



# 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, July 10, 2007**

**3:00 PM**

**Hearing Room One - 1st Floor**

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### Roll Call / Call to Order

Councilmember Present: 4 - Chair Brunner, Vice Mayor Chang, Member Reid and Member De La Fuente  
*The Oakland City Council Community and Economic Development Committee convened at 3:18 PM, with Councilmember Brunner presiding as Chairperson.*

1 Approval of the Draft Minutes from the Committee Meeting held on June 26, 2007

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

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

2 Determination of Schedule of Outstanding Committee Items

*There was no action necessary for this item*

[CED071007](#)

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3 Subject: Commercial Loan Programs

From: Community and Economic Development Agency

Recommendation: Receive An Informational Report Regarding The Status Of The City's And Redevelopment Agency's Commercial Loan Programs

[07-0100](#)

**A motion was made by Member De La Fuente, seconded by Vice Mayor Chang, that this matter be \*Received and Filed. The motion carried by the following vote:**

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

*There was no action necessary for this item*

*The following individual spoke on this item:*

*- Sanjiv Handa*

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4 Subject: World Trade Center  
From: Councilmember Jane Brunner  
Recommendation: Adopt An Agency Resolution Waiving The Competitive Request For Proposals/Qualifications Process And Authorizing The Agency Administrator To Negotiate And Execute A Professional Services Agreement With C.H. Johnson Consulting, Inc. In An Amount Not To Exceed Seventy Eight Thousand Five Hundred Dollars (\$78,500) To Prepare The Initial Phase Of A World Trade Center Feasibility Analysis, Business Plan And Implementation Strategy  
[07-0160](#)

**A motion was made by Member De La Fuente, seconded by Member Reid, that this matter be \*Approve as Amended the Recommendation of Staff, and Forward to the Concurrent Meeting of the Oakland Redevelopment Agency / City Council, due back on July 17, 2007 as a Non-Consent item. The motion carried by the following vote:**

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

*The Committee amended the resolution to change the amount to \$48,000 for the initial phase of the WTC and recommended that the following items be addressed in the initial phase - Local and Regional Market Demand Assessment, - Economic and Fiscal Impact Analysis, - Physical Investigation, - Financial Projection and - Final Deliverables. The Committee also directed staff to return in September or shortly thereafter with an analysis of the initial phase and an implementation plan for the locations that would work as a WTC. Staff was also directed to work out the scope of work with C.H. Johnson under the recommended funding*

*The following individuals spoke on this item:*

- Scott Peterson
- Sanjiv Handa
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- [View Supplemental Report.pdf](#)
- [2007-0067 CMS.pdf](#)

5 Subject: Fox Theater Project  
From: Community and Economic Development Agency  
Recommendation: Receive An Informational Report On The City's Local Contracting And Hiring Goals For The Fox Theater Renovation Project Including The Hiring Status Of Local And Small Businesses And The Type And Use Of Any Assistance Programs Used On The Project For Businesses In Need Including, The Commitment To Hire Previously Incarcerated People  
[07-0257](#)

**A motion was made by Member De La Fuente, seconded by Member Reid, that this matter be \*Received and Filed. The motion carried by the following vote:**

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

*The following individuals spoke on this item:*

- Phil Tagami  
- Darrel Carey  
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6 Subject: Oakland Day Labor Program  
From: Community and Economic Development Agency  
Recommendation: Adopt A Resolution Authorizing The City Administrator To Negotiate And Execute A Contract For Professional Services With Volunteers Of America Bay Area, Inc. To Operate The Oakland Day Labor Program, From July 1, 2007 Through June 30, 2009, In An Amount Not To Exceed \$194,000 Per Year And Not To Exceed \$388,000 For The Total Contract Term  
[07-0370](#)

**A motion was made by Member De La Fuente, seconded by Vice Mayor 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 July 17, 2007 as a Consent-Calendar item. The motion carried by the following vote:**

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

*The following individual spoke on this item:*

- John Bailey  
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7      Subject:      Merchant Leadership Forums  
From:          Community and Economic Development Agency  
Recommendation: Adopt A Resolution Authorizing The City Administrator To Negotiate And  
Execute A Sole Source Professional Services Contract With The Oakland Merchant Leadership  
Forum In An Amount Not To Exceed \$72,500 To Plan And Convene Monthly Educational  
Forums For Merchant Leaders And Coordinate Merchant Participation In the City Of Oakland's  
Shop Oakland Marketing Campaign From July 1, 2007 To December 31, 2007  
[07-0371](#)

**A motion was made by Member De La Fuente, 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 July 17, 2007 as a Consent-Calendar item. The  
motion carried by the following vote:**

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

*The following individuals spoke on this item:*

- Steve Ma
- Ruth Villasenor
- Scott Peterson

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8 Subject: Wayans Brothers-Pacific Capital Oakland Partnership - ENA  
From: Community and Economic Development Agency  
Recommendation: Adopt A Resolution Authorizing The Agency Administrator To Negotiate And  
Enter Into A Four-Month Exclusive Negotiating Agreement With Wayans Brothers-Pacific  
Capital Oakland Partnership, LLC For The Development Of Portions Of The Central And  
Western Gateway Areas Of The Former Oakland Army Base  
[07-0404](#)

**A motion was made by Member De La Fuente, 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 July 17, 2007. The motion carried by the following vote:**

