



Dear «Preferred\_Name»,

Happy New Year! 2010 was a challenging and busy year for us here at the City. Even though our budget deficit in 2010 was at an all time high, there are many accomplishments the City and my office made that I am very proud of.

In 2010, our district experienced some exciting economic development, something that has been a priority of mine since taking office. In these tough budgetary times, bringing new businesses to the City is a vital part of bringing ourselves out of the recession. I am thankful for the economic growth that District 10 has recently seen. The opening of Whole Foods has been particularly exciting. I have been advocating for some time that Blossom Hill should be the premier retail corridor in the area. Whole Foods at the corner of Blossom Hill and Almaden Expressway is supporting that goal. The Whole Foods opening has also led the way for other businesses to successfully open their doors in that same shopping center. I look forward to welcoming Peet's Coffee & Tea, Pet Food Express and Pinkberry Yogurt to District 10 shortly.

We are also expecting a new restaurant in District 10! TGI Friday's will open at the corner of Blossom Hill Road and Santa Teresa Boulevard. The date for the grand opening has not yet been set, but when it is I will let you know.

Unfortunately not everything in District 10 this year has been positive economically. PW Market on Almaden Expressway and Via Valiente closed in 2010. We are all concerned and saddened to see that storefront vacant. The other businesses in that center have not closed, however, so please consider supporting them by shopping there. These include CVS, Almaden Yoga, Double Luck (Chinese restaurant), Optimum Results, Titivate Salon, Round Table Pizza, Bret Harte Cleaners, America's Best Karate, Elements Restaurant, Unwined, Post Net, Stephen L. Rottjakob, DDS, and JMC Semiconductor.

**New challenges:**

The year ahead brings many new and exciting challenges. I will be serving on several new committees:

**Councilmember Pyle's 2011 Committee Appointments:**

Neighborhood Services and Education Committee—Chair

Serves, fosters and strengthens the community by providing access to lifelong learning, opportunities to enjoy life, ensuring a diverse range of housing opportunities, and preservation of healthy neighborhoods.

Airport Competitiveness Committee

A new committee focused on making the Mineta San Jose International Airport more competitive.

Healthy Neighborhoods Venture Fund Advisory Committee—Chair



January 2011  
Newsletter  
print version is  
[available here](#)



Whole Foods Grand Opening



Sets policy direction, facilitates interagency collaboration, evaluates emerging trends and assists in advancing the goals of the Healthy Neighborhoods Strategic Work Plan. The Committee promotes collaboration with other entities having similar interests in improving the well-being of the San Jose community. The committee also makes recommendations for the disbursement of Healthy Neighborhoods Venture Fund (HNVF) grants.

Family/Domestic Violence Advisory Board—*Co-Chair*

Informs and educates the public and policy makers about the impact of domestic and intimate partner violence, promotes collaborative community wide campaigns and raises awareness through activities, forums and public service campaigns.

Civil Service Commission—*Liaison*

Conducts investigations concerning the administration of personnel on the Classified Service, reviews and recommends changes to the Civil Service Rules and appoints members to the City Council Salary Setting Commission. The Commission may also act as an appellate body for certain personnel decision affecting City employees.

Disability Advisory Committee—*Liaison*

Evaluates and make recommendation to the City council relative to any and all matters affecting persons with disabilities in the City, including education, employment, housing, transportation, recreation and access to programs and services City-wide.

Early Care and Education Commission—*Liaison*

Reviews and provides advice to the City Council and the City Manager on all matters and issues related to childcare, early childhood education, child development, and other issues concerning young children ages 0-5 years and their families.

Emergency Preparedness Council

An advisory body of the Santa Clara County Operational Area in matters affecting disaster preparedness throughout the Operational Area.

Independent Hearing Panel (LEA)

Acts as the local appeals body for solid waste permitting and enforcement issues

Parks and Recreation Commission—*Liaison*

Studies, reviews, evaluates and makes recommendation to the City Council and City Manager regarding existing and/or proposed parks, recreation and community services, facilities and programs, their use and operation, the extent and nature of services to be rendered to the public, and the financing, operations and services of such facilities.

