Council Member Kolstad: Bowers Ave. to Santa Clara/Sunnyvale boarder

Committee asked the staff to prepare aerial maps for this purpose. Following the tours and the identification of target sites, the Committee can set meetings with staff and property owners.

iii. Encouraging Exterior Improvements at Shopping Centers

Chair Caserta inquired about the status of the Committee's suggestion pertaining to the exterior improvements of the Kragen's shopping center. Assistant City Manager Shikada noted that Staff contacted the representative of the property who indicated that the owners do not currently have plans for exterior modifications. To facilitate discussion with move the discussion may take She stated that to move the discussion, the City will need to bring some form of incentives to the table. The Committee asked the Staff to include this in the discussion for the El Camino Specific Plan. The Committee inquired if the City can capture a small percentage of the sales tax revenue generated from the El Camino Real Specific Plan to be allocated to these improvements. Assistant City Manager, Ruth Shikada, explained that it will be clear to have a general fund allocation

for this purpose rather than doing a calculation on the sales tax or property tax since it is still general fund. City Manager, Rajeev Batra stated that the City will continue to work with the property owners to determine what the City can help them regarding this effort and Vice Mayor/Chair, Dominic Caserta concurred that the City should work with the property owners as partners in this effort.

iv. Report out on Downtown Committee Efforts.

There were no items discussed.

C. Presentation: Smoke-Free Outdoor Dining.

Caitlin Pryce of Breathe California provided a packet of handouts with information regarding benefits of non-smoking housing policies; smoke-free multi-unit housing information from Santa Clara County Public Health; and other information about limiting smoking. A brief overview of city ordinances in the Bay Area related to smoke-free policies in outdoor dining and multi-family units was provided. The Committee asked the staff of Breathe California to electronically send the model ordinances. The Committee asked staff to bring forward a study session in June/July as a companion with the discussion on Prop 64.

D. Future Regular Economic Development Committee Dates/Times

The Committee decided to meet every two months and set the next meeting sometime in July 2017.

5. Adjournment to next meeting.

The meeting was adjourned at 6:59 P.M.

Prepared by:

Lourdes Marasigan
As-Needed Typist Clerk II