



NOVEMBER 2012 CSC & BOARD MEETING SUMMARY

City Selection Committee Meeting:

Ash Kalra of San Jose was re-appointed to the Bay Area Quality Management District, effective January 1, 2013, to fulfill a term expiring in January 2015.

Board of Directors Meeting:

John Mummert of Foothill Community College and Kara Gross of Joint Venture Silicon Valley presented an overview of a collaborative regional internship initiative intended to ensure the workforce in Silicon Valley is prepared and trained to meet the needs of private, public and non-profit employers, and that colleges have a replicable, universal structure for their internship programs. A working group has been formed, which includes Foothill College, JVSU, NOVA, and the two-county Next Generation Committee staff, to work on possible strategies. According to industry data, internships are the #1 way for companies to hire new employees; they are basically a three-month interview. A better workforce will benefit the region and promote economic development. It would be beneficial to bring together education specialists, practitioners, non-profit, and private sector leaders to discuss and identify best practices and ideal model internship programs. The Cities Association was asked to endorse and co-host the summit to be held at De Anza College but to include all community colleges in the region. The Board of Directors unanimously agreed to endorse and co-host the summit.

Matt Mahood, President & CEO of San Jose/Silicon Valley Chamber of Commerce, presented an overview of the Chamber's "Greater Silicon Valley Economic Development Initiative."

- Currently, the greater Silicon Valley is one of the most successful economic engines in the state of California, the nation, and the world.
- However, to keep our region's economy competitive and growing, we must engage in economic development strategies that support business growth, business retention, job growth, and provide growth-enabling resources.
- Today, there is no single organization solely focused on economic development in the Silicon Valley.
- There are a number of organizations that have an economic development professional or engage in economic development activity (e.g. SVLG,

- JVSV, local chambers of commerce, city municipalities, etc.) but there is no single organization that has focused on region-wide business retention, expansion, and recruitment effort on behalf of the greater Silicon Valley.
- Other metropolitan regions across our nation have created formal economic development entities to protect existing jobs, to stimulate job growth, and to ensure that entities work collaboratively to make a strong economic region. Many have created public-private partnerships to replicate the business climate of the Silicon Valley that has occurred naturally over the past 60 years and is the basis of our long-standing success. Many have been successful in replicating our business ecosystem. E.g. San Diego, Portland, Seattle, Denver, Austin, Oklahoma City, etc.,
 - Our own well-organized and well-funded regional economic strategy is an opportune way to strengthen our competitive advantage in order to compete nationally and globally against these efforts.
 - The Chamber proposes the “Regional Economic Development Initiative” to be located within the SJSV Chamber organizational structure and operated and managed with independence, a defined business plan, and strategic objectives.
 - The objectives of the initiative would be:
 - a) to augment (not replace) the existing efforts by various municipalities and non-profit organizations who currently work in the areas of economic development.
 - b) to grow the region’s capacity in business retention, expansion, recruitment, regional marketing & promotion, economic data, and public policy efforts around economic development issues.
 - The Initiative has been endorsed by the SJSV Chamber of Commerce Board of Directors; however it is currently still being reviewed and refined.
 - The objective is to fund the Initiative through private sector funding.
 - Currently, the Chamber is having discussions with SVLG on a potential partnership.
 - Board Members comments/questions led to the following feedback:
 - The elimination of RDA’s has affected several cities in SCC; this initiative can provide cities with the opportunity to be a part of needed economic strategies such as business retention and growth.
 - Some cities may view this initiative with skepticism and question whether or not it will bring value to all cities or just San Jose.
 - The Initiative may not be beneficial to all cities up front, but it will be in the future.
 - There are 1500 members of the SJSV Chamber; 80% are small businesses with 1-20 employees; others include larger companies like Juniper, HP, Microsoft, etc.; membership includes all spectrums of businesses.
 - Local chambers will be able to also participate and engage through the Initiative.
 - This model and dialogue is long overdue.

- Cities in the northwest (Cupertino, Sunnyvale, Mountain View, Palo Alto) are doing well in regards to business development; however the region as whole will suffer if we don't collaborate.
- Potential endorsement by the Cities Association may be considered at a future time once the Initiative is finalized.

2013 Meeting Schedule – The Executive Board will continue to meet 1st Wednesdays of the month and the Board of Directors will continue to meet 2nd Thursdays of the month. Exception: the Thursday, February 14th Board Meeting was rescheduled to Wednesday, February 13th. The Board unanimously adopted the 2013 schedule.

Discussion on Potential Holiday Party Sponsorship from Chevron Energy Solutions – Board Members unanimously supported accepting sponsorship from CES and recommended ED to negotiate sponsorship level as needed and appropriate. The motion was supported unanimously with one abstention from Los Altos Hills.

Discussion on RDA – Due to escalated challenges and frustrations with the Department of Finance as it manages the process of dissolving RDA's, city representatives with RDA's formed a task force to meet before January and potentially continue meeting in 2013 to collaborate, share best practices and take needed action on behalf of the Cities Association in the best interest of cities, e.g. submit a letter to the DOF, meet with local legislators, lobby the media, etc., Task Force members include Board Members representing the cities of Campbell, Los Gatos, Milpitas, Morgan Hill, Santa Clara, Milpitas, San Jose, and Sunnyvale.

CSC Appointee Report: K. Gabrielle Tiemann, Council Member Ron Packard's (Los Altos) representative on the Council On Aging Advisory Board, provided a brief report and overview of the Board's activities, outreach to senior communities and collaboration with the CA Senior Legislation. All cities should have direct community representatives on the Advisory Board.

Nominating Committee Report for Executive Board 2013

Sam Liccardo made one potential change to the slate for the Executive Board 2013 due to potential change in council assignments for 2013.

President: Margaret Abe-Koga, Mountain View
 1st Vice President: Steve Tate, Morgan Hill
 2nd Vice President: Jason Baker, Campbell
 Secretary/Treasurer: Jim Griffith
 Legislative Action Chair: Jac Siegel, Mountain View
 Director-at-Large: Greg Scharff, Palo Alto
 or
 Past President: Sam Liccardo, San Jose

The Board of Directors unanimously approved the Executive Board 2013 recommendation.

City Managers' Report: Debra Figone, City Manager of San Jose, reported that city managers just participated in a speed coaching session at the Santa Clara Convention Center as part of the Next Generation Initiative. Upper managers teamed up with aspiring leaders as an effort to better prepare future leaders within our jurisdictions.

Legislation Report: Betsy Shotwell of San Jose, presented a legislative update. With the passage of proposition of 30 and 39, state revenue and funding is fortunately due to increase significantly. Newly elected state legislators take office on December 3rd. The Governor's budget is scheduled to be released on January 10th. Unfortunately, the U.S. lawmakers have to deal with the looming "federal cliff," which includes a number of tax increases and spending cuts that are expected to weigh heavily on growth and possibly drive the economy back into a recession unless significant compromises are made. The LCC has filed a lawsuit challenging AB 1484 because it contains unconstitutional property and sales tax claw-back and other provisions that violate the California State Constitution. Timeline of the hearings and court process has not yet been determined.

Announcements: Sam Liccardo reminded and invited Board Members to attend the December 6th Holiday Party at the Fairmont Hotel in San Jose.