



City of Oakland Meeting Minutes

Office of the City Clerk
Oakland City Hall
1 Frank H. Ogawa Plaza
Oakland, California 94612
LaTonda Simmons, City Clerk

***Special Concurrent Meeting of the Redevelopment Agency and Council Community & Economic Development Committee**

Oakland City Hall, 1 Frank H. Ogawa Plaza, Oakland, California 94612

City of Oakland Website: <http://www.oaklandnet.com>

Tuesday, December 16, 2008

4:00 PM

Hearing Room One - 1st Floor

Roll Call / Call to Order

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Councilmember Present: 4 - Chair Brunner, Member Chang, Vice Mayor Reid and Member De La Fuente
The Oakland City Council Community and Economic Development Committee convened at 4:02 p.m., with Councilmember Brunner presiding as Chairperson.

1 Approval of the Draft Minutes from the Committee Meeting held on December 2, 2008

A motion was made by Member Chang, seconded by Member De La Fuente, to *Approve the Minutes. The motion carried by the following vote:

Votes: Councilmember Aye: Chair Brunner, Member Chang, Vice Mayor Reid and Member De La Fuente

2 Determination of Schedule of Outstanding Committee Items

A motion was made by Chair Brunner, seconded by Member De La Fuente, to *Approve as Submitted. The motion carried by the following vote:

Votes: Councilmember Absent: Vice Mayor Reid
Councilmember Aye: Chair Brunner, Member Chang and Member De La Fuente

3 Subject: Oakland Ice Center - First Year Report
From: Community and Economic Development Agency
Recommendation: Receive An Informational Report On San Jose Arena Management's First
Year Of Management Of The Oakland Ice Center

[07-1726](#)

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A motion was made by Member De La Fuente, seconded by Member Chang, that this matter be *Received and Forwarded to the Concurrent Meeting of the Oakland Redevelopment Agency/ City Council, due back on January 6, 2009 as a Consent Calendar item. The motion carried by the following vote:

Votes: Councilmember Aye: Chair Brunner, Member Chang, Vice Mayor Reid and Member De La Fuente

COUNCIL MEMBER QUAN WAS NOTED PRESENT AT 4:10 P.M. AND A QUORUM WAS DECLARED.

The following individual(s) spoke and did not indicate a position on this item:

- Councilmember Jean Quan
- Jon Gustafson
- Gilbert Gong
- Kevin Kung
- Anna Mehouelley
- Eric Huang
- Kyle Gong
- Kelley Haskins
- Touissant Jones
- Jean Falimie
- Sanjiv Handa

THE SPECIAL MEETING OF THE CITY COUNCIL ADJOURNED AT THIS TIME AND RECONVENED AS THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

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4 Subject: City-Funded Workforce Development Programs Standards
From: Community and Economic Development Agency
Recommendation: Action On A Report On The Job Training Performance Standards Of
City-Funded Workforce Development Programs And The Costs-Per-Outcome Of Adult
Services Funded Under The Workforce Investment Act
[07-1176](#)
[Play Video](#)

A motion was made by Member De La Fuente, seconded by Member Chang, that this matter be Continued to the *Community & Economic Development Committee, due back on May 12, 2009. The motion carried by the following vote:

Votes: Councilmember Aye: Chair Brunner, Member Chang, Vice Mayor Reid and Member De La Fuente

The Committee continued this item to the May 12, 2009 Community and Economic Development Committee and directed staff to provide the following information: 1) All contracts approved or not by the Workforce Investment Board (WIB) and evaluations of contractors; and 2) A quarterly analysis on job training, number of clients enrolled, placement, retention, wages, and cost-per-client to participants 3) All previous Workforce Development Program standards; 4) A comparative analysis of column L and I in Attachment C; 5) What we are actually doing to assist workers who are potentially facing layoffs besides orientations (refer to page 7 table 4); and 6) The meeting timeframes of the Workforce Investment Board (WIB)

The following individual(s) spoke and did not indicate a position on this item:

- Sanjiv Handa

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5 Subject: Oakland Retail Enhancement Strategy - Implementation
 From: Community and Economic Development Agency
 Recommendation: Action On A Report And Recommendations To Accept The Oakland Retail
 Enhancement Strategy And To Authorize Actions Included In The Implementation Plan
 (TITLE CHANGE)
 [07-1175](#)
 [Play Video](#)

