

# DRAFT



## 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>**

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**Tuesday, December 01, 2009**

**2:30 PM**

**Hearing Room One - 1st Floor**

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#### **Roll Call / Call to Order**

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Councilmember Present: 4 - Member Brunner, Member Kernighan, Member Reid and Chair De La Fuente

*The Oakland City Council Special Community and Economic Development Committee convened at 2:35 p.m, with Councilmember De La Fuente presiding as Chairperson.*

1 Approval of the Draft Minutes from the Committee Meeting held on November 10, 2009

**No Action Taken**

2 Determination of Schedule of Outstanding Committee Items

**A motion was made by Member Kernighan, seconded by Member Brunner, to \*Approve as Submitted. The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

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

*- Darrel Carey*

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3 Subject: Eleven Mills Act Contract  
From: Vice Mayor De La Fuente

Recommendation: Adopt The Following Pieces Of Legislation:

1) A Resolution To Approve Eleven Mills Act Contracts Between The City Of Oakland And The Following Properties: 1782 8th Street, 227 John Street, 1225 12th Street, 2429 13th Avenue, 1024 Adeline Street, 614 Haddon Road, 712-716 Peralta Street, 1676 12th Street, 3415-3417 Martin Luther King Jr. Way, 1717 16th Avenue, 460 W. Macarthur Boulevard, Pursuant To Ordinance No. 12784 C.M.S. [Two-Year Pilot Mills Act Program], To Provide These Owners With Property Tax Reductions In Exchange For Their Agreement To Repair And Maintain Their Historic Property In Accordance With Submitted Work Program; And [09-0872](#)

[Play Video](#)

**A motion was made by Member Kernighan, seconded by Member Reid, 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 December 8, 2009 as a Public Hearing The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

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2) An Ordinance Expanding And Making Permanent The Mills Act Property Tax Abatement Program For Qualified Historic Properties Which Was Established As A Two-Year Pilot Program Via Ordinance No. 12784 C.M.S.

[09-0872-1](#)

**A motion was made by Member Kernighan, seconded by Member Reid, 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 December 8, 2009 as a Public Hearing The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

*The committee directed staff to submit a supplemental report with the following information: 1) a tax assessment projection chart for the Eleven Mills Act Property Tax Abatement program for the 10 or 15 years; and 2) a copy of the Mills Act evaluation form and criteria for historic properties.*

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

*- Naomi Schiff*

*- Daniel Schulman*

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4 Subject: Comprehensive Marketing Campaign Implementation  
From: Community and Economic Development Agency  
Recommendation: Adopt An Agency Resolution Authorizing The Agency Administrator To Negotiate, Execute And Amend Professional Services Contracts Without Returning To The Agency As Needed To Implement A Comprehensive Economic Development Marketing Program For Redevelopment Project Areas, Including A Marketing Strategy, Brand Identity And New Marketing Materials Needed To Promote Oakland As A Prime Location For Business, Development And Investment, And For The Design And Production Of Quarterly Newsletters, In An Amount Not To Exceed \$100,000 For Fiscal Year 2009-2010  
[09-0903](#)

**A motion was made by Member Reid, seconded by Member Kernighan, 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 December 8, 2009 as a Consent Calendar item. The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

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

- Sanjiv Handa  
[View Report.pdf](#)

S-5 Subject: Coliseum Redevelopment Project Area - Amendment Eight  
From: Community and Economic Development Committee  
Recommendation: Adopt The Following Pieces Of Legislation:

1) An Ordinance Adopting The Eighth Amendment To The Coliseum Redevelopment Plan Extending The Time Limit For Eminent Domain Authority For An Additional Twelve Years And Setting A Bonded Indebtedness Limit; And  
[09-0904](#)

**A motion was made by Member Reid, seconded by Member Kernighan, 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 December 8, 2009 as a Public Hearing The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

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2) An Agency Resolution Approving And Recommending Adoption Of The Eighth Amendment To The Coliseum Redevelopment Plan Extending The Time Limit For Eminent Domain Authority For An Additional Twelve Years And Setting A Bonded Indebtedness Limit  
[09-0904-1](#)

**A motion was made by Member Reid, seconded by Member Kernighan, 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 December 8, 2009 as a Public Hearing The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

