



**COUNCILMEMBER MYRTLE COLE  
FOURTH COUNCIL DISTRICT**

**M E M O R A N D U M**

DATE: February 27, 2015

TO: Council President Sherri Lightner

FROM: Councilmember Myrtle Cole, Fourth Council District *Myrtle Cole*

SUBJECT: Economic Development and Intergovernmental Relations Committee Work Plan and Mission Statement for 2015

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I am honored to lead the City Council's Economic Development and Intergovernmental Relations (ED&IR) Committee. Pursuant to Rule 6.1.3 of the Permanent Rules of Council, I am pleased to submit the ED&IR Committee Work Plan and Mission Statement for 2015.

**Mission Statement**

To facilitate economic development activities that assist in developing, sustaining, and expanding businesses to create a strong local economy. To participate in advancing a strong, effective advocacy voice and presence for public policy at all levels of government to develop a climate conducive to improving the quality of life in the city of San Diego.

**Work Plan**

The 2015 Work Plan incorporates suggestions from each Councilmember that helps to further the mission of the Committee.

*Economic Development Strategy (EDS)/Economic Development Programs*

- Continued oversight of implementation of the EDS
- Review and update existing Economic Development Council Policies and Programs (i.e. Storefront Improvement Program, Economic Incentive Agreements, etc.)
- Explore and create new tools to further advance the City's EDS (i.e. Promise Zones, Opportunity Zones, EIFDs, etc.)
- Engage the Governor's Office of Business and Economic Development (GO-Biz) on programs available to local businesses
- Lay the foundation for the next EDS update
- Improve the connection between small businesses and City Hall

- Support efforts and programs that encourage San Diegans to buy locally (i.e. “Think Local First” campaign)
- Create a Small Business Bonding Assistance Program to create competition and to enhance the opportunities of small and emerging local construction businesses in the city

#### *Intergovernmental Relations*

- Work directly and visit with State and Federal delegations and our lobbyists to pursue an aggressive legislative agenda for San Diego
- Regular reports from the following agencies in accordance with any applicable Council Policies:
  - o San Diego Unified Port District
  - o San Diego Regional Airport Authority
  - o San Diego Convention Center Corporation
  - o Civic San Diego
  - o San Diego Regional Economic Development Corporation
  - o San Diego Military Advisory Council
  - o BIOCUM
  - o CONNECT
  - o San Diego Workforce Partnership
- Enhance educational partnerships by engaging local school districts
  - o Engage local school districts for potential joint use facility agreements for increased access to local recreation programs and field use
  - o Engage local school districts for Penny for the Arts programs that incorporate appropriate arts and music programs for students at schools throughout the city with the Penny for the Arts funds
  - o Raise awareness about the activities of the City’s Youth Development Program, monitor the effectiveness of the programs, and look for opportunities for enhancement

#### *Open Data and Information Technology*

- Continued oversight and implementation of the Open Data Policy
- Implementation of e-government services (i.e. online permitting, payments, procurement, etc.)

#### *Binational Affairs/International Trade/Foreign Affairs*

- Oversight and support for the Global Cities Initiative
- Implementation of the San Diego Metropolitan Export Plan to maximize exports and modernize port infrastructure to bolster the region on the international stage
- Updates on the collaborations between San Diego and Tijuana department directors
- Updates from the CaliBaja MegaRegion initiative on regional efforts
- Potential partnerships with Tijuana’s Innovadora Expo

*Workforce Development*

- Expansion of the Youth Employment Initiative: Connect2Careers Summer Youth Program
- Partner with the business community and local colleges to close the job skills gap
- Request updates from the San Diego Workforce Partnership on youth and veteran job placement programs and career fairs

*Prevailing Wage and Living Wage Ordinance*

- Annual review and evaluation of the Living Wage and Prevailing Wage Ordinances to ensure that policies are current, effective, and compliant.

I look forward to a productive year in which the ED&IR Committee will guide the City in the development, management and creation of economic development services and programs in support of a strong economy for San Diego.

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