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Approved by the Culver City Redevelopment Agency

CULVER CITY REDEVELOPMENT AGENCY

MINUTES

June 15, 2007

Call to Order	The meeting of the Culver City Redevelopment Agency was called to order at 8:22 p.m. with five members present.
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Invocation/Pledge of Allegiance	Covered under City Council.
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Roll Call	Members Present: D. Scott Malsin, Agency Chair Gary Silbiger, Agency Vice Chair * Alan Corlin Carol Gross Steven Rose * Mr. Silbiger was absent for items C-1 and C-2.
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Staff Present	Jerry Fulwood, Executive Director; Sol Blumenfeld, Assistant Executive Director, Todd Tipton, Redevelopment Administrator; Murray Kane, Agency Legal Counsel, and Alice Prasad, Agency Secretary.
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Public Comment - Non-Agendized Items	None.
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C-1 Cash Disbursements	Moved by Ms. Gross, seconded by Mr. Corlin and unanimously passed to approve Cash Disbursements from May 5, 2007 to May 18, 2007 and May 19, 2007 to June 1, 2007 (absent Mr. Silbiger).

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C-2 Minutes of May 21 and May 29, 2007

Moved by Ms. Gross, seconded by Mr. Corlin and unanimously passed to approve the minutes of May 21 and May 29, 2007 as written (absent Mr. Silbiger).

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Action Items A-1 Introduction and Consideration of the Redevelopment Agency Budget for Fiscal Year 2007-08 and Fiscal Year 2008-09

Assistant Executive Director Blumenfeld provided a summary of the material of record noting that they would endeavor to keep Redevelopment and Economic Development separate.

Responding to inquiry from Ms. Gross, Redevelopment Administrator Tipton explained procedures for permit streamlining, and noted that he would examine plans, review correction sheets so he could understand exactly what is going on, but the intent was to give applicants all they need at the outset.

Responding to Ms. Gross, Redevelopment Administrator Tipton clarified that money for the General Plan update should be in the 2008-2009 budget not the 2007-2008 budget.

Ms. Gross felt that quarterly rather than monthly economic reports were more reasonable.

Redevelopment Administrator Tipton explained that while the Economic Development Department was getting up to speed they would limit report preparation, broker breakfasts and community business visitations but those items would resume again in 2008-2009.

Ms. Gross expressed concern with the freeze on hiring in certain areas.

Executive Director Fulwood indicated that he honored requests when justified by a department head and he was not aware of anyone needing to hire someone.

In response to inquiries from Ms. Gross, Redevelopment Administrator Tipton agreed to investigate and provide additional information on rehabilitation of the group home on Barman, the timeline for parking lot controls, and the possibility of selling the Pacific Theatres to alleviate Redevelopment Agency cash flow issues.

Responding to Ms. Gross about the projected increase in tax increment, Redevelopment Administrator Tipton explained that a number of projects would be coming online and he was comfortable with the accuracy of the information which came from the financial consultant.

Responding to concerns from Ms. Gross, Redevelopment Administrator Tipton explained that Cultural Affairs was a good stimulus for activity, and was focusing on the Westside at the moment as an economic development tool to generate momentum in that area.

Ms. Gross pointed out that the Fox Hills area had families in large multi-family complexes with much fewer options and a much higher density of population, and she wanted to see them kept in the loop in terms of providing services.

Responding to concerns raised by Mr. Silbiger about affordable housing and the deferred payment of $30 million dollars, Redevelopment Agency Administrator Tipton indicated that issue would be brought forward in mid-July for discussion.

Assistant Executive Director Blumenfeld explained that their intent was to focus on allocating set aside dollars and accommodating RHNA numbers. He indicated that the plan was a work in progress, and department division heads had been working on putting together their RHNA target numbers, allocating any relocatees from the redevelopment project area, and looking at how to expand set aside dollars to accommodate low, very low, and moderate income residents. He reported that Housing had been looking at potential sites for rehabilitation or new construction, and there were five priority projects they want to see approved so they can get started.

Mr. Silbiger indicated that he wanted the mobile homes parks put in the mix to see what could be done to keep them affordable as he felt they were an important part of the community.

Responding to Mr. Silbiger, Assistant Executive Director Blumenfeld reported that staff had met with the subcommittee and Westfield representatives and staff was examining available options with plans to return with a proposal for the mall operator. He indicated that he would work closely with the City Manager on green building design and he pointed out that the Planning Commission was compelled to evaluate environmental issues under CEQA.

Mr. Silbiger praised the children's cultural programming, and suggested expanding on it noting that he was aware of music for young children and adults, but he did not see music for high school or middle school children.

Mr. Silbiger requested additional training and information to help sort out the complex issues related to development in the City. He commented that there was not a particular City-wide policy in place, so projects are not considered in context of the entire City and he felt some type of study session or educational program would be useful. He requested written materials on a regular basis, and some major discussion from experts with information provided on what other cities are doing and what their successes and failures have been. He questioned procedures for community involvement, and asked for consistency in when the community is brought into the process throughout the City. He added that at one point he thought ACOR could deal with some of those issues but that did not happen.

Mr. Rose reported that another 400 employee company had left the city and he was concerned that as large sales tax providers leave the community the City is attempting to tread water in maintaining sales tax rather than grow it.