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

*- Sanjiv Handa*

6 Subject: Historic Preservation Study - Highland Hospital  
From: Community and Economic Development Agency  
Recommendation: Adopt An Agency Resolution Authorizing An Owner Participation Agreement With The County Of Alameda To Grant \$415,000 Of Central City East Redevelopment Funds For A Historic Preservation Study And Minor Infrastructure Improvements Along 14th Avenue For The Alameda County Medical Center Highland Hospital Campus  
[09-0905](#)  
[Play Video](#)

**A motion was made by Member Kernighan, seconded by Member Reid, 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 December 8, 2009 as a Consent Calenar item. The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

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

*- Naomi Schiff*

*- Donna Linton*

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7 Subject: Green Works Development Program  
From: Community And Economic Development Agency  
Recommendation: Adopt An Agency Resolution Adopting The Fiscal Year 2009-2011 Green Works Development Program In The Coliseum Redevelopment Project Area; Authorizing A Grant To The Peralta Community College District In An Amount Not To Exceed \$35,000 To Provide Green Education At Merritt College For Project Area Participants; Authorizing A Grant Agreement To The Oakland Unified School District In An Amount Not To Exceed \$35,000 To Provide Green Construction Training At Rudsdale Academy; And Allocating Funding In The Amount Of \$130,000 For The Program

[09-0994](#)

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**A motion was made by Member Reid, seconded by Member Brunner, 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 December 8, 2009 as a Consent Calendar item The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

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S-8 Subject: Redevelopment Project Areas - Five Year Implementation Plan  
From: Community and Economic Development Agency  
Recommendation: Adopt The Following Pieces Of Legislation:

1) Resolution Adopting The 2009-2014 Implementation Plan For The Acorn Redevelopment Project

[09-0907](#)

**A motion was made by Member Brunner, seconded by Member Kernighan, 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 December 8, 2009 as a Public Hearing The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

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2) A Resolution Adopting The 2009-2014 Implementation Plan For The  
Broadway/MacArthur/San Pablo Redevelopment Project;  
[09-0907-1](#)

**A motion was made by Member Brunner, seconded by Member  
Kernighan, 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 December 8, 2009 as a Public Hearing  
The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and  
Chair De La Fuente

3) A Resolution Adopting The 2009-2014 Implementation Plan For The Central District  
Redevelopment Project;  
[09-0907-2](#)

**A motion was made by Member Brunner, seconded by Member  
Kernighan, 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 December 8, 2009 as a Public Hearing  
The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and  
Chair De La Fuente

4) A Resolution Adopting The 2009-2014 Implementation Plan For The Coliseum Area  
Redevelopment Project;  
[09-0907-3](#)

**A motion was made by Member Brunner, seconded by Member  
Kernighan, 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 December 8, 2009 as a Public Hearing  
The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and  
Chair De La Fuente

**A motion was made by Member Brunner, seconded by Member  
Kernighan, 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 December 8, 2009 as a Public Hearing  
The motion carried by the following vote:**

Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and  
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5) A Resolution Adopting The 2009-2014 Implementation Plan For The Oak Center Redevelopment Project; and  
[09-0907-4](#)

**A motion was made by Member Brunner, seconded by Member Kernighan, 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 December 8, 2009 as a Public Hearing  
The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

6) A Resolution Adopting The 2009-2014 Implementation Plan For The Stanford/Adeline Redevelopment Project  
[09-0907-5](#)

**A motion was made by Member Brunner, seconded by Member Kernighan, 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 December 8, 2009 as a Public Hearing  
The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

*The committee directed staff to submit a supplemental report with a detail funds analysis of the Project Budgeted of \$187,000 dollars for the Stanford/Adeline project area*

9 Subject: Oakland Enterprise Zone Expansion  
From: Community and Economic Development Agency  
Recommendation: Adopt A Resolution Approving The Expansion Of The Oakland Enterprise Zone Into Remaining Commercial And Industrial Areas Citywide And Designating Qualified Targeted Employment Area  
[09-0941](#)

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**A motion was made by Member Reid, seconded by Member Brunner, 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 December 8, 2009 as a Consent Calendar item. The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

