



# ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES

Date: Monday, April 9, 2018  
Location: Milpitas City Hall, Committee Conference Room  
Start Time: 4:07 PM  
End Time: 5:42 PM

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## I. FLAG SALUTE, CALL TO ORDER, ROLL CALL

Economic Development Director Edesa Bitbadal called the meeting to order at 4:07 PM and led the Pledge of Allegiance. Alternate Commissioner Reddy was seated.

### MEMBERS PRESENT:

Ricardo Ablaza, Chair (4:15)  
Warren Wettenstein, Vice-Chair (5:14)  
Anna Wang, Commissioner  
Jeffrey Chen, Commissioner  
Donald Peoples, Commissioner  
Charlene Tsao, Commissioner  
Dhaval Brahmhatt, Commissioner (4:15)  
Lynne Rice, Commissioner  
Chris Norwood, Commissioner  
Raghu Reddy, Alternate Commissioner

### MEMBERS ABSENT:

Minh Nguyen, Commissioner (Excused)  
Anthony Phan, Councilmember (Excused)

### CITY STAFF PRESENT:

Edesa Bitbadal, Economic Development Director  
Noa Kornbluh, Economic Development Specialist

## II. PUBLIC FORUM

None.

## III. APPROVAL OF AGENDA

Motion: to approve the agenda.

Motion/Second: Rice/Peoples

Motion carried by a vote of:	Ayes:	6
	Noes:	0
	Absent:	Nguyen
	Abstain:	0

## IV. APPROVAL OF MINUTES

### A. March 12, 2018

Motion: to approve the minutes.

Motion/Second: Chen/Peoples

Motion carried by a vote of:	Ayes:	5
	Noes:	0
	Absent:	Nguyen
	Abstain:	Norwood

## V. NEW BUSINESS

### A. Welcome New Commissioner

Ms. Bitbadal welcomed Commissioner Chris Norwood to the EDC representing the Milpitas Unified School District. Commissioner Norwood introduced himself to the commission. He is a 45 year resident of Milpitas, married with two children who both attended Milpitas schools. He was elected to the Milpitas School Board in 2014. He had over 25 years of tech experience and then transitioned to non-profit education. He is a fan of code writing and computer science. All Commissioners then went around and introduced themselves.

### B. Receive Update on Development Projects

Ms. Bitbadal gave a quick update of development projects. The Lyon Living development is moving forward with the first phase under construction. The leasing office is open. Currently they are making changes to the original submittal and working through the entitlement process to make those changes. They will then start the second, third, and fourth phases including the Virgin Hotel.

Element Hotel is going before the planning commission later this month. Element is a Marriott brand hotel from a Utah-based developer. The developer purchased the property off of the Interstate 880 from Redevelopment Successor Agency. Economic Development Department negotiated with the hotel to build one hotel with 194 guest rooms, Element, and a second hotel, Aloft Hotel, on an adjacent parcel with 150 guest rooms.

Home2Suites, which is building 150 guest rooms in the California Circle area, will be going to the planning commission as well. It will be capturing the Fremont market. This is a third hotel being developed in the California Circle area. There is job growth and population growth driving demand for hotels in Milpitas. Economic Development Department is pushing for as many rooms as possible because land is limited and the economy is on an upturn. Sonesta Hotel, formally the Beverly Heritage Hotel, is also increasing their number of guest rooms by three and are also going through the entitlement process.

Commissioner Brahmhatt has been approached by developers interested in setting up a Hilton Hotel in Milpitas. Ms. Bitbadal told him to connect with the Economic Development Department for opportunity to potentially redevelop existing motels or hotels. Commissioner Chen commented that during the week hotels are almost sold out, on the weekend the occupancy rate is only 50-60%. The Milpitas rates are strong but should be careful to build new hotels that take customers from neighborhood communities and do not compete for the same customers as existing hotels. Ms. Bitbadal commented that she appreciates feedback from Commissioner Chen and if a business locates in north San Jose or nearby city it is good for our hotels as it increased business travel.

