

# Agenda Report

October 1, 2012

**TO:** City Council

**THROUGH:** Legislative Policy Committee (September 26, 2012)

**FROM:** City Manager's Office of Northwest Programs

**SUBJECT:** Modifications to the Northwest Commission Revised

## **RECOMMENDATION:**

It is recommended that the City Council:

- A) Direct the City Attorney's Office to prepare and return within 30 days with an amendment to Chapter 2.95 of the Pasadena Municipal Code modifying the purpose and function of the Northwest Commission to include responsibility for working with City staff to foster business retention, expansion, and relocation to generate new development and employment opportunities in northwest Pasadena.
- B) Approve a modification to Article V of the Commission's Rules and Regulations reducing the number of regular monthly meetings from two to one.

## **RECOMMENDATION OF ADVISORY BODIES:**

At its regular meeting of July 26, 2012 the Northwest Commission voted to approve the recommendation.

## **BACKGROUND:**

Since its formation by the City Council in 1990, the Northwest Commission has played an important role in identifying and addressing the needs of northwest Pasadena. Similarly, prior the dissolution of redevelopment in California as a result of the implementation of Assembly Bill 1 X 26, the Lincoln Avenue Project Area Committee (PAC) and Fair Oaks PAC worked to improve northwest Pasadena through redevelopment/economic development efforts as well as addressing community issues and concerns.

This past winter, when staff brought forward a review of City advisory boards, commissions and committees, it was suggested that in light of the loss of the redevelopment and the PACs, that it might make sense to restructure and reexamine the role the Northwest Commission. The Legislative Policy Committee and subsequently the City Council supported this effort.

Since that time, the issue has been the subject of discussion at a total of nine Northwest Commission and community meetings including a strategic planning retreat involving the Northwest Commission and attended by former members of the Fair Oaks PAC and Lincoln PAC who participated fully in the discussion and shared their ideas and concepts.

What emerged from this process was a recommendation to increase the size of the Commission from 11 to 15 members with three of the additional members appointed from Council districts 1, 3 & 5 and the fourth being appointed by the Mayor. In addition, there was consensus that there should be some acknowledgement that the Commission has a role to play in regard to furthering economic development in northwest Pasadena.

Regarding the make-up of the Commission, during the various discussions community members generally expressed two differing viewpoints; there were those who believe the Northwest Commission should be made-up exclusively of those who live or work in northwest Pasadena, while others believe that having representation from other Council Districts provided value to the Commission. The recommendation to expand the Commission to include three more members from Council Districts 1, 3 & 5 as well as one additional Mayoral appointment was seen as a compromise between these two positions.

As it relates to Economic Development, the Northwest Commission has traditionally received reports from and engaged in discussions with City staff regarding economic development activities and members of the Commission have served in various capacities in this regard, such as participation on the Heritage Square Developer Selection Committee. With the elimination of the PACs, it is recommended that the purpose and function of the Commission be modified to reflect an ongoing role in economic development activities.

It's worth noting that other sentiments were expressed during the community meetings including the suggestion that non-City entities be formed to address issues and concerns of northwest residents. Other comments focused on the perceived role and particular qualifications of Northwest Commissioners.

On July 25, 2012 a recommendation was made to the Legislative Policy Committee, that the City Council direct the City Attorney's Office to prepare an amendment to Chapter 2.95 of the Pasadena Municipal Code making modifications to the Northwest Commission which:

1. Increase the membership of the Commission from 11 members to 15 members, who shall be appointed as follows:
  - a. Councilmembers from districts 1, 3, and 5 shall each nominate 3 members for a total of 9 members;
  - b. Each of the remaining councilmembers from districts 2, 4, 6 & 7 shall nominate 1 member and the Mayor shall nominate 2, for a total of 6 members.
2. Add to the Commission's purpose and function responsibility for working with City staff to foster business retention, expansion, and relocation to generate new development and employment opportunities in northwest Pasadena.

The Committee, which comprised only two members that afternoon, Councilmembers Robinson and Madison, discussed the recommendation. Councilmember Robinson indicated her support for the recommendation while Councilmember Madison was not in favor. Subsequently, and after benefiting from the discussion at the Legislative Policy Committee, on July 26, 2012 the Northwest Commission voted unanimously to modify its recommendation by eliminating the request to add additional members. The Commission does, however, wish to formalize its role as it relates to economic development in Northwest Pasadena. Additionally, the Commission is requesting City Council approval to modify its rules and regulations to reduce the number of regular meetings from two per month to one.


#### **COUNCIL POLICY CONSIDERATION:**

The mission of the Northwest Commission furthers the City Council's strategic plan goal to support and promote the quality of life and local economy.

**FISCAL IMPACT:**

There is no fiscal impact associated with this recommendation.

Respectfully submitted,

A large, stylized handwritten signature in black ink, consisting of several overlapping loops and flourishes.

Lola Osborne  
Northwest Programs Manager

Reviewed by:

A handwritten signature in black ink, appearing to be 'S M' with a long horizontal stroke extending to the right.

Steve Mermell  
Assistant City Manager

Approved by:

A handwritten signature in black ink, appearing to be 'MJB' with a large loop at the end.

*for* Michael J. Beck  
City Manager