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10           Subject:    Chamber Of Commerce Grant  
              From:       Community and Economic Development Agency  
              Recommendation: Adopt An Agency Resolution Authorizing A Grant Not To Exceed  
              \$182,000, Subject To The Conditions Contained Herein, To Oakland Metropolitan Chamber Of  
              Commerce Foundation To Pay Toward The Cost Of Installing The Sculptural Monument Titled  
              Remember Them: Champions For Humanity By Mario Chiodo In Fox Square Park, Located At  
              19th Street And Rashida Muhammad Street  
              [09-0943](#)

**A motion was made by Member Brunner, seconded by Member Reid, 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 December 8, 2009 as a Consent Calendar item The motion  
carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and  
Chair De La Fuente

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

- Mario Chiodo
- Joe Haraburda
- Bob Agnew
- Jonathan Bair
- Megan Fisher
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11           Subject:    Oakland Merchant Leadership Forum Contract  
              From:       Communty and Economic Development Agency  
              Recommendation: Adopt The Following Pieces Of Legislation:

1) A Resolution Authorizing A Professional Services Contract With The Oakland Merchants  
Leadership Forum (OMLF) In An Amount Not To Exceed \$70,000 For Merchant Organizing,  
Commercial District Support Services And Program Development To Construct The Eat, Shop,  
Explore Oakland Grown Website For Fiscal Year 2009-2010, And Accepting A Contribution  
Of \$25,000 From The Redevelopment Agency Under The Cooperation Agreement For This  
Purpose; And

[09-0944](#)

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**A motion was made by Member Reid, seconded by Member Kernighan,  
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 December 8, 2009 as a Consent Calendar item. The  
motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and  
Chair De La Fuente

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2) An Agency Resolution Authorizing A Contribution Of \$25,000 In Redevelopment Funds To The City Of Oakland Under The Cooperation Agreement For A Professional Services Agreement With The Oakland Merchants Leadership Forum (OMLF) For Merchant Organizing And Commercial District Support Services For Fiscal Year 2009-2010 In Several Redevelopment Project Areas

[09-0944-1](#)

**A motion was made by Member Reid, seconded by Member Kernighan, 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 December 8, 2009 as a Consent Calendar item. The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

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Subject: Fox Theater Renovation Project Loan

From: Community and Economic Development Agency

Recommendation: Adopt A Resolution Authorizing The Agency Administrator To Provide A Loan To Fox Oakland Theater, Inc., A California Non-Profit Corporation, In An Amount Not To Exceed \$2,000,000 To Fund The Completion Of The Fox Theater Renovation Project

[09-0945](#)

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**A motion was made by Member Reid, seconded by Member Kernighan, that this matter be Continued to the \*Community & Economic Development Committee, due back on December 15, 2009. The motion carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and Chair De La Fuente

*The committee directed staff to provide the following information: 1) the total amount of fees paid to the California Capital Group technical and non-technical payments; and 2) the total amount of the development fees paid to-date*

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

- Phil Tagami
- Gene Hazzard
- David Panter
- Xavier Gardner

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13            Subject:    Oakland Army Base And PARC Services  
              From:        Councilmember Larry Reid  
              Recommendation: Action On A Report On The Status Of The Central Gateway Fill And  
              Demolition Project At The Former Oakland Army Base  
              [09-0989](#)

**A motion was made by Member Reid, seconded by Member Kernighan,  
that this matter be Continued to the \*Community & Economic  
Development Committee, due back on January 12, 2010. The motion  
carried by the following vote:**

**Votes:** Councilmember Aye: Member Kernighan, Member Brunner, Member Reid and  
Chair De La Fuente  
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**Open Forum (TOTAL TIME AVAILABLE: 15 MINUTES)**

*The following individual(s) spoke under Open Forum:*

*- John Hughes*

**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 5:05 p.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.

NOTE:        Americans With Disabilities Act  
              If you need special assistance to participate in Oakland City Council and Committee meetings  
              please contact the Office of the City Clerk. When possible, please notify the City Clerk 48  
              hours prior to the meeting so we can make reasonable arrangements to ensure accessibility.  
              Also, in compliance with Oakland's policy for people with environmental illness or multiple  
              chemical sensitivities, please refrain from wearing strongly scented products to meetings.

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*City Clerk and Clerk of the Council*