

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>

Tuesday, April 07, 2009

2:00 PM

Hearing Room One - 1st Floor

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 Community and Economic Development Committee convened at 2:20 p.m., with Vice Mayor De La Fuente presiding as Chairperson.

- 1 Approval of the Draft Minutes from the Committee Meeting held on March 24, 2009

**A motion was made by Member Reid, seconded by Member Brunner, to
*Approve the Minutes. The motion carried by the following vote:**

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

- 2 Determination of Schedule of Outstanding Committee Items

**A motion was made by Member Brunner, seconded by Member Reid, 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

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3 Subject: On Call Survey And Evaluation Services
 From: Community and Economic Development Agency
 Recommendation: Adopt The Following Pieces Of Legislation:

1) An Agency Resolution Authorizing The Agency Administrator To Negotiate And Execute A Professional Services Agreement For Fiscal Year 2008-2009 In An Amount Not To Exceed \$50,000 With Purple Lynx To Conduct Business Surveys; And

[09-0212](#)

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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 April 21, 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 The Agency Administrator To Negotiate And Execute A Professional Services Agreement For Fiscal Year 2008-2009 In An Amount Not To Exceed \$15,000 With BAWP For The Business Alert Program

[09-0212-1](#)

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 April 21, 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:

- Gregory McConnell
- Steve Lowe
- Scott Peterson

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4 Subject: Small Business Assistance Center - Implementation
 From: Community and Economic Development Agency
 Recommendation: Adopt The Following Pieces Of Legislation:

1) An Agency Resolution Authorizing A Contribution Of \$434,791 From Coliseum Redevelopment Project Funds, West Oakland Redevelopment Project Funds, Central District Redevelopment Project Funds, Oakland Army Base Redevelopment Project Funds And Central City East Redevelopment Project Funds, To The City of Oakland Under The Cooperation Agreement, For Staffing, Build-Out, Operations/Leasing, Equipment, Marketing And Contingencies For The Oakland Business Assistance Center (TITLE CHANGE); And
[09-0006](#)

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 April 21, 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 City Resolution Appropriating And Allocating Up To \$100,000 Of Community Development Block Grant Funds, And Authorizing The City Administrator Or His Designee To Hire Staff And Negotiate And Execute Agreements For Build-Out, Operations/Leasing, Equipment, Marketing And Contingencies For The Oakland Business Assistance Center, And Accepting A Contribution Of \$434,791 For This Purpose From The Oakland Redevelopment Agency Under The Cooperation Agreement (TITLE CHANGE)

[09-0006-1](#)

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 April 21, 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:

- Rena Rickles
- Tom Guarino
- Gregory McConnell
- Darlen Crane
- Scott Peterson
- Sanjiv Handa

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5 Subject: Ambassadors Program Implementation
From: Council President Brunner and Councilmember Kaplan
Recommendation: Receive A Report And Recommendation On The Implementation Of The
Oakland Ambassador Program
[09-0060](#)
[Play Video](#)

A motion was made by Member Brunner, seconded by Member Kernighan, that this matter be *Received and Forwarded to the Concurrent Meeting of the Oakland Redevelopment Agency/ City Council, due back on April 21, 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 Committee Received and Forwarded the report and recommendations and further supported the following: 1) Option 2 of the staff report to provide matching grants to an eligible community organization to provide Ambassador Services in targeted commercial districts; 2) Retaining funding for the Ambassador program solely in areas where there are Business Improvement Districts or other community groups with the capacity to provide matching funds to Council District 1 (Broadway/MacArthur/SanPablo), Council District 3 (West Oakland), and District 5 (Fruitvale/Coliseum); 3) Broadening of the program to serve a commercial district not just the area solely around a Bart station; and 4) Not restricting the program to only hiring at-risk youth as Ambassadors

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

- Paulette V. Hogan
- Tom Guarino
- Sanjiv Handa
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6 Subject: Rebuilding Oakland Together Grant
From: Community and Economic Development Agency
Recommendation: Adopt An Agency Resolution Authorizing A \$50,000 Grant From The West
Oakland Redevelopment Project Area Low And Moderate Income Housing Fund To
Rebuilding Together Oakland To Rehabilitate Houses For Low-Income Seniors And/Or
Disabled Persons Within The Project Area

[09-0211](#)

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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 April 21, 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:

- Paulette Hogan

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7 Subject: Performance Measures And Budget Priorities
From: Vice Mayor Ignacio De La Fuente
Recommendation: Receive An Informational Report From The Community And Economic
Development Agency To Facilitate Discussion On Performance Measures And Budget
Priorities For Fiscal Years 2009-2011
[09-0204](#)
[Play Video](#)

A motion was made by Member Brunner, seconded by Member Kernighan, that this matter be *Received and Filed. 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 include the information on the following in future reports: 1) Maintaining and continuing to improve existing departmental Performance Measures and how to encourage better use of them as a tool for managing staff; 2) Are the selected measures benchmarked against objective sources, such as comparable cities; 3) Proposal of three priorities for the Agency that reach across multiple departments i.e. (A) Retaining and adding jobs; (B) Retaining and increasing business attraction; and (C) Revitalizing neighborhoods; 4) Monitoring of the priorities on a regular basis; 5) How many properties are subject to Blight complaints?; 6) How many Blighted homes are inspected and how many are resolved?; 7) What are some creative strategies for Foreclosure properties; 8) What type of evaluations are performed on staff for enforcing zoning requirements in commercial areas; 9) How does staff capture Pedestrian Friendly Neighborhoods; 10) Evaluate the process for "Two Lines" at the permit counter, one for appointments only, and the other for walk-ins; 11) Review Attachment A for Workforce Development and double check the accuracy of the 78% for Adult Employee rates and provide how the percentage was derived; 12) Review Attachment A for Economic Development and double check the accuracy of the percentages and provide how the percentage was derived

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

- Sanjiv Handa
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- 8 ~~Subject: Uptown Project Amendments~~
~~From: Community and Economic Development Agency~~
~~Recommendation: Adopt An Agency Resolution Authorizing The Agency Administrator To~~
~~Execute A Lease With FC Uptown Parcel 4 Parking, LLC, Or Related Entities, For A Term Of~~
~~Up To 36 Months To Reconstruct And Operate A Parking Lot At 1911 Telegraph Avenue~~
~~[09-0117-2](#)~~

*This item was withdrawn from the agenda by the April 2, 2009 Rules and
Legislation Committee; and rescheduled to the April 28, 2009 Community and
Economic Development Committee*

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- S-9 Subject: Brownfields Job Training Grant
From: Council President Jane Brunner
Recommendation: Receive An Informational Report On The City's Role Regarding The
Brownfields Remediation Job Training Grant From The American Recovery And Reinvestment
Act Of 2009
[09-0291](#)

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**A motion was made by Member Reid, seconded by Member Brunner, that
this matter be Accepted. The motion carried by the following vote:**

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

*The Committee moved, seconded and carried a motion to approve the following
urgency finding pursuant to the Sunshine Ordinance Section 2.20.080 E(2)
regarding scheduling of this Item: that there is a need to take immediate action
which came to the attention of the local body after the agenda was posted, and
that the need to take immediate action relates to federal or state legislation*

*The Committee Received and Filed the report but inquired if Cypress Mandela
training Center can use the City of Oakland name for their grant application?*

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

- 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 Hadna

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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 3:30 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.

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