

NOTICE OF SPECIAL MEETING

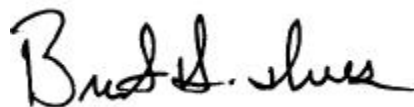
Pursuant to Section 54956 of the Government Code of the State of California, a Special Joint Meeting of the **Tracy City Council, Planning Commission, Tracy City Center Association (TCCA)**, and the **Tracy Chamber of Commerce** is hereby called for:

Date/Time: **Tuesday, October 4, 2011, 4:30 p.m.**
(or as soon thereafter as possible)

Location: **Community Center**
300 East Tenth Street, Tracy

Government Code Section 54954.3 states that every public meeting shall provide an opportunity for the public to address the Tracy City Council, Planning Commission, TCCA, and the Tracy Chamber of Commerce on any item, before or during consideration of the item, however no action shall be taken on any item not on the agenda.

1. Call to Order
2. Roll Call
3. Items from the Audience - *In accordance with Procedures for Preparation, Posting and Distribution of Agendas and the Conduct of Public Meetings, adopted by Resolution 2008-140 any item not on the agenda brought up by the public at a meeting, shall be automatically referred to staff. If staff is not able to resolve the matter satisfactorily, the member of the public may request a Council Member to sponsor the item for discussion at a future meeting.*
4. PARTICIPATION IN A DOWNTOWN WORKSHOP REGARDING CURRENT EFFORTS AND NEAR TERM AND LONG TERM STRATEGIES TO REVITALIZE DOWNTOWN TRACY
5. Adjournment



Mayor

September 29, 2011

The City of Tracy complies with the Americans with Disabilities Act and makes all reasonable accommodations for the disabled to participate in public meetings. Persons requiring assistance or auxiliary aids in order to participate should call City Hall (209-831-6105), at least 24 hours prior to the meeting.

Any materials distributed to the majority of the Tracy City Council, Planning Commission, TCCA, and the Tracy Chamber of Commerce regarding any item on this agenda will be made available for public inspection in the City Clerk's office located at 333 Civic Center Plaza, Tracy, during normal business hours.

AGENDA ITEM 4

REQUEST

PARTICIPATION IN A DOWNTOWN WORKSHOP REGARDING CURRENT EFFORTS AND NEAR TERM AND LONG TERM STRATEGIES TO REVITALIZE DOWNTOWN TRACY

EXECUTIVE SUMMARY

This agenda item is for the Downtown Workshop.

DISCUSSION

This workshop is an opportunity to discuss current Downtown revitalization efforts. It is also intended to serve as a venue to re-evaluate near term and long term strategies for the Downtown. In order to achieve this, the workshop format will include: (1) brief summaries of current activities by the Tracy City Center Association, the Tracy Chamber of Commerce, and the City; (2) a presentation by Michael Freedman regarding the Specific Plan/Strategic Plan, major findings about Downtown, key areas of City intervention, major concerns about the economy, and ideas for the future; (3) a question and answer session with the Boards and Commissions; and (4) public comments/questions and answers. Participation in this workshop will include members of the City Council, Planning Commission, Chamber of Commerce Board, and the Tracy City Center Association Board.

STRATEGIC PLAN

This agenda item supports the Economic Development Strategic Plan and specifically implements the following goal and objectives:

Goal 2: Implement Downtown Revitalization in accordance with the Downtown Specific Plan (DSP) and National Main Street Program

Objective 2b: Make Downtown look and feel like the "Heart of the City"

Objective 2c: Continue to support and collaborate with the Tracy City Center Association

FISCAL IMPACT

There is no impact to the General Fund as a result of this Downtown Workshop.

RECOMMENDATION

That City Council conduct a workshop on Downtown with participation from the Planning Commission, the Tracy City Center Association Board, and the Tracy Chamber of Commerce Board

Prepared by: Scott Claar, Associate Planner

Reviewed by: Bill Dean, Assistant DES Director

Approved by: Andrew Malik, Development and Engineering Services Director
Leon Churchill, Jr., City Manager