

**THE COMMITTEE ON  
RULES AND ECONOMIC DEVELOPMENT  
OF THE CITY COUNCIL OF THE CITY OF SAN DIEGO**

**Council President Pro Tem Sherri Lightner, Chair  
Councilmember Kevin Faulconer, Vice Chair  
Councilmember Mark Kersey  
Councilmember David Alvarez  
Councilmember Marti Emerald**

**ACTIONS FOR  
WEDNESDAY, APRIL 24, 2013, AT 9:00 A.M.**

**COUNCIL COMMITTEE ROOM (12TH FLOOR),  
CITY ADMINISTRATION BUILDING  
202 C STREET, SAN DIEGO, CALIFORNIA**

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All Committee members present.

NON-AGENDA PUBLIC COMMENT : None

PUBLIC COMMENT ON REGULATORY STREAMLINING, OPEN GOVERNMENT AND  
ECONOMIC DEVELOPMENT SUGGESTIONS: None

COMMITTEE COMMENT: None

CITY ATTORNEY, IBA, AND MAYORAL STAFF COMMENT: None

SPECIAL ORDER OF BUSINESS

Approval of the Record of Action Items for April 10, 2013.

**ACTION:** Motion by Councilmember Alvarez, second by Councilmember Faulconer, to approve.

**VOTE:** 4-0; Lightner-yea, Faulconer-yea, Kersey- yea, Alvarez-yea,  
Emerald-absent

ADOPTION AGENDA

**ACTIONS**  
**Committee on Rules and Economic Development**  
**April 24, 2013**

- 2 -

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ITEM-1: Report from the San Diego Convention Center Corporation regarding the San Diego Convention Center Corporation Mid-Year Performance Update  
*(Informational Item)*

ACTION: Motion by Vice Chair Faulconer, second by Chair Lightner that the IBA review the Sales and Marketing Services Contract (Contract) between the San Diego Convention Center Corporation (SDCCC) and the San Diego Tourism Authority (SDTA, formerly, the San Diego Convention and Visitors Bureau) and work with SDCCC staff to identify additional performance measures to be included in a report to be presented to the City Council in July 2013.

The Committee requested that the following performance measures be included in the report to the City Council:

- Convention Center occupancy
- Maximization of operational revenue
- Reduction of the City's General Fund subsidy
- Growth of the SDCCC reserve fund
- Reduction on SDCCC maintenance needs

Additionally, as a part of the report to City Council, the Committee requested that SDCCC staff provide:

- Parameters for the discounting of convention center space, including a report of actual discounts
- Long term sales and marketing plan, required by section 2.1 of the Contract to be presented to SDCCC on an annual basis
- Progress on a five-year long term sales and marketing plan
- Progress on the Convention Center expansion, including status of Coastal Commission consideration of the project.

VOTE: 5-0; Lightner-yea, Faulconer-yea, Kersey- yea, Alvarez-yea,  
Emerald-yea

ITEM-2: Report from San Diego Workforce Partnership regarding the Implementation of the 2013 CONNECT2Careers San Diego Program (*program formerly known as Hire-A-Youth – Informational Item*)

ACTION: Informational only. No action taken. The Committee requested

**ACTIONS**  
**Committee on Rules and Economic Development**  
**April 24, 2013**

- 3 -

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regular future updates regarding the 2013 CONNECT2Careers San Diego Program.

ITEM-3: Report from the Office of the City Clerk regarding Timeline of Potential Updates to Elections-related San Diego Municipal Code and Charter Sections

ACTION: Motion by Councilmember Emerald, second by Chair Lightner, to request that the City Clerk and the City Attorney research appropriate changes to address the "Inauguration Date" and "Special Election"- related issues identified and report back with proposed Charter and Municipal Code revisions to the Committee at the July 10<sup>th</sup> Committee meeting.

VOTE: 5-0; Lightner-yea, Faulconer-yea, Kersey- yea, Alvarez-yea, Emerald-yea

ITEM-4: Status Update Presentation from City Funds Commission (*Informational Item*)

ACTION: Informational only. No action taken. The Committee requested that the Office of the Independent Budget Analyst look at how much money is being generated at the Mt. Hope Cemetery, how much money the City is putting into it, and, if possible, some future projections for the land-use at Mt. Hope Cemetery and for General Fund monies needed to support it. Additionally, the Committee requested that the IBA work with the City Treasurer and report back to the Committee on options, tools, or other formulas for growing the Mt. Hope Cemetery Perpetuity Fund.

  
Sherri S. Lightner  
Council President Pro Tem