

**CROSSROADS REDEVELOPMENT PROJECT AREA  
PROJECT AREA COMMITTEE  
- REGULAR MEETING -  
FINAL - MINUTES OF THURSDAY, MARCH 22, 2007**

The members of the Crossroads Project Area Committee (PAC) held their Regular Meeting at College Avenue Baptist Church, 3<sup>rd</sup> Floor Meeting Room in Visitor Center Building, 4747 College Avenue, San Diego, California, from 6:35 p.m. to 8:05 p.m.

Members present at Roll Call: Thomas Du, Alison J. Grant-Carlos, Daniele Laman, Jose Lopez, Charles Maze, Jody Talbott, Michael Trunzo (departed 7:10 p.m.) and Christine Van Spronsen [8]

Arrived after Roll Call: none

Not Present: Kevin Carter, Harry Kattoula, Anthony Lovio (e), David Nelson, James Simon, Lani Stacks, and Erik A. Weichelt [7]

Staff in attendance: Ples Felix and Tracy Reed

Public in attendance: Twelve guests signed attendance sheet.

**CALL TO ORDER:** Called to order at approximately 6:35 p.m. by Charles Maze, Chair.

**1. ROLL CALL:** A quorum was established when 8 of the 15 PAC members were present.

**2. APPROVAL OF AGENDA:** for March 22, 2007.

**MOTION – Jose/Daniele:** Approve agenda with revision, move New Business prior to Old Business; passes (7-0-1c).

**3. APPROVAL OF MINUTES:** for November 9, 2006.

**MOTION – Jose/Daniele:** Approve minutes, with correction to spelling of Chef Tony's; passes (7-0-1c).

**4. COMMENTS ON NON-AGENDA ITEMS:** (synopsis of discussions)

**Committee –**

Daniele: Union Tribune article regarding Del Cerro housing and Crossroads.

Jody: Will CentrePoint be part of your project update? Could we have the possibility of funding for the University Avenue Street lights on the next meeting as new business?

Thomas: This will be my last meeting as the City Heights Planning Committee representative. I will not be on the planning group any longer. I still will still be very interested in Crossroads project area.

Jose: Park information. On March 27<sup>th</sup> the City Council will be consider moving the State Park grant from the proposed Fox Canyon Park site to the proposed Wightman Park site.

Charles: On the back table are announcement fliers regarding the College Neighborhood Association's annual home tour. This time the tour will included seven homes.

**Public –**

Jan Riley: I noticed in the draft meeting from January that funding for the Dayton Street Signal was not approved. What can the community do to ensure this signal is installed?

Lee Rittiner: The under grounding of utilities within Rolando Park is almost ready. Some easements are the last issues we most resolve before work begins.

**6. NEW BUSINESS:** (synopsis of discussions)

- **Action:** Funding request (\$20,000), Enterprise Zone Environmental Study Ples Felix: The City of San Diego along with Chula Vista and National City applied a Regional Enterprise Zone and received conditional approval in late 2006. A condition of this tentative approval requires the preparation and certification an Environmental Impact Report. We were hoping that some State legislation would be approved to exempt the current applicants from preparing an EIR but that did not happen. The must be EIR finalized by June 2007. In order to complete EIR within this FY07 we are asking the 4 project areas within the zone, SEDC, City Heights, San Yisdro and Crossroads to provide funding. The estimated cost is \$90,000 and the San Diego's share is \$80,000. We are requesting that each of the project area provide not to exceed, \$20,000. The City Heights PAC agreed to provide \$20,000 and we are seeking funding from the SEDC board and the Planning Committee for San Yisdro since neither project area has a PAC. The enterprise zone designation will be for 15-years and can be extended 5 additional years.

**MOTION – Mike/Jose:** Approve allocating of \$20,000 (not to exceed) of Crossroads funds to prepare and certify the Enterprise Zone EIR: passes (6-1-1c).

