

THE CITY OF SAN DIEGO, CALIFORNIA
MINUTES FOR SPECIAL COUNCIL MEETING
OF
WEDNESDAY, DECEMBER 2, 1992
AT 2:00 P.M.
IN THE COUNCIL COMMITTEE ROOM - 12TH FLOOR

To Council Members Wolfsheimer, Roberts, Hartley, Stevens, Behr, Stallings, McCarty, and Filner, members of the City Council of the City of San Diego, California:

A SPECIAL MEETING of the City Council is hereby called to be held in the Council Committee Room, 12th floor City Administration Building, 202 C Street, San Diego, California, on Wednesday, December 2, 1992 at the hour of 2:00 p.m.

Said meeting will be held for the purpose of continued deliberation and actions on economic development activities in the City of San Diego.

Dated November 25, 1992

MAUREEN O'CONNOR, MAYOR

CHRONOLOGY OF THE MEETING:

The meeting was called to order by Mayor O'Connor at 2:07 p.m. Mayor O'Connor adjourned the meeting at 3:30 p.m.

ATTENDANCE DURING THE MEETING:

- (M) Mayor O'Connor-present
- (1) Council Member Wolfsheimer-present
- (2) Council Member Roberts-present
- (3) Council Member Hartley-present
- (4) Council Member Stevens-present
- (5) Council Member Behr-present

(6) Council Member Stallings-excused by R-281371 (Clean Water City business)

(7) Council Member McCarty-present

(8) Council Member Filner-not present
Clerk-Fishkin (11)

FILE LOCATION: MINUTES

ITEM-1: ROLL CALL

Clerk Fishkin called the roll:

(M) Mayor O'Connor-present
(1) Council Member Wolfsheimer-present
(2) Council Member Roberts-not present
(3) Council Member Hartley-present
(4) Council Member Stevens-present
(5) Council Member Behr-present
(6) Council Member Stallings-not present
(7) Council Member McCarty-present
(8) Council Member Filner-not present

PUBLIC COMMENT:

ITEM-PC-1: REFERRED TO THE CITY MANAGER

Comment by Kenneth R. Jackman regarding the additive of a chemical to the effluent at the Point Loma site which would bring the bacteria count to a minimum.

FILE LOCATION: AGENDA

COUNCIL ACTION: (Tape location: A007-040.)

ITEM-PC-2: REFERRED TO THE CITY MANAGER

Comment by Eric Siegel regarding the Council's inability to rectify the City's graffiti problem and their lack of interest in his recommendations presented to them last year.

FILE LOCATION: AGENDA

COUNCIL ACTION: (Tape location: A042-109.)

ITEM-601: (R-93-977 Rev.)

ADOPTED AS AMENDED AS
RESOLUTION R-281171

Adoption of a Resolution moving forward on the following items so that further positive action to enhance the City of San Diego's Economic Development Program efforts can be taken by the Council no later than mid-February:

1. An updated City marketing program developed in concert with various agencies charged with attracting business to San Diego should be brought forward to the City Council by the Manager.
2. If the indicators of economic recovery prove correct, a small business loan fund of \$500,000 should be developed and brought back to Council. This fund should be provided from City reserve funds that have been held back in the event the economy got worse and City revenues continued to fall short of projections.
3. Direct the City Attorney in concert with John Culver to pursue funding which may be available through the economic conversion portion of the Defense Appropriation bill to deal with layoffs and dislocations attendant to the loss of General Dynamics and other defense contractor business.
4. Ask the City Manager to coordinate economic summits in each Council district, so that a plan for economic development can be brought forward to Council for every part of the City.
5. Have the City Manager bring forward an update to the accelerated capital expenditure plan.
6. Again request that the City's Port Commissioners implement a bond financing effort for the Port capital improvements plan and bring back to Council a schedule of programs and projects.
7. Move ahead with an accelerated effort to update the Zoning Code.

8. Ensure the immediate implementation of the program to reduce permit processing time for targeted industries and projects by 50%.

(See memorandum from Mayor O'Connor dated 11/30/92; City Manager Report CMR-92-374; City of San Diego Economic Development Task Force Report.)

FILE LOCATION: MEET

COUNCIL ACTION: (Tape location: A110-B512.)

