

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

**Councilmember Sherri S. Lightner, Chair
Councilmember Lorie Zapf, Vice Chair
Council President Pro Tem Kevin Faulconer
Councilmember Marti Emerald**

**AGENDA FOR
MONDAY, SEPTEMBER 17, 2012, AT 9:00 A.M.**

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

For information, contact Dominika Bukalova, Council Committee Consultant
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(619) 236-6972

NON-AGENDA PUBLIC COMMENT

PUBLIC COMMENT ON REGULATORY RELIEF SUGGESTIONS

COMMITTEE COMMENT

CITY ATTORNEY, IBA, AND MAYORAL STAFF COMMENT

SPECIAL ORDER OF BUSINESS

Approval of the Record of Action Items for July 23, 2012

ADOPTION AGENDA

ITEM-1: Economic Development and Strategies Committee Discussion regarding
International Trade policies and priorities for San Diego

A. Presentation from Jeffrey Williamson, Statewide Director, Centers
for International Trade Development in partnership with the Governor's
Office of Business and Economic Development, regarding

["State Supported Export Promotion and Export Education
Opportunities for Small Businesses"](#)

[International Affairs and Trade Development Background Information](#)
[California State Trade and Export Promotion \(STEP\) Program Website](#)
[California STEP Fact Sheet](#)
[Governor's Office of Business and Economic Development-Export](#)

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[Assistance Website](#)

B. Presentation from Hugh Constant, President & CEO, World Trade Center San Diego, regarding

[“World Trade Center Initiatives and Priorities for San Diego”](#)

[World Trade Center San Diego Background Information](#)

[“About WTCSD” Website](#)

C. Presentation from Lydia Moreno, Economic Development Coordinator, City’s Office of Economic Growth Services, regarding

“Foreign-Trade Zone Program”

[City of San Diego Foreign-Trade Zone Program Website](#)

[Foreign-Trade Zone Fact Sheet](#)

D. Presentation from Christina Luhn, Ph.D., Director, Mega-Region Initiative at San Diego Regional Economic Development Corporation, regarding

[“Cali Baja Bi-National Mega-Region Initiative Priorities and Related Recommendations for San Diego”](#)

[Mega-Region Initiative Background Information](#)

[Cali-Baja Mega-Region Initiative Website](#)

ITEM-2: Report from Economic Development regarding [Fiscal Year 2013 Community Parking District Program and Annual Plan](#)

ITEM-3: Regulatory Relief Day Follow-up Working Group Matrix Update

[Committee Consultant Item Summary](#)

[Regulatory Relief Suggestions Matrix: “Review Ongoing as of September 2012”](#)

[Regulatory Relief Suggestions Matrix: “Review Completed in 2012”](#)

[Community Planners Committee Response Letter to Suggestion #27, Part 4](#)

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Sherri S. Lightner
Chair

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DIAL-A-COUNCIL: The City Clerk's office has implemented Dial-A-Council to enable the public, City officials, and staff to listen to the Council Committee meeting while it is in progress. To listen to the Committee meeting, dial 533-4001 beginning at 2:00 p.m. (Wednesday). Note: Rancho Bernardo and Rancho Peñasquitos residents dial 484-7711 and ask the Citizen's Assistance operator to connect you to Dial-A-Council.

INTERNET ACCESS TO COMMITTEE AGENDAS: The internet address is:
www.sandiego.gov Reports / memos submitted to the Committees are linked to the appropriate agenda item as they become available.

ACCESS FOR PEOPLE WITH DISABILITIES: This information will be made available in alternative formats upon request. To request an agenda in an alternative format or to request a sign language or oral interpreter for the meeting, call the City Clerk (533-4000-voice or 236-7012-TT) at least five working days prior to the meeting to ensure availability. Assistive Listening Devices (ALDs) are available from the City Clerk's Office prior to the meeting, and are to be returned at the end of the meeting.

TELEVISED MEETINGS: Committee meetings are televised "live" on Cox Cable 24 and Time Warner Cable 24. For information on re-broadcasting of Committee meetings, the City Access San Diego Channel Program Guide is available on the following Internet address:
<http://www.sandiego.gov/citytv/>

VIEW LIVE & ARCHIVED COMMITTEE MEETINGS via the INTERNET: Committee meetings can be viewed live (at the scheduled meeting time) via the internet at the following Internet address: www.sandiego.gov Click on "CityTV24," then click "Live webcast." Archived Committee meetings beginning October 2005 to the present date can also be viewed via the Internet by clicking on "Archive."

COMPACT DISCS (CD'S) & VIDEO TAPES: Compact Disc recordings of Committee meetings are available for review in the Office of the City Clerk or may be purchased by contacting the Public Information Section of the Clerk's Office at (619)533-4000. Also, copies of video tapes of Committee meetings may be purchased from CityTV Services Program by calling (619)533-4784.

NON-AGENDA PUBLIC COMMENT: Any member of the public may address the Committee on any subject in its area of responsibility on any matter not presently pending or previously discussed at the Committee. Comments are limited to three (3) minutes and are non-debatable. At the conclusion of the comment, the Committee Chair shall have the discretion to determine appropriate disposition of the matter. To exercise this right, members of the public wishing to address the Committee under APublic Comment@ must submit a APublic Comment Request@ form prior to the meeting. Subject matter and time limitations are noted on the form. Pursuant to open meeting laws, no discussion or action, other than a referral, shall be taken by the

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Committee on any issue brought forth under APublic Comment.@

If a COMMUNICATION REQUEST FORM is submitted to the City Clerk seven (7) calendar days prior to the Committee meeting, the matter may be placed on the agenda as a scheduled communication and the Committee may discuss the item prior to its appropriate disposition.

REQUESTS FOR CONTINUANCE: Members of the public may request an item be postponed or rescheduled by submitting prior to the meeting a “Request to Speak” form and asking that the matter be “continued.” The decision whether to continue the matter is at the Council’s discretion.

CONSENT AGENDA: The Chair may entertain a motion by a Committee Member to approve certain noncontroversial agenda items as consent agenda items at the beginning of the meeting.

COUNCIL COMMENT: Committee Members may make brief announcements or give a brief report on their activities on matters not on the agenda. Additionally, non-Committee Councilmembers may appear and address the Committee on any agenda item, although non-Committee Members may not deliberate or vote on such matters.