

**CROSSROADS REDEVELOPMENT PROJECT AREA
PROJECT AREA COMMITTEE (PAC)
- REGULAR MEETING -
FINAL - MINUTES OF THURSDAY, AUGUST 26, 2010**

The members of the Crossroads Project Area Committee (PAC) held their regular meeting and annual election at the College Avenue Baptist Church, Visitor Center Building, 4747 College Avenue, San Diego, California, from 6:35 p.m. to 8:40 p.m.

Members present at Roll Call: Jeannette Maxwell, Jose Lopez, Bryant Jackson, Herlindo Salinas, Charles Maze, Daniele Laman, Anna Orzel-Arnita, and Mario Ingrassi [8].

Members that arrived after Roll Call: Cynthia Lewis (6:37), David Nelson (6:38), and Lynn Ewing (6:50) [3].

Members Not Present: John Mireles, Jennifer Finnegan, and Kasra Movahedi [3]

Staff in Attendance: Tracy Reed and Ulysses Panganiban (RDA), Leslie Sennett (NCCD), and Chris Pearson (CD7) .

Public in Attendance: Eleven (11) signed attendance sheet.

Documents Distributed: 1) Village Green Grand Opening Flyer; 2) Crossroads Project Area Code Enforcement Report for August 2010; 3) Temporary Signage Workshop Flyer; Crossroads PAC Roster for 2010–2011; 4) Crossroads Bond Issuance Summary Video Script; and 5) Redevelopment 101 PowerPoint Presentation.

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 14 PAC members were present. Currently one (1) position is vacant: Residential Owner-Occupant in City Heights/College Area.

2. APPROVAL OF AGENDA: For August 26, 2010

MOTION – **Daniele/Anna:** Approve agenda as proposed; passes (9-0)

3. APPROVAL OF MINUTES: For June 25, 2010

MOTION – **Daniele/Anna:** Approve minutes as presented; passes (8-0-2)

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

Committee:

Anna: The Redwood Village community sign has been vandalized. Weed abatement is occurring along Chollas Parkway. There will be a Streamview Drive workshop on September 18 from 10 a.m. to 11:30 a.m. at 3619 College Avenue (use 7-Eleven parking).

Mario: The Rolando Park bluegrass community concert will be on August 28 from 5 p.m. to 6:30 p.m.

Public (audience): None

5. REPORTS: Elected Officials, Chair, Subcommittee(s) & Agency/City Staff (synopsis of comments)
Council District 7 Representative –

Chris Pearson: Chris introduced himself as the new Council District 7 representative for redevelopment, taking the place of Kimvan Nguyen.

PAC Chair –

Charles: The economic downturn has reduced the number of projects coming before the PAC. This period can be used to further educate community members on the Redevelopment process, the role and responsibilities of the PAC, potential projects/programs, and other related topics.

Agency –

Tracy: **Village Green:** Everyone is invited to the grand opening of Village Green Apartments on Thursday, September 30, at 11:30 a.m. **South University Avenue Improvements:** The Agency's engineering consultant has completed a pre-design survey with recommendations and cost estimates for the installation of additional streetlights, missing sidewalks, and missing pedestrian ramps within the area south of University Avenue in Crossroads and College Grove. City engineers are reviewing the analysis and cost estimate. **PAC Formation Procedures:** Staff is recommending that elections for the various PACs be held simultaneous either in the fall or spring. Should the proposal go through, the Crossroads PAC election would be in May and the Annual Meeting in June. **Chollas Triangle Community Plan Amendment:** A consultant team has been selected. The Planning Division of CPCI is preparing the contract for City Council approval in October. **Crossroads/College Grove Merger:** Agency staff has tasked a local environmental firm to prepare a Subsequent EIR for the redevelopment plan amendment. Completion is anticipated to be completed within 12 months. **Agency Storefront Improvement Program (SIP):** Agency/City staff is seeking recommendations from the community on what commercial sections to focus SIP funds and efforts on. **Redevelopment Department:** The City has formed a new Redevelopment Department to house staff serving the Redevelopment Agency. Previously, staff was housed in a Redevelopment Division within the City Planning & Community Investment Department. **Code Enforcement:** Staff has received complaints regarding the Crossroads code enforcement program. The person questioned the use of redevelopment funds to specifically target medicinal marijuana collectives/dispensaries. The Agency's MOU with the City's Neighborhood Code Compliance Division calls for the proactive enforcement of the Municipal Code within the Crossroads Redevelopment Project Area. Marijuana collectives/dispensaries are not a permitted use per the Municipal Code within the City.