MOTION BY HARTLEY TO ADOPT WITH THE FOLLOWING AMENDMENTS AND ADDITIONS AND TO DIRECT THE CITY MANAGER TO:

1. GET PERSONALLY INVOLVED AND ACCELERATE THE DEVELOPMENT AND COMPLETION OF THE FOLLOWING PROJECTS:

FAIRMOUNT/MONTEZUMA RAMP ONTO ROUTE 8 WHICH HAS BEEN UNDER DESIGN FOR FIVE YEARS; ENCANTO NEIGHBORHOOD PARK, MARKET STREET ACQUISITION AND WIDENING, SAN PASQUAL STREET IMPROVEMENTS, REALIGNMENT OF 43RD STREET AT NATIONAL AVENUE INTO LOGAN AVENUE, ADDITIONAL LIGHTING IN SOME AREAS AND THE CHOLLAS CREEK FLOOD CONTROL CHANNEL.

2. IN AN EFFORT TO BECOME THE LEADER IN ENVIRONMENTAL TECHNOLOGY ("GREENTECH") AND LOW TECH, COME BACK TO COUNCIL IN 30 DAYS WITH AN IMPLEMENTATION PROGRAM THAT ADDRESSES FINANCING PROGRAMS FOR THIS INDUSTRY. HAVE THE PLANNING DIRECTOR AND THE CITY MANAGER MEET PERSONALLY WITH NOBEL FRANKLIN, AN ENVIRONMENTAL COMPANY IN SAN DIEGO DEVELOPING A PRODUCT CALLED GRIDMORE TO ASSIST THEM WITH A FINANCING PACKAGE AS WELL AS TO ASSIST THEM TO ACCELERATE THEIR SET UP OPERATION BY JUNE OF 1993. THIS PACKAGE SHOULD ALSO INCLUDE POSSIBLE FEE WAIVERS FOR THE \$2.00 SQUARE FOOT HOUSING TRUST FUND FEE WHICH IS TOO EXPENSIVE. REVIEW THE CITY'S POLICY ON ENVIRONMENTAL ISSUES AND WORK TO FAST-TRACK THESE DOCUMENTS. IN RELATION TO THIS PARTICULAR PROJECT, GIVE CONSIDERATION TO ONE MANAGER

WHO COULD TAKE OVER THE PROJECT AND WALK IT THROUGH TO COMPLETION AND GET ALL THE CITY'S DEPARTMENTS TO WORK TOGETHER AS A TEAM. FOLLOW UP ON THE CITY'S POLICY OF PREFERENCE FOR BUYING RECYCLED PRODUCTS.

3. ANALYZE THE POSSIBILITY OF THE SMALL BUSINESS FUNDING TO BE ALLOCATED TO THE BANKER SMALL BUSINESS COMMUNITY DEVELOPMENT CORPORATION - CDC FOR DISBURSEMENT. IDENTIFY HOW THE OFFICE OF SMALL BUSINESS CAN BE SUPPORTED WITH ADDITIONAL RESOURCES, AND COME BACK TO COUNCIL WITH RECOMMENDATIONS.
4. BE AWARE OF THE TREMENDOUS NEED FOR ECONOMIC DEVELOPMENT FOR YOUTH AT RISK IN DISTRICT #3 AND DEVELOP OTHER SIMILAR PROGRAMS THROUGHOUT THE CITY.
5. COME BACK TO COUNCIL AT THE FIRST COUNCIL MEETING IN JANUARY, 1993, WITH A LIST OF CIP PROJECTS AND WHAT THE TIMETABLE FOR ACCELERATION OF THIS CAPITAL EXPENDITURE PLAN WOULD BE.
6. ENSURE THE IMMEDIATE IMPLEMENTATION OF THE PROGRAM TO REDUCE PERMITTING PROCESSING TIME BY 50%. WITHIN THAT PERIOD OF TIME, IF THE CITY HAS NOT ACTED THEN IT'S DEEMED APPROVED. COST RECOVERY WILL NOT CONTINUE AFTER THAT DATE. THE COUNCIL DIRECTED THAT THIS PROCESS BE APPLIED ACROSS THE BOARD AND NOT ONLY FOR TARGETED INDUSTRIES AND PROJECT. MANAGER TO ASCERTAIN HOW MUCH TIME REASONABLY SHOULD IT TAKE TO GO THROUGH A DISCRETIONARY PROCESS FOR COST RECOVERY.
7. DEVELOP AN UPDATED FOCUS CUSTOMER SERVICE PROGRAM WITH AN EVALUATION COMPONENT AND BRING BACK TO COUNCIL FOR IMPLEMENTATION IN AN EFFORT TO CREATE A GENERAL CHANGE IN ATTITUDE WITHIN THE BUREAUCRACY WHEN DEALING WITH THE PUBLIC.
8. TO ALLOW THE PLANNING DEPARTMENT'S ZONING CODE UPDATE TEAM TO CONCENTRATE ITS EFFORTS TO FURTHER ACCELERATE THE ZONING CODE UPDATE AND MAKE THAT THEIR FIRST PRIORITY. SUGGESTION FOR ACCELERATION WOULD BE TO HAVE A DATA BASE COMPUTER SYSTEM WHICH INCLUDES EACH PIECE OF PROPERTY WITHIN THE CITY AND ALLOW THE PUBLIC TO ACCESS TO DETERMINE ALL ZONING SPECS TO MEET THEIR NEEDS. DEVELOP ONE APPLICATION FORM TO COMPLETE JUST ONCE AND HAND INTO ONE DEPARTMENT TO ELIMINATE THE NEED FOR REDUNDANCY AND WASTE OF TIME.

