



DOWNTOWN  
TRACY  
TRACY CITY CENTER  
ASSOCIATION

**Tracy City Center Association – Land Use Committee Meeting**  
**Tuesday September 20, 2011 – 3:00 p.m.**  
**El Castillo Restaurant, 6<sup>th</sup> and Central**

**AGENDA:**

1. Introductions
2. Review of notes from last meeting (attached)
3. **BUSINESS DEVELOPMENT** – revitalize downtown businesses by strategically working with property and business owners to target complementary businesses
  - a. Develop business attraction strategy & define the roles of committee members
  - b. Refine and develop District Manager role in working with Land Use Committee as it relates to Business Development
  - c. Develop role of TCCA and District Manager in downtown specific plan
    - i. October 4 City-wide workshop Update – Jan Couturier
    - ii. Planning Commission
    - iii. Economic Development and Department of Engineering Services Staff
4. **COMMUNITY INVOLVEMENT** – Develop strategy to encourage greater community involvement
  - a. Develop property owners group and enhance business owner involvement in business development
5. **SAFETY AND CODE ENFORCEMENT** – Develop strategy to support city staff efforts
  - a. Coordinate efforts of city with TCCA committees
  - b. Establish role of Land Use Committee and District Manager
6. Seasonal Store:
7. Other:
8. Next meeting: TBD

**BROWN ACT:**

*Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts TCCA Interim Board Agendas at 50 East 6<sup>th</sup> Street and on-line at [www.TracyCityCenter.com](http://www.TracyCityCenter.com). Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify Janis Couturier at 209-597-0073 or email [jcouturier@tracycitycenter.com](mailto:jcouturier@tracycitycenter.com) at least 48 hours prior to the meeting.*

ATTACHMENT:

Land Use Committee Goals

Item	Goal	Key Focus Area for FY 11/12	Objective	Action Steps
1	<b>BUSINESS DEVELOPMENT</b> ----- REVITALIZE DOWNTOWN BUSINESSES BY STRATEGICALLY WORKING WITH PROPERTY AND BUSINESS OWNERS TO TARGET COMPLEMENTARY BUSINESSES	<b>1.1. REFINE &amp; DEVELOP COMMITTEE STRATEGIES</b>	<b>1.1.A. DEVELOP BUSINESS ATTRACTION STRATEGY &amp; DEFINE THE ROLES OF COMMITTEE MEMBERS</b>  <b>1.1.C. DEVELOP ROLE OF TCCA IN DOWNTOWN SPECIFIC PLAN</b>	<b>1.1.A.1.</b> Define roles of committee chair(s), committee members, city staff and Chamber in developing Business Attraction strategic plan  <b>1.1.A.2.</b> Develop basic business attraction strategic plan to include 1.1.B. below  <b>1.1.A.3.</b> Develop Strategic Plan requirements into task list for each committee member  <b>1.1.C.1.</b> Assure Land Use Committee Representation at October 4th workshop  <b>1.1.C.2.</b> Recruit Chamber representation on Land Use Committee  <b>1.1.C.3.</b> Continued involvement in DSP workshops and other city/planning commission workshops
2	<b>COMMUNITY INVOLVEMENT</b> ----- DEVELOP STRATEGY TO ENCOURAGE GREATER COMMUNITY INVOLVEMENT	<b>2.1. DEVELOP PROPERTY OWNERS GROUP AND ENHANCE BUSINESS OWNER INVOLVEMENT IN BUSINESS DEVELOPMENT</b>	<b>2.1.A. DEVELOP PROPERTY OWNER MEETINGS</b>  <b>2.1.B. ENHANCE BUSINESS OWNER MEETING PARTICIPATION</b>	<b>2.1.A.1.</b> Develop Property Owner Letter to solicit input and participation  <b>2.1.A.2.</b> Develop Property Owner Group Meeting to assure content which addresses current issues and needs  <b>2.1.B.1.</b> Develop Business Owner Survey  <b>2.1.B.2.</b> Summarize input from Survey and develop action plans to address deficits  <b>2.1.B.3.</b> Determine viability of continuing Merchant Meetings
3	<b>SAFETY AND CODE ENFORCEMENT</b> ----- DEVELOP STRATEGY TO SUPPORT CITY STAFF EFFORTS	<b>3.1. COORDINATE EFFORTS OF CITY WITH TCCA COMMITTEES</b>	<b>3.1.A. DETERMINE TCCA STAND ON SAFETY ISSUES DOWNTOWN</b>	<b>3.1.A.1.</b> Determine TCCA strategy to support City efforts for enhancing the safety of downtown to include TCCA Board, Land Use, DISI, Business and Property Owners involvement  <b>3.1.A.2.</b> Encourage PD involvement in Board, Merchant and other committee meetings for input