



SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY



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August 7, 1990

Personnel and Public Employees Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Downtown Sacramento Cultural and Entertainment District
Executive Committee.

SUMMARY

This report recommends that the Personnel and Public Employee (P&PE) Committee finalize a process for the Executive Committee of Downtown Cultural District. This topic is on the agenda for the P&PE August 14th meeting.

BACKGROUND

On May 22, 1990, the City Council approved the Cultural and Entertainment District Plan and the Halcyon Retail Recruitment and Enhancement Strategy. The implementation strategy called for establishing a private/public partnership to carry out the plan. Though the eventual goal is to have an independent non-profit organization, the first step is to appoint an eleven member Executive Committee to initiate the Partnership. According to the approved Plan, the Executive Committee shall be composed of the following:

1. Mayor.
2. City Councilmember.
3. SHRA Commissioner.
4. Sacramento Downtown Association.
5. Downtown Plaza Associates.
6. Old Sacramento Property Owners and Management Board.
- 7, 8, 9. Representatives of the Cultural and/or Arts organizations (3 members).
10. Major Downtown property owner or developer.
11. Downtown resident.

Note: The Redevelopment Commission and each of the retail organizations (S.D.A. Downtown Plaza, and

Old Sacramento) will be nominating their own representative to the Executive Committee. The P&PE Committee will be soliciting nominations for the latter three categories- cultural and arts organizations, downtown developer/landowner, and downtown resident.

The criteria to be used to select the Executive Committee members are the following:

- vision and dedication for an enlivened Downtown,
- a balanced perspective toward cultural and arts institutions,
- leadership ability,
- ability in gaining public support and consensus,
- experience in organizing fund-raising campaigns,
- connections with decision makers in Downtown and Sacramento, and
- sufficient time available to make the necessary commitment, and to the extent possible to have an understanding not only of the area they are personally representing, but of the other areas as well. For example, a good Downtown resident candidate may also be involved with an arts organization.

RECOMMENDED SELECTION SCHEDULE

Staff recommends that the standard P&PE process be followed which is to advertise the positions, solicit applications and resumes, conduct interviews and forward nominations to the Mayor. The only recommended addition to this process is to provide an educational orientation session to applicants before they are considered by the committee. Notice of the education workshop will be given in the application. Since this is a new project and new organization, it would be beneficial to have staff brief candidates on the purpose of the Cultural and Entertainment District, the role of the Executive Committee and the expected time commitment.

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A recommended selection schedule is shown below.

<u>DATE</u>	<u>ACTION</u>
August 14, 1990	P&PE approve Executive Committee selection process.
August 15	Announce positions available.
September 10	Deadline for applications.
September 13	Hold briefing workshop for applicants.
September 17-28	Interviews by P&PE Committee.
October 1	Nominations forwarded to Mayor Rudin.
October 9	City Council confirm Executive Committee Nominations.

FINANCIAL DATA

There are no financial impacts associated with the staff recommendation.

POLICY CONSIDERATIONS

This recommendation is consistent with the adopted Downtown Cultural and Entertainment Master Plan.

MBE/WBE

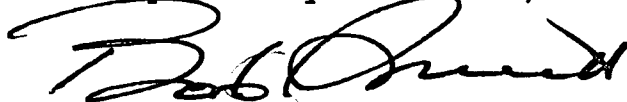
None.

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STAFF RECOMMENDATION

Staff recommends that the P&P E Committee review and approve the process with the modifications presented.

Respectfully Submitted,



ROBERT E. SMITH
Executive Director

P&PECD.RPT

CITY OF SACRAMENTO

APPLICATION FOR APPOINTMENT

Name of Committee as listed on announcement: Sacramento Downtown Cultural and Entertainment District Partnership Executive Committee.

Position applying for:

Check as many as apply:

Representative of Cultural and/or arts organizations (3 openings)

Major Downtown property owner or developer

Downtown resident

Member of Sacramento Downtown Association, Downtown Plaza Association or Old Sacramento Management Board

Meeting information listed on announcement.

NAME: _____

RESIDENCE: _____
CITY, STATE ZIP

PHONE: _____

BUSINESS ADDRESS: _____
CITY, STATE ZIP

PHONE: _____

COUNCIL DISTRICT: _____ (however, City residency not required)

PRESENT OCCUPATION:

RESUME: Brief resume of experience and qualifications that would be helpful to the Council in evaluating your application. Use additional sheets if necessary. Applications may be screened based on the information submitted with this application.

Brief statement of why you wish to be considered for the Executive Committee and what you feel you can offer the Downtown Partnership.

A BRIEFING WORKSHOP FOR ALL APPLICANTS WILL BE HELD THURSDAY, SEPTEMBER 13, 1988, IN THE SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY COMMISSION MEETING ROOM, 600 "I" STREET FROM 3:00 p.m. to 5:00 p.m..

We strongly urge all applicants to attend the workshop. Executive Committee members roles and responsibilities will be discussed. If you can not attend, you can call Gene Masuda at 440-1355 to schedule an individual session.

THE FILING OF A CONFLICT OF INTEREST STATEMENT (IS NOT) REQUIRED.

TERM: One Year (Code Section 60.133)

COMPENSATION: None (Code Section 60.135)

POWERS & DUTIES: Executive Committee shall direct the formation of the Downtown Partnership and implement the Cultural and Entertainment District Master Plan.

CONTACT: Ramona Robertson, City Clerk, City of Sacramento, 915 "I" Street, Suite 103, Sacramento, Ca. 95814 Phone: 449-8200

APPOINTMENT:

1. Mayor
2. City Council member
3. Sacramento Housing and Redevelopment Agency Commissioner
4. Sacramento Downtown Association
5. Downtown Plaza Associates
6. Old Sacramento Management Board
- 7, 8, and 9. Representative of Cultural and/or Arts organization (3 members)
10. Major Downtown property owner or developer
11. Downtown resident

Deadline to FILE application: September 10, 1990, 5:00 p.m.