9. COME BACK TO COUNCIL WITH A STRUCTURE FOR A PROGRAM, BRINGING THE CHAMBER AND EDC INTO THE PROCESS, TO CONTACT BUSINESSES, BIG AND SMALL, WHERE WE COULD HAVE FOR EXAMPLE, A PARTNERSHIP WITH PRIVATE INDUSTRY FOR AN "EXECUTIVE LOANER" PROGRAM TO ASSIST THE CITY IN AREAS OF MARKETING AND SALES, FINANCE, AND TECHNOLOGY DEVELOPMENT, BANKING, INTERNATIONAL TRADE AND ENVIRONMENT.
10. ARRANGE TO HAVE THE COUNCIL'S ACTIONS ADOPTED AT THIS SPECIAL MEETING PRINTED IN BOTH THE CHAMBER'S AND EDC NEWSLETTERS.
11. DEVELOP A PILOT PROGRAM WITH TRANSPORTATION ORIENTED DEVELOPMENT PROGRAMS WHICH PUT IN NEW TRANSIT LINES AND REDEVELOPMENT THROUGH FEDERAL FUNDS. WORK WITH MTDB AND TALK ABOUT THE TRANSPORTATION PROJECTS THAT WE'RE PREPARED TO GO WITH IF GIVEN THIS FUNDING.
12. WORK WITH THE DEVELOPMENT COMMUNITY ABOUT PUTTING IN SMALL STRIP COMMERCIAL WITHIN EACH RESIDENTIAL AREA SO THAT PEOPLE CAN ACTUALLY AVAIL THEMSELVES OF THE PRODUCT OF SMALL BUSINESS.
13. GET INPUT FROM EACH COUNCIL MEMBER AND HAVE AN ADOPTION SCHEDULE FOR PRIORITIES FOR ECONOMIC DEVELOPMENT SUMMITS IN EACH DISTRICT.
14. NOTIFY ALL REDEVELOPMENT AGENCIES TO PREPARE LISTS OF PUBLIC IMPROVEMENTS NEEDED SHOULD MONIES BE AVAILABLE THEY COULD THEN ACCELERATE AND USE FEDERAL FUNDING.
15. ACCELERATE DISCUSSIONS AND THE FORMULA FOR OBTAINING CDBG FUNDING TO BE PREPARED WHEN PROCESSING STARTS. COME BACK IN EARLY JANUARY, 1993 TO COUNCIL WITH RECOMMENDATIONS.

Second by Roberts. Passed by the following vote:
Wolfsheimer-yea, Roberts-yea, Hartley-yea, Steven-not present, Behr-yea, Stallings-not present, McCarty-yea, Filner-not present, Mayor O'Connor-yea.

ADJOURNMENT:

The meeting was adjourned by Mayor O'Connor at 3:30 p.m.

FILE LOCATION: MINUTES

COUNCIL ACTION: (Tape location: B512.)