



MEETING DATE: 8/2/04
ITEM NO. 22

COUNCIL AGENDA REPORT

DATE: July 27, 2004
TO: MAYOR AND TOWN COUNCIL
FROM: DEBRA J. FIGONE, TOWN MANAGER [Signature]
SUBJECT: COUNCIL APPOINTMENT TO SANTA CLARA COUNTY CITIES ASSOCIATION AD HOC ECONOMIC DEVELOPMENT COMMITTEE

RECOMMENDATION:

Appoint Council Member Diane McNutt to the Santa Clara County Cities Association Ad Hoc Economic Development Committee

DISCUSSION:

Attached is an e-mail from Gillian Moran to Cities Association Board of Directors and a copy of a memo presented at the July 8th Cities Association Board of Directors meeting. As indicated, an ad hoc committee of city and business representatives is forming on the topic of economic development. Mayor Glickman recommends appointment of Council Member McNutt as the Los Gatos representative. Committee is expected to meet in early September.

ENVIRONMENTAL ASSESSMENT:

Is not a project defined under CEQA, and no further action is required.

FISCAL IMPACT:

None.

Attachment: July 9, 2004 e-mail & memorandum from Santa Clara County Cities Association

Distribution: Gillian Moran, Executive Director - Santa Clara County Cities Association - 505 W Olive Street, Suite 630, Sunnyvale, CA 94086

PREPARED BY: **DEBRA J. FIGONE**
Town Manager

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Reviewed by: PSJ Assistant Town Manager OK Town Attorney _____ Clerk _____ Finance
_____ Community Development Revised: 7/27/04 4:29 pm

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Date: Fri, Jul 9, 2004 11:42 AM
Subject: Cities Association: Joint Economic Development Policy Committee

Good morning Board Members,
Last night the Cities Association Board approved the formation of a new Cities Association Committee that will focus on economic development policies and will work with business representatives to provide recommendations to the Cities Association Board. The Joint Economic Development Policy Committee (JEDPC) starting position is outlined in the attached memo. The new group would also like to work closely with city managers and city economic development staff.

The Board requested that each city appoint the Mayor or a Councilmember to serve as their city's representative on the JEDPC. When city appointments are made, an initial organizational meeting will be set, perhaps in late August.

Please work with your Council and Manager in the coming weeks to identify an interested and well qualified Councilmember or Mayor to represent your city. When your representative is appointed, please send his/her name and current contact information to me. Thank you very much.

Gillian

Gillian Moran
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Memorandum

To: Santa Clara County Cities Association (SCCCA) Member Cities
From: SCCCA Ad Hoc Economic Development Committee
Date: July 8, 2004
Re: Regional Economic Development

RECOMMENDATION

Approve the formation of new standing Committee of the SCCCA called the Joint Economic Development Policy Committee (JEDPC) and designate each city's Mayor or other appointed Councilmember as a representative. The JEDPC would be advisory in nature, a forum wherein uniform approaches to economic development policy would be discussed and forwarded to the full SCCCA Board for further discussion and/or for action to each respective City Council. All such recommendations to local city councils will be purely advisory with no impact on local control.

Examples of issues which may arise as part of the regional body's discussion might include discussion of local fiscal policies, simplification of processes for permits or zoning applications, or the implementation of tax relief to encourage investment through consistent or universal policies in the region. A work-plan outlining the specific issues that the group will take on should emanate from their discussions and be determined collectively. In the context of this new regional body we would anticipate taking up issues that our individual councils can adopt quickly, such as changes to our local codes, policies, and procedures.

BACKGROUND/ANALYSIS

Joint Venture Silicon Valley (JVSV), the San Jose/Silicon Valley Chamber of Commerce, and the Silicon Valley Manufacturing Group (SVMG) have discussed the issue and have initially agreed to support and take part in the committee. Mr. Russ Hancock of the JVSV has offered to assist with staffing by augmenting the efforts of SCCCA and it's Executive Director initially and until such time that an alternative or procedural system is established.

It has been conceptually agreed that the JEDPC would be composed of 15 city representatives, 15 business representatives, 1 county representative, and the three aforementioned associations and their respective CEO's. The business representatives will be executives selected across various sectors. Prior to September a list of business executive nominees/invitees will be provided by the three organizational CEO's with final input from SCCCA Board. In addition, stakeholders would be brought in on a meeting-by-meeting basis as the need arises to offer testimony and other input. The group should regularly meet a week prior to the monthly SCCCA Board meetings in order to provide the opportunity for immediate action each month. The first meeting to be scheduled in September of 2004 will be an informal organizational meeting.

CONCLUSION

The JEDPC will help develop a permanent regional body that will address economic development strategies for local government here in Santa Clara County. What is being proposed is very new, a new local government/business policy board to deal specifically with regional economic development.