Association of Bay Area Governments (ABAG)—*Alternate*

A regional planning agency for the nine counties and 101 cities and towns in the San Francisco Bay region committed to advocacy, collaboration, and excellence in planning and service programs that work to address regional economic, social, and environmental challenges.

Santa Clara Valley Transportation Authority—*Alternate*

Developing, operating and maintaining the bus and light rail system within the county as well as managing the county's blueprint to reduce congestion and improve air quality.

**Social Host Ordinance**

One item that is going to remain important to me in the new year is the

Westfield Oakridge Winter Walk participants warm up



St. Patrick's Luncheon at the Almaden Community Center



Great American Litter Pick Up at Pioneer High School



Low income Hoffman Via Monte residents received gifts of backpacks with school supplies and bicycle helmets at National Night Out.

Social Host Ordinance I proposed in November. This ordinance would hold adults responsible for providing alcohol and hosting underage drinking parties. Already, Santa Clara County along with the cities of Morgan Hill, Gilroy, Palo Alto, Saratoga, Monte Sereno, Santa Clara, Los Altos, Los Gatos and Milpitas have taken steps to address this issue by enacting Social Host Ordinances. While there are existing programs and laws on the books to address the issue of underage drinking, a Social Host Ordinance would give us another tool to help adults and teens understand the dangers of underage drinking.

The Social Host Ordinance I proposed would be modeled after the County's ordinance. Staff is currently working on a draft ordinance and a community outreach plan. I will bring the item before the Neighborhood Services and Education Committee early this year.

For more information on underage drinking and driving please view [this guide](#) for parents and teens.

### **Community Events from 2010:**

I hosted, assisted and attended numerous community events throughout 2010 including:

#### **Westfield Oakridge Winter Walk**

In February 2010, I hosted the Third Annual Westfield Oakridge Winter Walk (WOWW) and Resource Fair for Seniors. Each year this event has grown in size and sophistication. Last year we had nearly 500 seniors attend and over 40 organizations participate in the resource fair, and we're expecting an even better turnout this year, as Councilmember Ash Kalra and Councilmember Don Rocha will be co-hosting the event with me! Mark your calendars for the Fourth Annual WOWW which will be held at the Westfield Oakridge Mall on Friday, February 11th. We will once again feature a free healthy breakfast, health walk around the mall and a drawing for prizes with free entry.

#### **St. Patrick's Luncheon**

It has been a tradition for many years for the District 10 Council Office to celebrate St. Patrick's Day with the Almaden Senior Association. We celebrated with a delicious corned beef and cabbage meal cooked by the Almaden Community Center Kitchen Staff and enjoyed watching the accomplished Irish dancers Tom and Laura Holford, and Ryan and Megan Ostiller perform several Irish jigs. Then we finished the luncheon with key lime pie and a sing-a-long featuring "When Irish Eyes Are Smiling". We will carry this tradition on into 2011.

#### **Great American Litter Pick Up**

For several years the Great American Litter Pick Up in District 10 has been focused at Pioneer High School and the Hoffman Via Monte area. We had nearly 50 volunteers last year and collected dozens of bags of trash. This year's Great American Litter Pick Up is set for Saturday, March 19th.

#### **National Night Out**

Over 300 residents of the Hoffman Via Monte neighborhood attended their National Night Out in 2010! Low income residents received gifts of backpacks with school supplies and bicycle helmets. Donations came from Almaden Hills United Methodist Church and the San Jose Department of Transportation, Street Smarts Program.



Councilmember Pyle with Nicholas Pollusa at the 2010 Youth Conference held at City Hall.



Youth Job Fair hosted at the Westfield Oakridge Mall by Councilmembers Nancy Pyle and Madison Nguyen.



Senior Downtown Day Group Shot at the Tabard Theater waiting to see Stompin' at the Savoy.

In addition, the Playa Del Rey Neighborhood Association had a very successful first National Night Out with over 80 neighbors in attendance!

### **Youth Job Fair**

In 2010 I co-hosted the Annual Youth Job Fair with Councilmember Madison Nguyen at the Westfield Oakridge mall. The event was a huge success with over 500 students in attendance. Participants received instruction on resume writing and interviewing skills before having the opportunity to meet with potential employers at the job fair.