A motion was made by Vice Mayor Reid, seconded by Member De La Fuente, that this matter be *Approve the Recommendation of Staff, and Forward to the Concurrent Meeting of the Oakland Redevelopment Agency/ City Council, due back on January 6, 2009 as a Non-Consent item. The motion carried by the following vote:

Votes: Councilmember Aye: Chair Brunner, Member Chang, Vice Mayor Reid and Member De La Fuente

The Committee directed staff to provide a detailed report including the following: 1) A large format store program (page 6, task 3); 2) A key vacancy program (page 8, task 2;) 3) A consumer-oriented marketing campaign (page 11, task 2) including “Modifying the city's web pages to be more similar to San Jose's www.sanjoseretail.com <<http://www.sanjoseretail.com>>”; 4) A retail working group (page 12, task 1) 5) A retail cabinet (page 13, task 2) 6) An annual retail report to Council (page 14, task 4, action 1) and 7) Analysis of site locations for auto dealerships, including an evaluation of schools and churches in major thoroughfares.

The following individual(s) spoke and did not indicate a position on this item:

- Sanjiv Handa
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6 Subject: Business Retention, Expansion And Support Services
 From: Community and Economic Development Agency
 Recommendation: Action On A Report On The Interim Plan To Provide Business Retention,
Expansion And Support Services Pending The Conclusion Of A Competitive Request For
Proposals (RFP) Process, And A Recommendation To Authorize \$40,000 For Such Services
[07-1793](#)
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A motion was made by Vice Mayor Reid, seconded by Member De La Fuente, that this matter be *Approve the Recommendation of Staff, and Forward to the Concurrent Meeting of the Oakland Redevelopment Agency/ City Council, due back on January 6, 2009 as a Consent Calendar item. The motion carried by the following vote:

Votes: Councilmember Aye: Chair Brunner, Member Chang, Vice Mayor Reid and Member De La Fuente

The following individual(s) spoke and did not indicate a position on this item:

- George Burt
 - Scott Peterson
 - Darrel Carey
 - Marcus Johnson
 - Sanjiv Handa
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7 Subject: Central City East Neighborhood Projects Program
 From: Community and Economic Development Agency
 Recommendation: Adopt An Agency Resolution Adopting The Central City East
Neighborhood Project Initiative Program And Allocating \$160,000 From Central City East
Redevelopment Project Funds To The Program
[07-1794](#)
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A motion was made by Vice Mayor Reid, seconded by Member Chang, that this matter be *Approve the Recommendation of Staff, and Forward to the Concurrent Meeting of the Oakland Redevelopment Agency/ City Council, due back on January 6, 2009 as a Consent Calendar item. The motion carried by the following vote:

Votes: Councilmember Aye: Chair Brunner, Member Chang, Vice Mayor Reid and Member De La Fuente

The following individual(s) spoke and did not indicate a position on this item:

- Sanjiv Handa
- [View Project.pdf](#)
[2009-0001 CMS.pdf](#)

8 Subject: Economic Development Framework
 From: Community and Economic Development Agency
 Recommendation: Action On A Report On The City's Economic Development Operational
 Framework Including Discussion Of Resources To Create, Attract, Expand And Retain,
 Businesses In Oakland
 [07-1662](#)
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A motion was made by Member De La Fuente, seconded by Vice Mayor Reid, that this matter be *Received and Filed. The motion carried by the following vote:

Votes: Councilmember Aye: Chair Brunner, Member Chang, Vice Mayor Reid and Member De La Fuente

The Committee directed staff to come back to the February 10, 2009 committee meeting with an implementation plan for the Business Assistance Center. The Committee also directed staff to also come back with a concrete proposals on Economic Development (staff suggested that this item be combined with another Business report) -no date specified.

The following individual(s) spoke and did not indicate a position on this item:

- Tom Guarino
- Merlin Edwards
- Gregory McConnel
- Darlene Crane
- Carlos Plazola
- John Engstrom
- George Burt
- Marcus Johnson
- Karen Engel
- Sanjiv Handa
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Open Forum (TOTAL TIME AVAILABLE: 15 MINUTES)

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The following individual(s) spoke under Open Forum:

- Sanjiv Handa

Adjournment

There being no further business, and upon the motion duly made, the Oakland City Council Community and Economic Development Committee adjourned the meeting at 6:31p.m.

* In the event of a quorum of the City Council participates on this Committee, the meeting is noticed as a Special Meeting of the City Council; however no final City Council action can be taken.

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