



City of Gilroy
COMMUNITY DEVELOPMENT DEPARTMENT
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DATE: August 24, 2017

TO: General Plan Advisory Committee

FROM: Stan Ketchum, Senior Planner
General Plan Project Manager

SUBJECT: Overview of GPAC Meeting No. 19 Agenda and Packet Materials

This memo provides an overview of the agenda and packet materials for the August 24, 2017 GPAC meeting. The meeting will be comprised of stakeholder forums on housing and economic development.

Agenda Item IV. Stakeholder Forums

The objective of the stakeholder forums is to allow GPAC members the opportunity to engage with community and industry leaders through panel discussions on two key topics: housing and economic development. The City and consultants invited panelists to share their thoughts on population and job projections, market trends, and innovative ideas that are applicable to Gilroy. The desired outcome of these forums is to provide GPAC members with additional background and knowledge on the topics to help make informed decisions on future land uses for the five focus areas.

Housing Forum

The housing forum will allow community and industry leaders to report on the current trends in the housing market. Panel moderator, Jim Heid, will ask panelists a series of questions that include topics pertaining to local and regional housing demand, affordability and availability of housing, and demographic trends related to housing. Panelists will discuss the questions and provide examples of projects and potential solutions to address housing needs in Gilroy. GPAC members will be able to participate in a question and answer session following the panel discussion.

Panel Moderator

- **Jim Heid, President and Founder of Urban Green.** Jim is a sustainable development advisor, land planner, and developer, whose focus is developing projects that provide a positive contribution to their environment, region, and residents. Jim has provided guidance and input to Gilroy staff, the consultants, and the GPAC during the first iteration of the Gilroy 2040 General Plan process.

Panelists

- **Alex Sanchez, Executive Vice President of ROEM Development Corporation.** At ROEM, Alex oversees the production of a variety of high-quality residential products in the San Francisco Bay Area. Prior to ROEM, Alex was the Executive Director of the Santa Clara County Housing Authority and the Director of Housing for the City of San Jose.
- **Joe Head, President of SummerHill Land.** In his role, Joe oversees all land acquisitions for SummerHill Homes, a residential real estate development company in the Bay Area. Joe has decades of experience in the homebuilding industry and served as a San Jose City Councilmember from 1989-1994.
- **Paul Ring, Vice President of Development of The Core Companies.** Paul has overseen the development of over \$280 million in mixed use, apartments, and for-sale housing projects. He has managed teams through all project stages and has a strong knowledge of the South Bay housing market.

Economic Development Forum

The purpose of the forum on economic development is to allow community and industry leaders to report on local and regional retail, employment, and tourism trends. Panel moderator, Doug Svensson, will ask the panelists a series of questions about employment trends, industry projections, demographics, and tourism. Panelists will discuss the questions and provide examples of projects and concepts that are applicable to Gilroy. GPAC members will be able to participate in a question and answer session following the panel discussion.

Panel Moderator:

- **Doug Svensson, President of Applied Development Economics.** Doug is a planner and economist with 30 years of experience in economic development and community redevelopment planning. Doug has been working with City staff and the consultants throughout the Gilroy 2040 General Plan process, and prepared the City's 2014 Economic Development Strategic Plan. Doug will provide updated projections as part of the August 24 GPAC Meeting.

Panelists:

- **John Roush, Paso Robles Downtown Association Board Member.** John has been on the front lines of Paso Robles's downtown renaissance. He is a life-time member of the Paso Robles Downtown Association and the owner of Park Cinemas in downtown Paso Robles.
- **Robert Earnest, Simon Property Group.** Robert is the General Manager for the Gilroy Premium Outlets and specializes in property management and commercial development of outlet centers. Robert was also the former Assistant General Manager and General Manager for Simon Property Group developments outside Chicago, Illinois, and in Orlando, Florida.
- **Rich Truempler, Vice President, Real Estate Development of The Sobrato Organization.** Rich has extensive experience in numerous areas of real estate development, including land acquisitions, financing, and entitlement procurement. The Sobrato Organization is a leader in Silicon Valley and Santa Clara County commercial real estate.
- **Mark Sanchez, Senior Vice President of Colliers Commercial Real Estate, South County.** Mark leads the Colliers office in Gilroy and specializes in all aspects of commercial real estate in the South San Jose, Morgan Hill, Gilroy, and Hollister areas.