**5. OLD BUSINESS:** (synopsis of discussions)

**Update:** Project Area

Tracy: This morning we had a groundbreaking ceremony for the El Cajon Boulevard medians project. The project is expected to take 180 work days to complete. A majority of Crossroads tax increment from the first two years is funding this improvement. Landscape maintenance will be paid for by property owners along El Cajon Boulevard as part of a Maintenance Assessment District that was established in April 2004. Funding from the MAD and County will be paying for two community signs. At the groundbreaking Council member Madaffer indicated that the Douglas Wilson Companies had sold the proposed CentrePoint development to a rental housing developer. Several weeks about I met with representatives with DWC and they indicated that such a developer had indicated a desire to purchase the proposed development. They did not indicate that they had sold the development. Per the agreement DWC must obtain the Agency's consent in order to sell the proposed project. The agreement and proforma are for a for-sale residential project. Agreements can be amended but

the financial terms for this agreement are specific to a for-sale project. I will be having a meeting with DWC next week regarding the schedule of performance for the proposed development.

**Update:** Chollas Triangle RFP, Elevation Process & Interviews

Daniele: The evaluation committee had a pre-interview meeting on Wednesday, March 7<sup>th</sup>. All 3 RFP respondents presented and were interviewed by the evaluation committee on Thursday, March 15<sup>th</sup>. The name of the Agency's economic consultant for the RFP is Keyser Marston and Associates. The committee determined that the proposal were very complex and require additional evaluation before the committee can make a recommendation. The RFP's included the following evaluation criteria: 1) Appropriateness of the level of public subsidy and the terms of the business transaction proposed by the development team; 2) The extent to which the development proposal minimizes a public subsidy; and 3) Reasonableness of the proposed project proforma, including cost and revenue estimates.

Tracy: Because of other commitments of Agency Staff and the consultant involved in the RFP the additional analysis may take 1 month or more months. We are hoping to have the respondents make a presentation at next months meeting and for the PAC to possible recommend the respondent selection. The committee is leaning toward inviting the selected respondent to make a presentation to the PAC. The PAC's responsibility is assistance with acquisition and financing and land use is the responsibility the planning group.

**Update/Discussion:** Conflict of Interest Code & Brown Act

Tracy: Do to work conflict Huston Carlyle can not attend tonight's meeting.

**MOTION – Jose/Daniele:** Move Conflict of Interest Code & Brown Act update and discussion to the PAC's next regular meeting: passes (7-0-1c).

**Discussion/Action:** PAC Subcommittees

Charles: The notes for the December 14, 2006 meeting regarding concerns, suggestions and ideas regarding Crossroads PAC subcommittee were distributed to everyone. Tracy forwarded some responses and input that he received to me. Some of the issues fall out side the purview of the PAC and are the concerns of what is happening in the larger community. The key items of concern were communication, information and the process.

Jody: Rolando frustration is that nothing is happening along University Avenue (UA). Rolando wants to see something happen along UA.

Charles: I have been meeting with UA representatives regarding organization.

Jose: Charles thanks for preparing the notes. It would be best to have the issues taken to an appropriate subcommittee. Let's get them going.

Daniele: It took more than 10-years for ECB.

Jan: ECCC endorses these notes and concerns and the potential process.

Lee: Some clarification is needed regarding the list of stakeholders. I want to see something happen. Momentum is dying along UA. We need help to fund

a BID or MAD.

Charles: We should establish a subcommittee regarding UA.

Audience: It can not be given to UA they have to earn it and Harry can not do it alone.

Tracy: I believe the District 7 has allocated some funding regarding UA formation.

Jose: Fox Canyon has requested funds to form a MAD.

Kathy Evans: I represent City Heights and Chollas Creek. Business owners do not know what group to go to regarding issues like graffiti, etc.

Jody: The planning groups represent a lot of the community councils.

Charles: Next month maybe a regular meeting in order to have a presentation on the Triangle proposals. If it is a subcommittee meeting the issues will be University Avenue and Park issues. Future subcommittee meetings will talk about traffic and utility issues

## 7. NEXT MEETING DATES AND PRELIMINARY AGENDA ITEMS

**Action: April 26, 2007:** Regular or Subcommittee Meeting?

- **May 24, 2007:** Regular Meeting
- **June 28, 2007:** Special Meeting and Annual PAC Election
- **July 26, 2007:** Annual Meeting (in Adams Hall)

## 8. ADJOURNMENT

**MOTION** – **Jody/Christine**: Adjourn; passes (6-0-1c) @ 8:06 p.m.

This information will be made available in alternative formats upon request.

Prepared: 03/26/07 twr

Revised: 05/07/07 twr

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Draft (Final) Approved: April 26, 2007  
Motion was by: Jose/Daniele

Revisions are in: *Double Underlined and Italic*  
PAC vote was: 8-0-1c