Code Enforcement –

Leslie: My monthly report has been distributed to the PAC, and copies are available on the back table. Five (5) additional properties with potential code enforcement issues have been identified in Crossroads. Code enforcement staff is working with the City Attorney to address issues related to twelve (12) Crossroads properties. I've also been working with the College Avenue BID to host workshops on signage regulations. The first workshop occurred on August 12, and the next two will be on September 9 and 23.

Charles/Leslie: Leslie's workshops are a separate effort from the College Area BID's Public Right-of-Way (PROW) program. PROW is only enforced within the BID's area. Tough cases are referred to the City's Neighborhood Code Compliance Division for follow-up.

David: Redevelopment funds should not be used to do code enforcement related to marijuana dispensaries/collectives.

Daniele: Will all the workshops on signage regulations cover the same material?

Leslie: Yes, the workshops will all be identical. Each will be about 45 minutes long.

Anna: Who is doing outreach for the Storefront Improvement Program (SIP)?

Tracy: The City's Office of Small Business is doing the SIP outreach. Specific areas will be targeted.

Carl Luster: The banner signs long El Cajon Boulevard are negatively impacting visibility. Can this be considered a code enforcement issue?

Leslie: Yes, if the banners are on private property. If the banners are on the right-of-way, then it is a BID issue.

6. OLD BUSINESS: (synopsis of discussions)

None

7. NEW BUSINESS: (synopsis of discussions)

a. Information: Welcome New and Returning PAC Members

Ulysses: I would like to welcome the new members to the PAC: Jeannette Maxwell (Residential Tenant, Eastern Area), Jose Lopez (Resident Tenant, City Heights/College Area), Bryant Jackson (Business/Property Owner, Northern Area), Lynn Ewing (Business/Property Owner, Southern Area), and Herlindo Salinas (Business/Property Owner, Southern Area). Anna Orzel-Arnita (Community Organization, Redwood Village Community Council) was re-elected and is returning to the PAC for another term. Bill Albrektsen (Business/Property Owner, Northern Area) and Diane Manion (Residential Owner-Occupant, City Heights/College Area) finished their terms in July 2010. Staff has prepared a reference binder for each of the new PAC members. The information contained in the binder may be accessed online at <http://www.sandiego.gov/redevelopment-agency/crossroads.shtml>. Fourteen (14) of the fifteen (15) seats are filled, with the following seat vacant: Residential Owner-Occupant, City Heights/College Area. The vacant seat may be filled by PAC appointment. We now need to elect the Chair, Vice Chair, and Secretary to serve until the next election.

David: Can we have the PAC members introduce themselves and indicate if he or she wants to run for an officer position?

Charles: Yes. I will also briefly describe the officer positions available. We will start the introductions with Lynn and end with Herlindo.

[Each PAC member provided brief introductory remarks on him- or herself and indicated if he or she was interested in being an officer.]

Charles: The Chair works with Redevelopment staff to formulate the agenda, determine topics for discussion, and manage/facilitate the monthly PAC meetings. He or she may also represent the PAC in meetings involving all the various PAC chairs. The Vice Chair fills in when the Chair is absent and supports the Chair in ensuring all voices are heard and the meetings are run on time. The Secretary helps with recording the minutes and tracking motions and recommendations.

b. Action: Elect Chair, Vice Chair, and Secretary

Ulysses: I will now accept nominations for the position of Chair.

MOTION – Anna/Daniele: Nominate Charles Maze for the position of Chair. Charles accepts.
Passes (10-0-1c).

Charles: I will now accept nominations for the position of Vice Chair.

MOTION – Lynn/Anna: Nominate David Nelson for the position of Vice Chair. David accepts.
Daniele/Mario: Nominate Jose Lopez for the position of Vice Chair. Jose accepts. David elected to be Vice Chair (8-3-0 by paper ballot).

Charles: I will now accept nominations for the position of Secretary.