### **Downtown San Jose Day**

In October I hosted a Downtown San Jose Day that was attended by a group from the Almaden Senior Association. We enjoyed lunch at Sonoma Chicken Coop on San Pedro Square, saw "Stompin' at the Savoy" at the Tabard Theatre and toured Axis, the luxury condominium building in San Pedro Square. I am planning another Downtown Day with similar events for the Spring of 2011 so stay tuned!

### **Christmas in the Park**

Christmas in the Park is a wonderful San Jose tradition! Each year, I show my support for the event by hosting a Christmas tree for community members to enjoy. This year I invited community groups from throughout District 10 to help create ornaments for the tree. The District 10 Youth Advisory Council, the Creative Arts Group at the Almaden Community Center, and children from the Almaden Library all created ornaments featured on this year's Christmas in the Park tree. We even featured all of the schools in District 10 on the tree using school bus ornaments.

For information about how you can help keep this much-loved community event going, please visit: [www.christmasinthepark.com/about/faq.html](http://www.christmasinthepark.com/about/faq.html).

### **Additional Activities in 2010:**

#### **24th Annual Dublin, Ireland Sister City Visit**

The San Jose—Dublin Sister City Relationship has been in effect for the last 24 years. The program develops cultural, economic, artistic and sporting ties between San Jose/Silicon Valley and Dublin. Several meetings took place during the visit including those which helped lead to the opening of the Irish Innovation Centre located in the Linden Building at 177 W. Santa Clara Street. The facility now houses Irish based cleantech and software communications companies looking to build a presence in the United States.

#### **Trip to Sacramento**

Back in February 2010 I went to Sacramento with a few other councilmembers to advocate for our great City. One of the primary goals of the trip was to present information regarding the impact the State budget has on our City and Redevelopment Agency budgets. Last year's trip helped strengthen our relationships with our representatives in Sacramento. We will make another trip this February to continue advocating for San Jose.

#### **Almaden Lake Park Fundraising**

Together with generous donations from residents and local businesses, we raised \$70,000 to preserve the swim program at Almaden Lake Park for the summer of 2010. \$35,000 was raised from the community which was matched by my office funds. Almaden Lake Park is the only open water swimming opportunity and one of the most popular swimming destinations in the City. Funds were used to hire certified open water lifeguards, regional park aides and an open water manager to ensure that all swimmers had a safe and enjoyable experience.



**Councilmember Pyle's  
Christmas in the Park Tree**



**Dublin Lord Mayor Emer  
Costello, Former San Jose  
City Councilmember  
Charlotte Powers, former  
Vice Mayor Judy Chorcó &  
Councilmember Nancy Pyle  
pose with Irish Week  
Proclamation**



**Almaden Lake Park Grand  
Opening Ceremony**

**November Council Meeting  
Invocations:**

## Census Results

The 2010 Census showed the resident population of the United States on April 1, 2010, to be 308,745,538. This residential population represents an increase of 9.7 percent over the 2000 U.S. resident population of 281,421,906. The most populous state was California with 37,253,956 residents. This spring, San Jose will receive the exact numbers from the 2010 Census which will trigger the City's requirement to redraw boundaries for City Council Districts. A Redistricting Advisory Commission has been selected with one member from each Council District, appointed by the Councilmember from that district, and a chairperson from the City at large who is appointed by the Mayor. For more information see: [Redistricting Advisory Commission Council Memo](#).

## Ceremonials in 2010:

Throughout the year the City makes proclamations for important events and presents commendation to deserving groups and organizations. This is the list of proclamation and commendation I took the lead on last year.

### 2010 Proclamations

Poverty Awareness Month because 58.5 percent of Americans will spend at least one year living below the poverty line at some point between the age of 25 and 75.

World AIDS Day to help raise awareness about HIV and AIDS worldwide and find a way to make a difference.

### 2010 Commendations:

Center for Employment Training for their holistic approach to job training and human development and their commitment to help each student obtain a permanent, unsubsidized well-paying job with good benefits and continued growth potential.

Junior League of San Jose for encouraging individuals to donate their time and skills to help others and for honoring the spirit and dedication of exceptional community volunteers at the annual Volunteer Recognition Luncheon.

Diane Perovich for her outstanding commitment to the Almaden Senior Community.