Mr. Rose pointed out that Cultural Affairs had used a venue that was not very handicapped accessible and he asked about historical plaques.

Redevelopment Administrator Tipton indicated that he would provide responses in writing.

Mr. Rose cited several scriveners' errors in staff materials and he expressed concern that the Art of

Series would not be run as it had been in the past. He was skeptical that the budget amounts presented by Cultural Affairs told the full story of the cost of the events, and he questioned the total budget, and actual expenditures including personnel costs, intern costs, and in-kind costs asked of other departments. He asked that the Council be informed prior to granting raises so that he could comment as to whether he felt they were merited rather than hearing about them afterwards.

Mr. Rose questioned the policy on co-sponsorships, and he expressed concerns with liability when co-sponsoring an after-event cocktail party where alcohol is served. He asked for additional information on the City's trip, and fall liability for uneven sidewalks in Los Angeles during the ArtWalk. He commented on Los Angeles city trash trucks and weight limits noting that he wanted the city to be consistent all the way through.

Ms. Gross clarified that Captain Bixby indicated that he would be responsive to concerns about drivers who were not to be on Duquesne and Overland.

Chair Malsin wanted to ensure that enhanced code enforcement would be applied fairly and with fair warning, and those ad signage regulations on retail establishment windows would be enforced in a business friendly manner with an explanation that they are trying to improve the appearance of the City.

Responding to Chair Malsin, Assistant Executive Director Blumenfeld explained that placing Park Patrol under Code Enforcement would not change the responsibilities, but was an attempt at building synergy with Park Patrols reporting any problems they see. He added that staff was looking at a targeted façade improvement program to help enhance the local economy.

Chair Malsin expressed support for the program which he was pleased to see connected with other efforts to spark activity along commercial corridors, and he supported exploring ways to invest with developers who lease their space out to business owners who have substandard parking. He suggested exploring underground easements to provide a way to enhance the develop ability of constrained properties, and provide public parking, and he thought that Permit Plus seemed to make sense and be a customer friendly thing to do.

Chair Malsin expressed concern with having the Economic Development Manager in the Redevelopment Agency. He noted the distinction between Agency goals which are to serve needs of the City, as compared to goals of the Economic Development Administrator who must not focus on the Agency goals over the City's and the City that both of them should be serving. He asserted that the Agency was not in business to generate tax increment to support new projects, but should be in the business of using tax increment revenue to enhance neighborhoods, and improve economic activity so when the Agency is gone there is a healthy community. He cited the need to create a plan to have an economic development stream to create a good balance of services, and business districts that will support a stronger economic future. He appreciated the Economic Development Reports which help them understand what is going on for the City.

Chair Malsin was looking forward to considering the housing projects and the mobile home park, closure conversion ordinance sometime in the near future, and he explained that the $30 million debt to housing fund was being used to leverage Agency funds now and generate more leverage later for economic development and housing purposes.

Responding to Chair Malsin, Redevelopment Administrator Tipton explained that staff was working on an outreach effort and the downtown parking strategy would come back in the near future. He also agreed to provide additional information on the sculpture garden.

Chair Malsin wanted consideration given to altering the Cultural Affairs program, to target grants into several small series of events, focused on a particular segment of the population, a particular artistic medium or subject matter rather than having one flier sent out for one event. He felt the current approach was scattered, that creating a more cohesive program would result in higher attendance, and that it was too early to work on

Westside cultural events, as there is nothing around there for people to do. He felt the Westside was a great place for economic development activity but Fox Hills was an area that could use cultural events.

Chair Malsin commented on the positive impact of the City Manager who he felt provided a much better degree of accountability.

Mr. Rose wanted to ensure that funds listed under Historical, Cultural and Live Performances were specified as one-time funds because he did not want to be building ongoing programs that required ongoing funding. He also wanted to clarify that Cultural Affairs did not drive economic development and were only one element of everything going on with Town Plaza.

Mr. Corlin cited the need to have a basic discussion to position the City for the day when Redevelopment sunsets. He observed that they had City backed into ownership of the Pacific Theatres and needed to discuss what the benefits were of owning a theatre and weigh cash in hand vs. income.

Mr. Corlin appreciated efforts made to fill positions as he felt that should be a top priority. He felt it was time to have the housing discussion as there is a dis-connect in what they need to do to be legal, and what residents conceive as a correct amount of housing. He also wanted to know the burden of housing on the infrastructure and on society as a whole.

City Manager Fulwood apologized to Ms. Gross noting that he had placed a hiring freeze on several positions as a result of a timing budgetary issue, and he indicated that he would be able to release the freeze in the short term.

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Staff Reports, Announcements, Receipt of Correspondence and Requests for Future Agenda Items

Moved by Mr. Rose, seconded by Mr. Corlin and unanimously passed to receive and file correspondence.

Mr. Rose moved to adjourn the meeting in the memory of Willard Barrow. Ms. Gross seconded the motion which passed unanimously.

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Adjournment

There being no further business, it was moved by Mr. Rose, seconded by Mr. Corlin and unanimously passed to adjourn the meeting in memory Willard Barrow at 10:00 p.m., to the next regular meeting on Monday, June 18, 2007, at 7:00 p.m. in the Mike Balkman Council Chambers.

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ALICE PRASAD
Agency Secretary

D. SCOTT MALSIN, Chairperson
Redevelopment Agency