

Sjraworks

From: Keit, Richard
Sent: Friday, April 06, 2007 1:32 PM
To: Deruna, Helen; Nguyen, Madison
Cc: Nguyen, Yen Chi; Asper, Paul; Price, Nancy; Mavrogenes, Harry; Moua, Louansee
Subject: RE: Vietnamtown Business District Banners & Monument--Meeting with Councilmember Nguyen #1

Just to way in on Number 2 - having done this for nearly 20 years. Working with the community is fine but design by a group will not work unless you show them 2 or 3 designs that they can choose from or make minor modification to. This usually works well. On the other hand if you have a committee of two or three to work with a designer you can come up with a good product and consensus.

Richard Keit, Director
 Neighborhood & Industrial Development
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From: Deruna, Helen
Sent: Thursday, April 05, 2007 4:47 PM
To: Nguyen, Madison
Cc: Nguyen, Yen Chi; Asper, Paul; Keit, Richard; Price, Nancy; Mavrogenes, Harry; Moua, Louansee
Subject: RE: Vietnamtown Business District Banners & Monument--Meeting with Councilmember Nguyen #1

Councilmember Nguyen,

Please see my response in red below.

1. The name is called Vietnam Town Business District. Separating "Vietnam and Town" would be good. **Thank you, we will make sure to adhere to this title.**
2. My office may hold one or two public meetings to inform folks in the project area about the project as well as asking for ideas for the banners. We're still working out the details whether or not it is feasible to conduct public meetings. I will let your team know shortly. **I think this is a good decision. Community engagement is essential. Let us know if you need help with these public meetings.**
3. Also, I spoke with Mr. Tang this morning and he's willing to pay for the monuments as well as the banners. **Excellent! He is also committed to maintaining the banners for years to come. Glad to hear of this as well.** He asked whether or not he needs to sign an agreement with the City for this portion. Please let me know if he needs to do so. **I will look into this and get back to you early next week.**
4. Also, since Mr. Tang is willing to pay for most of the costs, is a public meeting still necessary to inform the public of this project? I'm asking for your advice. **It doesn't matter who is doing this project, we believe that the community should be informed early on in the project so that we can mitigate potential problems. So, yes, we would highly recommend it. Again, let us know if you need help with facilitating/arranging these meetings.**

At this point, would you still like for us to assist Mr. Tang on the design of the banners and/or monuments? If so, we will need his contact.

Thank you,
 Helen de Ruña
 The Redevelopment Agency of the City of San José
 Communications & Community Relations Division
 200 E. Santa Clara St., 14th Floor Tower
 San José, CA 95113-1905
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From: Nguyen, Madison
Sent: Thursday, April 05, 2007 4:01 PM
To: Deruna, Helen
Cc: Nguyen, Yen Chi; Asper, Paul; Keit, Richard; Price, Nancy; Mavrogenes, Harry; Moua, Louansee
Subject: RE: Vietnamtown Business District Banners & Monument--Meeting with Councilmember Nguyen #1

Helen,

Thanks for the notes. A couple of clarifications:

5. The name is called Vietnam Town Business District. Separating "Vietnam and Town" would be good.
6. My office may hold one or two public meetings to inform folks in the project area about the project as well as asking for ideas for the banners. We're still working out the details whether or not it is feasible to conduct public meetings. I will let your team know shortly.
7. Also, I spoke with Mr. Tang this morning and he's willing to pay for the monuments as well as the banners. He is also committed to maintaining the banners for years to come. He asked whether or not he needs to sign an agreement with the City for this portion. Please let me know if he needs to do so.
8. Also, since Mr. Tang is willing to pay for most of the costs, is a public meeting still necessary to inform the public of this project? I'm asking for your advice.

Thanks,
 madison

From: Deruna, Helen
Sent: Wednesday, April 04, 2007 3:15 PM
To: Nguyen, Madison
Cc: Nguyen, Yen Chi; Asper, Paul; Keit, Richard; Price, Nancy; Mavrogenes, Harry; Moua, Louansee
Subject: Vietnamtown Business District Banners & Monument--Meeting with Councilmember Nguyen #1

Councilmember Madison Nguyen,

Thank you for meeting with us to discuss the **Vietnamtown Business District** project. Per our discussion, we will be working aggressively to complete this project as soon as possible. If the design is approved by May, we estimate that the banners and the two monuments can be fabricated by this summer.

Here are the notes from our meeting:

1. The area will be officially call **Vietnamtown Business District**.
2. The Vietnamtown Business District will be on Story Road (from 101, going west, to Senter Road, intersection of Happy Hollow Park).
3. There will be 2 monuments to be located at each end of the business district.

3. There will be 2 monuments to be located at each end of the business district.
4. Redevelopment Agency will provide \$100,000 in funding for this project.
5. Lap Tang (Vietnamtown's developer) will have his architect lead the design of the banners. Redevelopment staff will assist and advise.
6. Lap Tang has agreed to maintain the banners and replace them as needed.
7. We will only need your approval on the banners and monuments.
8. Richard Keit will check with DOT on the guidelines for the monuments.
9. Paul Asper, Redevelopment Agency Senior Graphic Designer, will start on the design/layout of the monuments.
10. We will update you on the status of the project in 3 weeks (week of April 23-27).

At this point, we will wait for you to provide Lap Tang's contact so that we can start assisting his group with the design of the banners.

Thank you for bringing the project forward to us. We are very excited that our Agency is involved in transforming this project into a reality for the Vietnamese community.

Feel free to contact any of us if you have questions/comments.

Wishing you a pleasant day,
Helen de Ruña
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