Relay for Life Almaden for encouraging the Almaden Community to stand up and fight back against cancer.

YWCA Project Inspire for strengthening student's foundation of basic academic skills, while providing them with a rich, high quality, life skills enrichment curriculum.

San Jose Unified School District Superintendent Don Iglesias for his lifetime dedication and commitment to the students of San Jose.

Assemblymember Jim Beall for his ongoing dedication to public service and his specific passion for advocating for the County's neediest residents, including emancipated foster youth, disabled individuals and the uninsured.

Merritt Trace Elementary School for their resilience and perseverance in building a new and improved school in wake of a devastating fire.

## November Invocations:

Invocations are a period of between 3 and 5 minutes that start the City Council Ceremony. Invocations can take place in many forms, most common of which are performances: a song sung or played, a poem read, or a blessing given. Each City Councilmember and the Mayor trade off inviting guests to lead the Council Invocations throughout that year—this year I was responsible for Invocations in the month of November.



Animal Care and Services Division lead the November 2nd Council Invocation in honor of Animal Shelter Appreciation Month.



Mike Salas and Ray Soto from the San Jose Vietnam War Memorial Foundation lead the November 9th Council Invocation in honor of Veteran's Day.



Play Writer Mary Sheehan & Cast Members Ralph Butterworth, Josie Supencheck and Jeanne Schwab performed the Howdy Doody Skit from the play Those Were the Days at the Council meeting on November 16th.

### San Jose Animal Care and Services Division

November hosts Animal Shelter Awareness Week so we invited members from the City's Animal Care and Services Department to lead an invocation. Animal Care and Services is a full-time division that offers the community many valuable programs and services including providing shelter and field services to San Jose residents as well as residents of Cupertino, Los Gatos, Milpitas and Saratoga. Director Jon Cicirelli, Administrator Dotty Barney, Shelter Manager Staycee Dains, Field Manager Leslie Tisdale and Public Relations Advisor Julie St. Gregory attended the Council Meeting with a number of pets.

### San Jose Vietnam War Memorial Foundation

We invited members of the San Jose Vietnam War Memorial Foundation to lead an invocation in honor of Veteran's Day. Mike Salas wrote a beautiful poem chronicling the wars throughout history which he read aloud while being accompanied by Ray Soto on guitar.

### Almaden Seniors performed a vignette from their play "Those Were the Days"

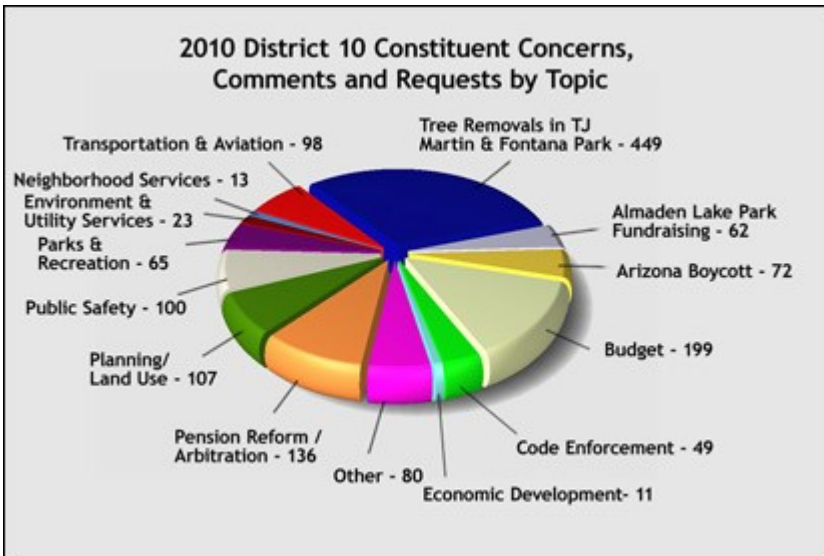
It has become a recent tradition for members of the Almaden Senior Association to write and perform a new play each year. This year's play was called "Those Were the Days" and consisted of a number of vignettes—The Howdy Doody Skit was performed for Council.