MOTION – Cynthia/Daniele: Nominate Anna Orzel-Arnita for the position of Secretary. Anna accepts. Passes (10-0-1c).

c. Information: Redevelopment 101

Tracy Reed presented an overview of Redevelopment using a PowerPoint presentation as a guide. Topics covered included: Agency Structure, Project Areas, Agency Organizational Chart, What Is Redevelopment, Purpose of Redevelopment, Redevelopment Law, Redevelopment Activities, Redevelopment Objectives, What Guides Redevelopment, Redevelopment Plan, Implementation Plan, Participation Guidelines, Affordable Housing, What Redevelopment Cannot Do, Redevelopment Authority, What Tools Are Available, and PAC Responsibilities.

Charles: Slide 6 on “Purpose” is important because it summarizes what the PAC should be considering when it comes to projects: removing physical/economic blight, providing low/moderate-income housing, increasing tax increment, providing development assistance, and assembling land. The PAC is like the board of a bank. Issues related to planning are to be considered by the community planning groups.

David: I look at the PAC as the board of a business whose purpose is to improve the Crossroads area and its profitability. We need to invest in projects that will raise the tax increment collected.

d. Information: Credit Agency Presentation for Crossroads Bonds

Staff played a professional video that was made to familiarize the credit rating agencies in New York with the projects and programs happening in Crossroads. It was a cost-effective way to promote the project to the credit rating agencies without having to fly them to and hosting them in San Diego. The effort was part of the bond issuance the Agency recently completed. The video was about five (5) minutes long. The script was passed out. The video will be posted on the Agency’s website.

Laura Riebau: Why does the video show vacant lots?

Tracy: The idea was to show the investors what the current conditions are in Crossroads.

Daniele: Who maintains the El Cajon Boulevard medians?

Charles: The College Heights Enhanced Maintenance Assessment District takes care of the medians. That group is associated with the College Area BID.

Daniele: Did the Agency contribute to the retail buildings and housing development shown?

Tracy: No. They were included in the video to show the independent private developments going on that have enhanced/raised tax increment levels.

Daniele: How did the Agency help the New Roots Community Farm?

Charles: The Agency helped with the fencing.

Daniele: The estimated cost for the North Chollas Community Park includes utilities and not just the building itself.

e. Discussion: PAC Organization and September 2010 Workshop

Charles: I want folks to feel free to ask questions and get help on where to get answers. My responsibility is to facilitate the discussion and ensure everyone gets heard respectfully and fairly. We’re frequently requested to make recommendations on very complicated items. I’ll try to make sure our recommendation votes do not happen in the same meeting we’re hearing the items for the first time. We’re also considering setting up subcommittees where fuller discussions of items can take place before a vote by the whole PAC. The September 2010 PAC meeting will be dedicated to do a workshop to clarify PAC responsibilities and priorities and receive community input and then channel them to the appropriate groups (e.g., community planning group).

Anna: How will the workshop be noticed? Will the community help set up our priorities?

Charles: We want to clarify what the PAC's role is. We want to take community input and then channel them back to the appropriate community groups for vetting and then have the community groups "report" back to the PAC on what the community priorities are, as fitting.

Anna: We should have a strategy on how to notice the workshops.

Charles: I would like to focus the September 2010 workshop towards community leaders who can then relay the discussions back to their constituents.

Daniele: Can the "Crossroads Park Working Group Summary Report & Recommendations – May 12, 2005" be distributed again to the PAC members?

Anna: When will the subcommittees be determined?

Charles: Over the next couple of months.

Mario: What method will we use to gather community input? Stickers on posters?

Charles: That has yet to be decided.

Jose: What about the vacant PAC position?

Charles: We're advertising that the position is available through a notice in the agenda.

Jan Hintzman: Community groups will help the PAC identify priorities?

Charles: Yes. The idea is to have a dialogue between the PAC and community groups, with the discussions primarily occurring within the community groups and the PAC sorting out the priorities brought forth by the community groups. We can then have something against which future project and funding proposals could be considered. Let's take advantage of the lull in projects coming before us to clarify our priorities.

8. NEXT MEETING DATES & TENTATIVE AGENDA ITEMS:

a. September 23, 2010:

- 1) Workshop and PAC Roles/Responsibilities

b. October 28, 2010:

- 1) Information: Affordable Housing 101 (tentative), Brown Act and Ethics Overview, Redevelopment Plan Amendment (merger)

9. ADJOURNMENT: at 8:40 p.m.

Prepared: 09-13-10 uip

Revisions: None

Draft (Final) Approved: September 23, 2010

Motion was by: Daniele/Anna

Revisions are in: *Double Underlined and Italic*

Vote was: 11-0-0