

THE REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE

MEMORANDUM

TO: REDEVELOPMENT AGENCY BOARD	FROM: HARRY S. MAVROGENES EXECUTIVE DIRECTOR
SUBJECT: SEE BELOW	DATE: FEBRUARY 9, 2009

INFORMATION

SUBJECT: SJRA UPDATE

I am pleased to announce a partial restructuring of Agency functions, including some staff reassignments that will enable the Agency to better implement its mission. This restructuring is also designed to provide professional growth opportunities for Agency employees.

As we continue to face tough economic times, the challenges that arise therefrom require creativity to overcome the obstacles. The Agency has taken a strategic look at its priorities for the next few years and aligned staff to be in the best position to accomplish those priorities.

During the last six months, the Agency has had a general hiring freeze. Overall, we have accrued significant personnel savings and have redeployed existing staff, in some cases to fill the gaps. The Agency's workload has not diminished and, in fact, it is during times like these when we must put in our best efforts to keep the economic engine going.

Here are the highlights of the changes.

Two divisions have been combined – Transactions and Housing/Real Estate – into one new division – “Transactions and Real Estate Division.” Peter Larko will head up this division staffed by Bob Staedler, Allen Ishibashi, Craig McCafferty, Kelly Hyland and Adrienne Simpson (who is shared with Downtown Management and Industrial Divisions.) Pete will report to Janet Kern. This move eliminates overlapping functions of the two divisions and enables staff the ability to become more rounded in the various facets of transactional work.

Two new divisions have been created. The first is the “Transportation and Strategic Planning Division.” Ruth Shikada will head up this division staffed by

Kip Harkness and Dennis Korabiak. Ruth will report to Janet Kern. This new division will be charged with focusing on strategies to implement development in areas such as North San Jose, Edenvale, Diridon/Arena area, Autumn Parkway, and Guadalupe River Park and to advance projects such as possible development of Downtown health care facilities and Project 2012 (the sunseting of two Downtown redevelopment project areas).

The other newly created division is the "Design Services Division." Irwin Kaplan will head up this division staffed by Walter Rask, Steven Parker, Gerald Greenleaf, David Barry and Bahareh Yousefzadeh. Irwin will report to John Weis. This move elevates the Agency's design team to a stand-alone division status to foster a more focused development of a "sense of place" for San Jose using 21st Century urban design principles and architectural creativity.

Additionally, the Agency will rededicate itself to the highly successful Downtown Facade Improvement Program and Signage Grant Program. To that end, the Signage Grant Program will be moved to the Project Management Division headed by Bill Ekern. Additionally, Tim Bell, Dolores Mellon, Bryant Adleson and Liz Nunez are being reassigned to the Project Management Division to enable that Division to continue delivering quality projects, while at the same time providing staff the ability to diversify and gain additional professional experience.

Finally, in strengthening the staff support in remaining divisions, Edith Ramirez is being reassigned to the Industrial Development Division, headed by Leslie Parks; Don Rocha to the Neighborhood Business Development Division, headed by Richard Keit; and Eva Terrazas to the Project Management Division, headed by Bill Ekern. The Incubator Program currently in the Neighborhood Business Development Division, and managed by Julie Amato, will be assigned to the Industrial Development Division headed by Leslie Parks.

There are many challenges ahead, but they can and will be overcome.



HARRY S. MAVROGENES
Executive Director