

**NORTH BAY REDEVELOPMENT  
PROJECT AREA COMMITTEE**

**Minutes of Meeting  
September 8, 2010**

The meeting was called to order at 7:35 AM by Chair Christopher Clifford. Proceedings ensued as follows:

1. ROLL CALL / PRELIMINARY MATTERS

Members present: Brian Apramian (arrived late), Jeff Barfield, Chris Clifford, Sam Duran, Robert Durgan, Joe Mannino, Dale Pursel, Christine Robinson, Andre Simpson, Kurt Sullivan, and Dorothy Surdi (arrived late).

2. MINUTES OF PREVIOUS MEETINGS

Mr. Pursel moved, Mr. Sullivan seconded, to approve the June 2, 2010 PAC minutes. The PAC voted 7-0-1. Ms. Robinson abstained.

3. COMMUNICATIONS AND PUBLIC COMMENT

A. Public Comment

- Anne Bernstein, representing Urban Corps of San Diego, presented artwork for its proposal mural for the Rosecrans and Jefferson Street underpass and asked for suggestions to the design. Members asked that the military representation be all inclusive and that the group reach out to the Old Town and North Bay (Midway) Planning groups for input. The group reminded Urban Corps that any support will come after final approval of the artwork and sufficient outreach to the community.
- Mike Compass, representing AMIKAS, lives in Clairemont. AMIKAS is seeking to create a plan community for Veterans at the current Post Office site. The project will promote the residential land use. They plan to partner with VVSD and create a place with a working community and greenery. The design plan will keep the Lindbergh Memorial Plaque. The project will start small with about a dozen people and then build from there.
- Daniel Beeman, community member, expressed his desire for the North Bay community to provide more short term solutions for housing the homeless. He recently toured Homeless PATH that has similar land uses as North Bay.

B. Update from City Staff

- Robert Chavez introduced the newest North Bay staff member Krissy Toft. Krissy was previously working in the City Heights Project Area. Sam will continue to work on projects for North Bay.
- Krissy Toft introduced herself. With 12 years of redevelopment experience, she started her redevelopment career with the City of San Diego, worked for the City of Poway for seven years before returning to City of San Diego Redevelopment Agency in 2008.
- Lydia Goularte-Ruiz announced that as of July 1, 2010 the Redevelopment Agency is its own City Department.
- PAC members were reminded that they cannot participate in any programs that they recommend to the Agency Board.
- Staff presented the budget for the period ending May 30, 2010.
- Staff is requesting a Special Meeting for October 6, 2010.

4. INFORMATIONAL/ACTION ITEMS

- A - PAC Election – The PAC election will be held October 5, 2010 at Urban Corps. Members up for re-election are encouraged to submit their Candidate Registration Forms early. The deadline is Thursday, September 30, 2010.
  
- B - Proposed Redevelopment Plan Amendment – Post Office Annexation – Staff member Sam Johnson provided an overview of a possible plan amendment to annex the Midway Post Office site into the Project Area. The U.S. Postal Service is working with CB Richard Ellis to sell the 26 acre site. Mike Garcia, Agency consultant, presented plan amendment procedures and the potential tax revenue benefit to the Project Area. The two scenarios are as follows:

Scenario	Potential Property Value	Potential Tax Increment Capital/Housing Funds
1: Private Industrial Use	\$62,500,000	\$8.6 million/\$3.7 million
2: Mixed Use Development		\$43.5 million/\$16.4 million

Staff requested a recommendation to further study economic impacts, a blight analysis and environmental analysis associated with a plan amendment to expand the Project Area. Mr. Sullivan would like CB Ellis to engage the North Bay Planning Group to discuss the proposals they received. He also mentioned that the North Bay Planning Group would fully support the annexation of the post office site. Mr. Mannino would like to see an additional scenario in the study that shows the revenue generated to the City if the parcel was not annexed into the Project Area. Other comments included: inquires about the proposals CB Ellis received and the ability for the Agency to participate in the development of the property. Ms. Robinson moved, Mr. Simpson seconded to further study the annexation of the Post Office into the Project Area. A friendly motion was accepted to include a side-by-side comparison of revenue that would be generated to the City. The motion passed 9-0. Mr. Barfield recused himself since his firm is responding to the Request for Proposals for the environmental work associated with Agency plan amendments.

The PAC requested that the Mayor be apprised of the Agency’s study to annex the Post Office. Ms. Robinson moved, Ms. Surdi seconded for staff to communicate with the Mayor’s Office that the Agency is studying the possible annexation of the Post Office. Motion passed 9-0. Mr. Barfield recused.

After the vote, Mr. Sullivan requested that his vote be stricken from the record. Mr. Sullivan is unsure if his company plans to participate in the CB Ellis RFP process for the purchase of the post office. Mr. Sullivan would like staff to clarify what level of knowledge is needed to create a conflict of interest. Mr. Pursel moved, Ms. Surdi seconded to allow Mr. Sullivan to recuse himself from the Proposed Post Office annexation discussion. Motion passed 8-0. Staff will follow up on Mr. Sullivan’s request to clarify his concerns.

- C - North Bay Video Presentation– Staff presented the North Bay video. The video was created to market the project area and was part of the presentation for the recent sale of the housing tax allocation bonds. The video will be shown on City-TV and placed on the Agency’s website.
- D- Peninsula YMCA– Staff member Sam Johnson introduced the item and reviewed the language that will be included in the Amended and Restated Site Improvement Agreement. Rob Sauvajot, representing the YMCA, presented the proposed YMCA marketing plan. Concerns were expressed about the marketing plan competing with other gyms in the neighborhood. Members asked about the possibility of having a kiosk available to provide information on other health and fitness related activities in the community. Members expressed that the market for most gyms are people between the ages of 25-35 years old. They would like to see the YMCA target seniors and youth which is one of the goals of assisting the project. The Committee would like to see the YMCA offer ideas and language to assist with meeting the PAC’s marketing objectives. Members agreed to create a subcommittee to provide feedback to staff and the YMCA on the marketing plan. Members Apramian, Clifford, and Robinson agreed to be on the committee. Mr. Pursel and Mr. Mannino recused.

5. COMMITTEE REPORTS

Rosecrans Corridor Study Update - Mr. Mannino provided an update on the Rosecrans Corridor Study. The study developed a list of 22 recommendations. These improvements include the double left hand turn land for Rosecrans Street.

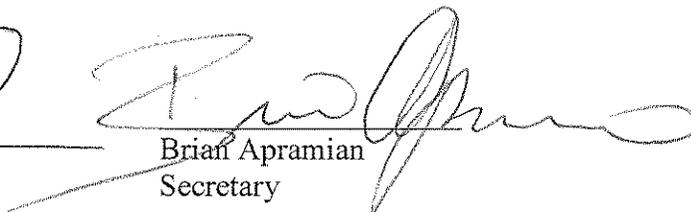
Uptown Community Plan Update – Mr. Barfield did not provide an update on the Uptown Community Plan. The community meetings for the Uptown Community Plan will start next month.

6. ADJOURNMENT: The meeting was adjourned at 10:00 AM.

Dated: September 8, 2010  
Lydia Goularte-Ruiz, Assistant Project Manager

Approved by vote of the Committee on \_\_\_\_\_, 2010.

  
Christopher Clifford  
Chair

  
Brian Apramian  
Secretary