



Improvement Agency

Proposed Restructure of Village Advisory Committee

May 12, 2008





Background

- Village Specific Plan – 1985
 - Parking/Business Improvement Area – 1987
 - “Village Council” thru Chamber Contract – 1987
 - Specific Plan Implementation
 - Main Street Program
 - CAC Vision for 2010 Report – 1990
 - Reinforced need to support Village
 - Implement Specific Plan
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Village Council

- 9 members appointed by Council
 - 4 Village Business Owners
 - 2 Chamber Board Members
 - 3 “at-large” members in tourism arena
- Implementation issues arose
- Incremental changes over time
- Reduced role of Chamber






Village Advisory Committee

- 9 member Council sub-committee
 - 2 City Council members
 - 5 Village Business owners
 - 2 “at-large” members
 - Responsibilities similar to original group
 - Issues grew and more varied over time
 - Primarily a “City-driven” process
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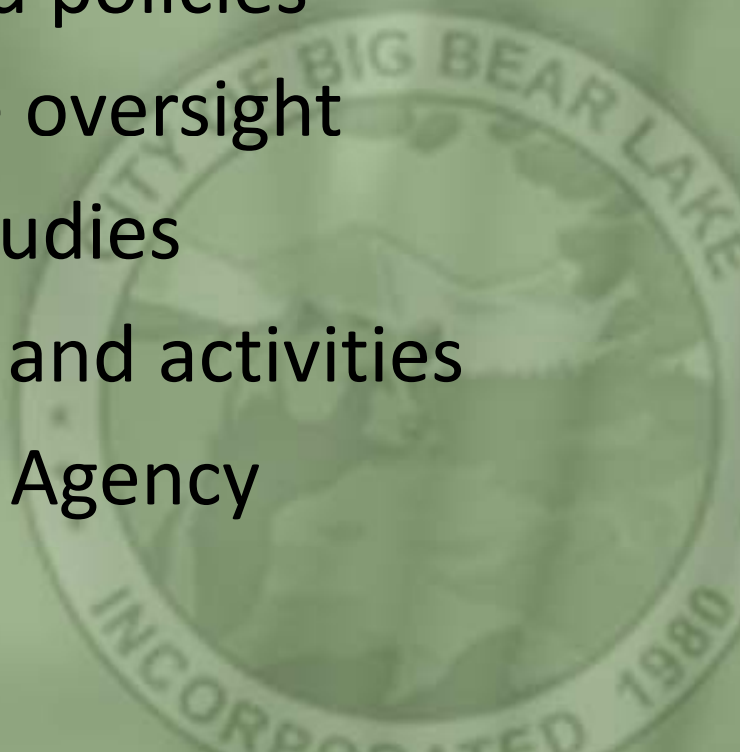


Village Initiatives Ahead

- Village Specific Plan Update
 - Sustained revitalization effort
 - Increase tourism
 - Reinforce Village as the City “core”
 - Wide range of complex issues
 - Real Estate Planning and Development
 - Business Development
 - Effective working group is critical
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Redevelopment Committee

- Real estate planning and development
 - Recommendations to IA and Planning Commission on projects and policies
 - Village Specific Plan Update oversight
 - Review market economic studies
 - Assessment District budget and activities
 - Regular progress reports to Agency
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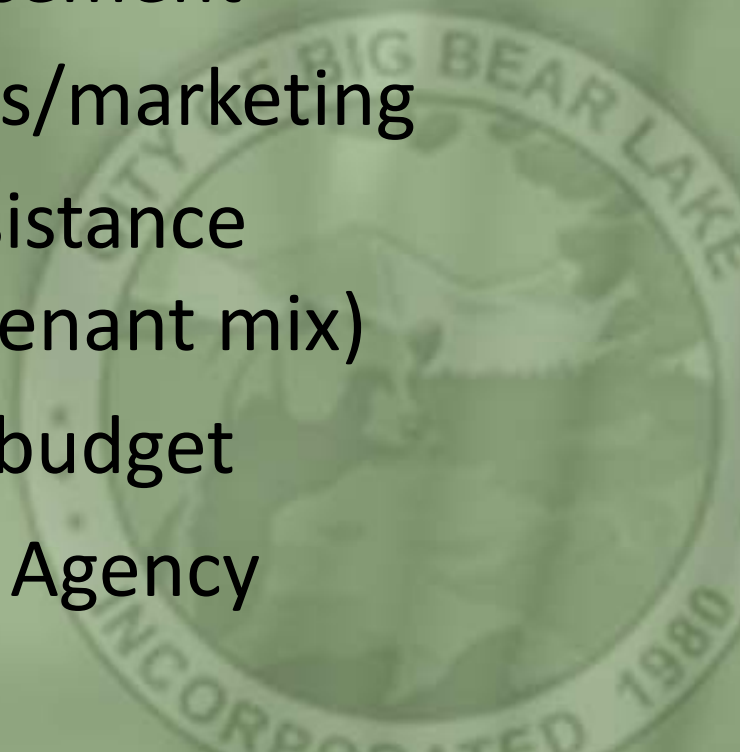


Redevelopment Committee

- 9 to 12 member committee
 - Redevelopment Director as lead staff
 - 1 Planning Commissioner
 - 1 Chamber Board Member
 - 5 to 7 Village Property Owners
 - 1 to 2 Village Business Owners
 - 1 “at-large” community stakeholder
 - Members selected by respective groups
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Business Committee

- Day-to-Day Business District Operations
 - Develop SOPs for District businesses
 - Events planning and enhancement
 - District oriented promotions/marketing
 - Review related business assistance initiatives (loan programs, tenant mix)
 - Recommendations on VAD budget
 - Regular progress reports to Agency
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Business Committee

- 9 to 12 member committee
 - Redevelopment Director as lead staff
 - 1 Chamber Board Member
 - 5 to 7 Village Business Owners
 - 2 to 3 Village Property Owners
 - 1 “at-large” community stakeholder
 - Members selected by respective groups
- 



Restructuring Benefits

- Shifts to a “community driven process”
 - Working committees with private sector sharing load
 - Less cumbersome and saves City staff resources
 - Council in directional leadership role
 - Separates real estate and business issues
 - Allocates them to appropriate parties
 - Facilitates renewed integration of Chamber
 - Provides “built-in” vetting groups
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Next Steps

- VAC meeting May 15th
- Develop consensus
- Bring back final recommendation
- Goal:
 - Implementation July 2008





Recommendation

- Provide initial input
- Direct staff to work with VAC
- Bring back final recommendation

