



County of Santa Cruz

REDEVELOPMENT AGENCY

701 OCEAN STREET, ROOM 510, SANTA CRUZ, CA 950604000

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TOM BURNS, AGENCY ADMINISTRATOR

May 10, 2001

Agenda: May 22, 2001

Board of Directors
County of Santa Cruz Redevelopment Agency
701 Ocean Street
Santa Cruz, CA 95060

Sponsorship of AMBAG Housing Forum

Dear Members of the Board:

As Board members are aware, housing affordability is rapidly becoming a critical concern in our County. While a number of initiatives are underway, there remain many difficulties in developing a shared vision for how housing affordability can be integrated with other important community values.

AMBAG is currently planning to hold an educational forum to explore these issues, entitled, "Housing: Sharing Ideas and Building Partnerships for our Communities." The purpose of this forum is to recognize the unique challenges we have in the Central Coast Region and to develop equally unique approaches for overcoming those difficulties.

AMBAG has requested that the Agency, in addition to participating in the forum, to assist in financially sponsoring the event (see attached letter). We believe acting as a co-sponsor for the forum would send a strong signal of our interest in addressing this important issue.

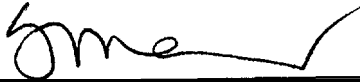
It is therefore **RECOMMENDED** that your Board, as the Board of Directors for the Redevelopment Agency, authorize a \$1,000 contribution to AMBAG for the forum.

Very truly yours,

Tom Burns

Redevelopment Agency Administrator

RECOMMENDED:



Susan A. Mauriello
Redevelopment Agency Director

Attachment

cc. RDA

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REGIONAL ANALYSIS & PLANNING SERVICES, INC.

anon-my% corporation chartered by the Association of Monterey Bay Area Governments

445 Reservation Road, Suite G

P.O. Box 809, Marina, CA 93933-0809

April 27, 2001

(831) 883-3750

FAX (831) 883-3755

Mr. Tom Burns, Administrator
Santa Cruz County Redevelopment Agency
701 Ocean Street, Room 520
Santa Cruz, CA 95060

Dear Mr. Burns:

Regional Analysis & Planning Services, Inc., the non-profit organization of the Association of Monterey Bay Area Governments, is presenting its Spring 2001 Community Planning Forum on June 14 at the Salinas Community Center. The purpose of this year's educational Forum, **"Housing: Sharing Ideas and Building Partnerships for Our Communities"**, is to bring together a diverse group of practitioners and policy makers to showcase practical tools, techniques and successful examples of ways to address the affordable housing crisis in the Central Coast Region of Monterey, San Benito and Santa Cruz Counties.

We would like to invite the Santa Cruz County Redevelopment Agency to be a sponsor of this educational event. Sponsorship categories are: Major Sponsor (\$2,500), Co-Sponsor (\$1,000) and Local Government Co-Sponsor (\$500).

The U.S. Department of Housing & Urban Development (HUD) is a Major Sponsor. Julie Bornstein, Director of the California Department of Housing & Community Development, is our luncheon keynote speaker. Influential panelists will discuss innovative practices in affordable housing development, and strategies for addressing the phenomenon of economic displacement of our Central Coast residents. Confirmed speakers to date include Tom Jones of the California Futures Network; David Driskell of the Oakland-based housing consultant firm of Baird & Driskell, Inc; Katherine Hess of the City of Davis, and Dwayne Marshall of San Francisco's Policy Link, Inc. Mr. Frank Brunings of your office is providing valuable assistance as a member of the Forum's Planning Committee.

Sponsors will be acknowledged in all Forum materials and at the event. Sponsors are also welcome to display and distribute information to our audience of elected and appointed local government officials, urban planners, housing advocates, lenders, for-profit and non-profit developers, architects, real estate and legal professionals, and others,

Thank you for considering our invitation to participate in this Forum. We look forward to hearing from you in the near future.

Sincerely,



Kate McKenna, AICP
Principal Planner