



STAFF REPORT

Meeting Date: August 5, 2014
To: Honorable Mayor & City Council
From: David Lightner, Deputy City Manager
Susan Healy Keene, Director of Community Development
Subject: Southeast Task Force: Appointments and Reappointments

INTRODUCTION

The City Council directed staff to poll the current members of the Southeast Task Force to determine which members are interested in reappointment to continue their efforts toward enhancing the southeast and overseeing implementation of the recommendations of the Southeast Task Force Final Report. This list was then to be supplemented by additional appointment(s) by each Councilmember in order to achieve a group of approximately 12 members. The City Council further directed that quarterly meetings with broad stakeholder outreach should be established and that additional meetings could be calendared by the Chair as needed.

DISCUSSION

Seven members of the task force have requested reappointment:

1. Andrea Grossman
2. AJ Wilmer
3. Isabel Hacker
4. Dick Seff
5. Susan Mishler
6. Howard Goldstein
7. Brian Goldberg

The Mayor requested that each Councilmember recommend one additional member. The City Councilmembers' recommended additional task force members are:

1. Bradley Gibbons
2. Judie Fenton
3. Eliot Finkel
4. Richard Reuben
5. Julian Gavor

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ANALYSIS

Upon confirmation of the appointments and reappointments, the Community Development Department, which has partnered in the work with the Task Force to date, will take the lead to convene a group of representative staff to advance the established objectives and work with the Task Force on further enhancements.

- Develop a Southeast In-lieu Parking District
- Encourage outdoor dining where feasible
- Introduce seasonal banners to identify the Southeast and its sub-districts
- Create bike routes that connect the Southeast to other areas and install bike racks in strategic locations
- Designate Robertson tree type and expedite ficus replacement along with other initiatives to make the area more pedestrian friendly
- Explore means to establish an Arts District connecting the area's theater resources.
- Explore food related special events to bring focus to the area.

The Capital Assets Department will continue to pursue the acquisition and development of parking sites and the Economic Sustainability team will continue to pursue targeted business recruitment and retention efforts in coordination with the Small Business Task Force.

As progress is made on each of these initiatives, it will be important to update and coordinate with the Task Force and with other interested Southeast area stakeholders, including property owner and business representatives.

FISCAL IMPACT

There is no fiscal impact at this time. As items are proposed for implementation, staff will return to the City Council for approval of individual items.

RECOMMENDATION

It is recommended that the City Council confirm membership in the reconstituted Southeast Task Force, under the direction of the current City Council Ad Hoc Committee, Mayor Bosse and Councilmember Mirisch. Staff will then convene the Task Force for a status update and to define next steps.


David Lightner/Susan Healy Keene
Approved By