### Ed Koetitz, Almaden Librarian

Story time at the San Jose Public Library is one of its most popular services to the residents of San Jose. During the last fiscal year (09-10), the library presented 3,022 Story Times with 119,033 parents and children in attendance. Research has shown that children who are read to and who enjoy the reading experience are much more likely to become proficient readers and as a result, have great academic success throughout their lives.

Librarian Ed Koetitz ([Almaden](#)) did a special five-minute version of story time at a the November 30th Council meeting. He got the audience to sing along with him and participate with gusto. The Library Foundation was in attendance and they graciously participated by playing rhythm sticks in the last musical selection "There is a Planet Bright and Blue."

### Constituent Concern Chart :



### City Calendar:

#### City Council Meetings

Tuesday, January 18th—no meeting  
Tuesday, January 25th; 1:30pm



Almaden Librarian Ed Koetitz lead a special Storytime with music at City Hall for the Invocation on November 30th in honor of National Young Readers Week.

### Contact Us

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### District 10 Staff

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Laura Cowan  
Council Assistant

Lauren Profeit  
Council Assistant

Nitila Patel  
Council Assistant

Tuesday, February 1st; 1:30pm  
Tuesday, February 8th; 1:30pm  
City Hall, 200 E Santa Clara Street, City Council Chambers  
[www.sanjoseca.gov/clerk/agenda.asp](http://www.sanjoseca.gov/clerk/agenda.asp)

### **Community Calendar:**

#### **Martin Luther King Jr. Holiday**

Monday, January 17th

#### **Hoffman Via Monte Meeting**

Wednesday, January 19th, 6:30pm  
Neighborhood Center, 1180 Blossom Hill Road

#### **Playa Del Rey Meeting**

Wednesday, January 19th, 6:30pm  
Pearl Library, 4270 Pearl Avenue

#### **Early Care & Education Commission Meeting**

Thursday, January 20th, 3:00pm  
King Library, Room 455

#### **2011 Crime and Gang Prevention Summit**

Saturday, January 22nd; 8:30am –1:30pm  
Seven Trees Community Center; 3597 Cas Drive  
The Summit will feature hands-on workshops, a community resource fair, and a free lunch for participants. RSVP online by Jan 18 at [RSVP@sanjoseca.gov](mailto:RSVP@sanjoseca.gov). Call the Mayor's office at (408) 535-4800 for more information.

#### **VEP Community Meeting**

Tuesday, January 25th; 7:30pm  
Vista Park Community Room; 475 Hyde Park Drive  
Featured guest speaker will be Judge LaDoris cordell, city of San Jose Police Auditor. For more information visit [www.vepca.net](http://www.vepca.net) or contact Marilyn Rodgers, President at (408) 225-7553.

#### **District 10 Youth Advisory Council Meeting**

Wednesday, January 26th; 6:00pm  
Almaden Community Center, 6445 Camden Avenue, 2nd Floor

#### **Almaden Senior Association Meeting**

Wednesday, February 2nd; 9:45am  
Almaden Community Center, 6445 Camden Avenue  
[www.almadenseniors.org/](http://www.almadenseniors.org/)

#### **Parks and Recreation Commission Meeting**

Wednesday, February 2nd; 5:00pm  
City Hall, 200 E Santa Clara Street, Wing 118-119  
[www.sanjoseca.gov/prns/sjcommissions/parks/default.asp](http://www.sanjoseca.gov/prns/sjcommissions/parks/default.asp)

#### **South First Friday**

Friday, February 4th; 7:00pm  
South First Street between San Carlos and E. Reed streets  
[www.southfirstfridays.com/](http://www.southfirstfridays.com/)

#### **District 10 Youth Advisory Council Meeting**

Wednesday, February 9th; 6:00pm  
Almaden Community Center, 6445 Camden Avenue, 2nd Floor

#### **Almaden Valley Community Association Meeting**

Monday, February 14th; 7:00pm  
Almaden Community Center, 6445 Camden Avenue, Room 3  
[www.avca-sj.org](http://www.avca-sj.org)

### **Did you know?**

San Jose Mineta International Airport generates 50,000 jobs in the San José/Silicon Valley area and account for \$4 billion a year in direct business spending in the local community.

### **Quote**

**“Be always at war with your vices, at peace with your neighbors, and let each new year find you a better man.”**

**-Benjamin Franklin**

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