



**OFFICE OF COUNCILMEMBER MYRTLE COLE
FOURTH COUNCIL DISTRICT**

M E M O R A N D U M

DATE: January 13, 2014

TO: Council President Pro Tem Sherri Lightner

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

SUBJECT: 2014 Economic Development & Intergovernmental Relations Committee Priorities

I am pleased to offer my priorities for the Economic Development & Intergovernmental Relations Committee.

Economic Development Strategy Update

- The ED&IR Committee should make recommendations for a multi-year plan to promote job creation and economic growth in the City. This strategy is necessary to promote neighborhood revitalization and increase city revenue.

“San Diego First” Policy

- Develop a local purchasing preference policy for the City of San Diego. The City of San Diego has the ability to use its purchasing power to ensure competitiveness and strengthen the local economy.

e-Government Innovation

- Seek innovative approaches and tools to improve public participation and access, government performance, and service delivery for city functions.

Intergovernmental Relations

- Improve and expand the City Council’s role and participation in intergovernmental relations and affairs. Examine the current team (staff and contracted lobbyists) and provide recommendations on how to broaden Council’s participation in providing more pro-active legislation and support of legislative measures that can enhance the City’s capacity to provide community services.

Neighborhood Revitalization and Investment

- Support and encourage the City and Civic San Diego to pursue legislation that expands community and economic development tools and funding options for city services and infrastructure, such as IFDs, New Market Tax Credits, etc. In the absence of state redevelopment agencies, these programs will aid to spur revitalization efforts of low-income and impoverished communities.

Jobs, Small Business and Workforce Development

- Support and encourage legislation that strengthens small businesses, grows small business activity, including targeted growth among local, homegrown businesses in the City.
- Support efforts to allocate revenues to small businesses incentive programs that will encourage innovation and business opportunities, stimulate investment in neighborhoods, as well as create new, real jobs and train workers.
- Seek legislation and grants that enhance the effective education of the City's children and youth (ages 0-21) from pre-school through post secondary education, including school readiness, educational enhancement institutions and organizations aimed at increasing the employment rate and employability of young adults.
- Build upon the City's relationship with the San Diego Workforce Partnership and provide support to its workforce development system, one-stop centers, and other programs and training opportunities to address worker skill gaps and industry opportunities.
- Support efforts to enhance international trade and cross-border relations, which benefits local businesses, port development, and the overall local economy.

If you have any questions or need further information, please contact Pamela Ison in my office at (619) 236-6701.

MC:pi