

CITY OF PASADENA
Community Development Commission Minutes
October 22, 2007 – 5:30 P.M.
City Hall Council Chamber

REGULAR MEETING

OPENING: Chair Bogaard called the regular meeting to order at 8:29 p.m.

ROLL CALL:
Commissioners:

Chair Bill Bogaard
Vice Chair Steve Haderlein
Commissioner Victor Gordo
Commissioner Chris Holden
Commissioner Steve Madison
Commissioner Margaret McAustin
Commissioner Jacque Robinson
Commissioner Sidney F. Tyler (Absent)

Staff:

Chief Executive Officer Cynthia Kurtz
General Counsel Michele Beal Bagneris
City Clerk Jane L. Rodriguez

PUBLIC COMMENT

No one appeared for public comment.

**RECESS/JOINT
MEETING**

On order of the Chair, the regular meeting of the Community Development Commission recessed at 8:29 p.m. to a joint meeting with the City Council. (Absent: None)

**JOINT ACTION: STOREFRONT IMPROVEMENT
PROGRAM (PROGRAM REVISIONS)**

Recommendation of City Manager/Chief Executive Officer:

It is recommended that the Community Development Commission and the City Council approve the proposed changes to the Storefront Improvement Program (formerly known as the Facade Improvement Program) which includes the following:

Update the "Storefront Improvement Program" to:

- (1) Specified target areas will be given priority over other areas of the City.
- (2) Increase financial assistance up to \$25,000.
- (3) Utilize the City's MASH employees for certain commercial building improvements.
- (4) Utilize contract architects to help develop improvement concepts and to motivate owners (applicants).
- (5) Allow for phased reimbursement.

Recommendation of Community Development Committee:

On May 24, 2007, the Community Development Committee reviewed the recommendations included in Attachment A of the agenda report and voted to forward a recommendation of approval of the proposed changes to the Community Development Commission.

Commissioner Gordo, Chair, Economic Development and Technology Committee, summarized the report and the Committee's revised recommendation that the entirety of the East Washington Boulevard business district be included as a target outreach area.

Leon White, Project Planner, responded to questions regarding marketing and noted staff intends to have direct interface with each property owner.

Commissioner Holden suggested also utilizing existing community based organizations, Project Area Committees, and neighborhood associations in the outreach efforts.

Richard Bruckner, Director of Director of Planning and Development, responded to questions.

It was moved by Commissioner Gordo, seconded by Commissioner McAustin, to approve the Chief Executive Officer's recommendation, as revised by the Economic Development Committee that the entirety of the East Washington Boulevard business district be included as a target outreach area. (Motion unanimously carried) (Absent: None)

RECESS

On order of the Chair, the joint meeting with the City Council recessed at 8:41 p.m. and the regular meeting of the Development Commission recessed at this time to the regular meeting of the City Council.

RECONVENED

On order of the Chair, regular meeting of the Community Development Commission reconvened at 10:39 p.m. (Absent: None)

MINUTES APPROVED

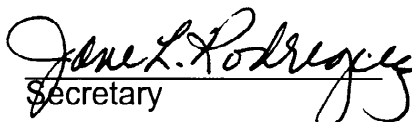
It was moved by Commissioner Gordo, seconded by Commissioner Tyler, to approve the minutes of October 8, 2007, as submitted. (Motion unanimously carried) (Absent: None)

On order of the Chair, the regular meeting adjourned at 10:39 p.m.



Bill Bogaard, Chair
Community Development Commission

ATTEST:



Secretary