



THE CITY OF SAN DIEGO  
**REPORT TO THE CITY COUNCIL**

DATE ISSUED: January 9, 2008

REPORT NO.: 07-207

ATTENTION: Council President and City Council  
Docket of January 15, 2008

SUBJECT: Annual Project Area Committee Election for the North Bay Redevelopment  
Project Area.

REQUESTED ACTION:

Ratify the 2007 Project Area Committee Election results for the North Bay Redevelopment  
Project Area.

STAFF RECOMMENDATION TO THE CITY COUNCIL:

Ratify the 2007 Project Area Committee Election results for the North Bay Redevelopment  
Project Area.

SUMMARY:

In September 1997, the City Council authorized the formation of the 30-member North Bay Redevelopment Project Area Committee to advise the City Council and Redevelopment Agency regarding proposed projects within the North Bay Redevelopment Project Area. The City Council ratified the first PAC election results in November 1997, in accordance with the North Bay PAC Formation Procedures (PAC Procedures). The North Bay Redevelopment Project Area was adopted on May 18, 1998, by Ordinance No. O-18516.

Over the last year staff has been working to publicize the North Bay PAC's numerous vacancies. Prior to the annual 2007 PAC Election staff publicized the election at the June PAC meeting. In September 2007, election announcements were mailed to all property owners and tenants within the North Bay Project Area announcing the Tuesday, October 23, 2007 election. Due to the fires, the October 23, 2007 election was cancelled and rescheduled to December 11, 2007. Election announcements were resent to all property owners and tenants announcing the new election date. The mailing encouraged both candidates and voters to participate in the election, listed open seats, and provided the date, time, and location of the event. In addition, PAC election notices were posted throughout the project area, a press release was distributed, and a display ad was placed in The Peninsula Beacon, the community newspaper and the North Bay Project Area website was updated to include election information. The website allowed candidate registration forms, which were also available by mail, to be downloaded from the website for submittal to the Redevelopment Agency. Other informational items that were posted on the website included:

election voting requirements, an election flyer, Statement of Economic Interest forms, and sections of the Municipal Code governing the responsibilities of PAC members.

Eleven of the Nineteen PAC vacancies were filled at the Annual Election. Eight of the North Bay PAC seats still remain vacant. These vacant seats include the Business/Property owner seats for Linda Vista, Mission Valley, Peninsula, and Uptown, three residential tenant seats, and one community planning group seat (Clairemont Mesa). Although there has been significant outreach to publicize and attract new members to the PAC, filling all the 30-seats has been a challenge over the last few years.

If a potential candidate comes forward, the PAC is authorized to fill vacancies (for those positions not filled at the Annual Election) through appointment, until the next annual PAC election.

In accordance with the PAC Formation Procedures, the annual election results are not final until they have been ratified by the City Council.

FISCAL CONSIDERATIONS: None with this action. Administration of each PAC is funded through the Redevelopment Agency Annual Project Budget.

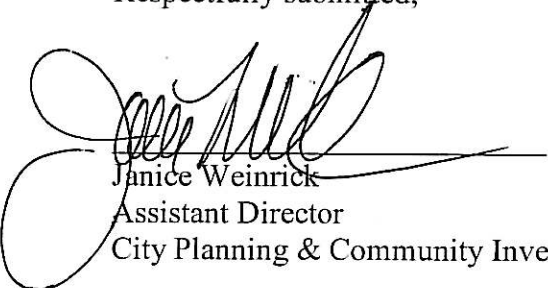
PREVIOUS AGENCY and/or COUNCIL ACTION: The City Council authorized staff to conduct the annual elections and extend the North Bay, Resolution 302843, Project Area Committee's for an additional year on July 17, 2007.

COMMUNITY PARTICIPATION & PUBLIC OUTREACH EFFORTS: An election announcement was mailed to all property owners and tenants in the Project Area. The mailing listed the open seats while providing the date, time, and location of the event. PAC Election notices were also posted within the Project Area. The Project Area's website was updated to inform the public about the elections. A display ad was placed in the Peninsula Beacon newspaper.

ALTERNATIVE:

Do not ratify the 2007 PAC Election results for the North Bay Redevelopment Project Area.

Respectfully submitted,

  
Janice Weinrick  
Assistant Director  
City Planning & Community Investment

  
Approved: William Anderson,  
Deputy Chief Operating Officer  
Land Use & Economic Development

Attachment 1: Exhibit A: City Clerk Memorandum North Bay PAC Election