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

*The Committee directed staff to: 1) submit the boundary maps by July 17 if possible and to include a date certain for the boundary issue to be resolved in the ENA; 2) clarify the timelines in the ENA; 3) bring any changes to the Council and 4) make sure meetings are held with the whole community in West Oakland (i.e. businesses, residents, organizations, interested parties, etc.)*

*The following individuals spoke on this item:*

- Britten Suford
- Desley Brooks
- Geoffrey Pete
- Gene Hazzard
- Mitch Hardin
- Darrel Carey
- Tim Ranahan
- David R.
- David Glover
- Tony Schultz
- Sean House
- Sanjiv Handa
- Gy Green
- Ron Bishop

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9 Subject: Hill-Elmhurst Plaza Development  
From: Community and Economic Development Agency  
Recommendation: Adopt A Resolution Authorizing An Exclusive Negotiating Agreement With Hills Elmhurst Plaza LLC And Strategic Urban Development Alliance, LLC, For Hills-Elmhurst Plaza, A Mixed-Use Project On International Boulevard Between 94th And 96th Avenues  
[07-0405](#)

**A motion was made by Member 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 July 17, 2007 as a Consent-Calendar item. The motion carried by the following vote:**

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

*The following individual spoke on this item:*

- Sanjiv Handa

- Alan Dones

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[2007-0063 CMS.pdf](#)

10 Subject: Coliseum Redevelopment Project  
From: Office of the City Administrator  
Recommendation: Adopt The Following Pieces Of Legislation:

1) A Resolution Accepting And Appropriating Redevelopment Agency Funds Under The Cooperation Agreement In An Amount Not To Exceed Two Hundred Forty Thousand Dollars (\$240,000) For Certain Public Improvements Within The Coliseum Redevelopment Project Area Under The Neighborhood Project Initiative (NPI) Program; And

[07-0256](#)

**A motion was made by Member De La Fuente, seconded by Vice Mayor 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 July 17, 2007 as a Consent-Calendar item. The motion carried by the following vote:**

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

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2) An Agency Resolution Allocating Funding In An Amount Not to Exceed Two Hundred Forty Thousand Dollars (\$240,000) Under The Coliseum Redevelopment Neighborhood Project Initiative (NPI) Program and Authorizing A Contribution Of Agency Funds In An Amount Not To Exceed \$240,000 To The City Under The Cooperation Agreement For Various City Public Improvement Projects Under The Program

[07-0256-1](#)

**A motion was made by Member De La Fuente, seconded by Vice Mayor 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 July 17, 2007 as a Consent-Calendar item. The motion carried by the following vote:**

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

*The following individual spoke on this item:*

- *George Nesbitt*

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11 Subject: Estuary Policy Plan Update  
From: Community And Economic Development Agency  
Recommendation: Action On A Report And Recommendations For A Public/Private Partnership To Update The Estuary Policy Plan And Create A Public Planning Process To Adopt A Specific Estuary Plan Between Interstate 880 And The Estuary From Approximately 19th Avenue To 54th Avenue Encompassing Industrial Sub-Areas 4, 4A, 11 And 11A  
[07-0430](#)

**Continued to \*Community & Economic Development Committee on  
9/25/2007**

*The Committee directed staff to take the following actions: 1) return to the CED committee on September 11th with an analysis of the merits of undertaking a Specific Plan for the Central Waterfront, how such a Plan would relate to the existing Estuary Policy Plan, and a discussion of any other planning efforts currently underway in the Central Waterfront area; 2) return to CED committee on September 11th with a recommendation on the structure and role of a new Central Waterfront Task Force to ensure active participation throughout any planning process. The Task Force shall be comprised of key stakeholders. Initial suggestions of key stakeholders include; the Mayor's Office, Council Members representing the waterfront, the Chair of the CED committee, property owners, the Mayor's Land Use Task Force, Oakland Commerce Corporation, EBASE, EBMUD, East Bay Regional Parks District, Bay Trail, OCO, Acorn, Urban Strategies Council, Oakland Chamber of Commerce, Waterfront Action, and the Port of Oakland, among others. This group will advise any planning process from start to finish. Staff shall meet with as many stakeholders as possible before September and incorporate their views into the recommendations for the Task Force structure and planning process; 3) return to CED committee on September 11th with an assessment of the advantages and disadvantages of a public-private partnership. It is imperative that the City not cede control of the planning process to any third-party group; 4) return to CED committee on September 11th with the following options for action: a. to conduct the Specific Plan process with private funding but conducted by the City or an independent entity; b. to do an RFP for a public-private partnership to conduct a Specific Plan process for the Central Waterfront; c. for the City to fund this Specific Plan process using City/ Redevelopment funds utilizing an RFP process; d. for the City to fund this Specific Plan process and conduct the planning process in-house; and 5) all proposed planning processes shall include numerous public hearings*

*The following individuals spoke on this item:*

- Mike Bishop*
- Toby Anderson*
- Kate O'Hara*
- Andy Nelson*



- Don White
- Doug Thiel
- Bill Smith
- Carlos Noe
- Laura Blair
- Sandra Threlfall
- George Nesbitt
- Robert Schwartz
- Ron Bishop
- Scott Peterson
- Amie Fishman
- Sanjiv Handa
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**Open Forum (TOTAL TIME AVAILABLE: 15 MINUTES)**

*The following individual 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 5:55 PM*

\* 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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*City Clerk and Clerk of the Council*