### C. Receive Update Commission Subcommittee

Ms. Bitbadal informed the Commission that the Commission Subcommittee had 2-3 meetings to discuss a reorganization of all City Commissions. City Council is reviewing the number of commissions and number of commissioners. Ms. Bitbadal informed the Commission that the Economic Development Commission (EDC) is becoming Economic Development and Trade Commission because developing trade missions is important to the health of our economy. The Commission Subcommittee proposed the new Economic Development and Trade Commission have 7 members to help achieve quorum. The Commission Subcommittee proposed adding the Sister Cities Commission (SCC) mission to the Parks Recreation & Cultural Resources Commission (PRCRC) which is a better fit than EDC because their relationships with other Cities is more a cultural than trade based exchange. EDC is staying with a reduction in number of commissioners and with the addition of Trade to its mission.

Councilmember Nuñez added that SCC had requested to become part of EDC and later asked to be part of PRCRC as they felt their role was more cultural than trade. As of right now they are still deciding on whether to join PRCRC or EDC. Either way EDC will still include trade and have 7 commissioners.

Commissioner Peoples commented that in the past EDC partnered with SCC. At one time EDC had a liaison to SCC, and that interconnection was very valuable.

Councilmember Nuñez commented that the cultural component of SCC may go to PRCRC but it looks like EDC will take up trade as part of their mission whether or not SCC joins the EDC.

Ms. Bitbadal stated that it was her understanding that SCC partner cities are not the cities that Milpitas will be developing trade relations with, but with different cities which better fit Milpitas' needs. SCC is to build cultural relationships. Ms. Bitbadal also asked the Commissioners to keep in mind the number will be 7 spots, and if 2 are from SCC then there will be 5 spots for EDC.

Councilmember Nuñez stated that if EDC thinks the number is too small or too large or certain industries are not represented to please let the Subcommittee know.

Commissioner Brahmbhatt stated that he had been with the Commission since the inception in 2014. Since Milpitas considers itself part of Silicon Valley the commission should look at all the industries expanding the economic growth of the city including high-tech and semiconductor industry to be part of the Commission. Commissioner Brahmbhatt suggested Council consider a 9 member commission. When combining trade with economic development 9 members would be better and 5 members for quorum would not be too hard.

Councilmember Nuñez asked that if any Commissioner has suggestions they send them to him so he could take them into account at the next subcommittee meeting.

Commissioner Reddy suggested we would tighten the requirement for attendance to help with quorum rather than reduce the size of the committee.

Commissioner Peoples would like to encourage a bigger group because the value of this commission is the different representation. Having too small a group you get limited representation.

Commissioner Norwood stated that after this past council meeting when he was officially confirmed to the EDC he read the role of the Commission sent to him by the City Clerk and also feels we need more representation to recognize the businesses within the City on the Commission. Commissioner Norwood also asked about the laws around webinars and people phoning in to meeting remotely.

Commissioner Peoples asked that the commission be educated about the Brown Act and how it relates to technology. Councilmember Nuñez commented that from his experience you can call in. Ms. Bitbadal told the commission that the City Clerk is working on the handbook for all commissioners and will pass on to her an interest in remote attendance.

Commissioner Peoples asked if you could possibly send someone else as a sub for specific industry categories but staff did not believe so. Commissioner Wang asked that future appointed Commissioners have a sense of the economy in Milpitas. Bitbadal commented that there is an interest from property owners who attract tech companies to join the commission, but it is difficult to get high-tech company representatives on the Commission.

## **VI. ANNOUNCEMENTS**

### **A. Council Liaison Update**

Councilmember Nuñez announced two upcoming community meetings: April 10, 2018, at 5:30 PM in the Barbara Lee Senior Center is a Budget Study Session for Fiscal Year 2018-19; April 10, 2018, at 7:00 PM at Zanker Elementary is a Milpitas Unified School District board meeting.

### **B. Commissioners Update**

Commissioner Brahmbhatt announced that on April 27, 2018, at SEMI Headquarters there is an all-day event by the Nano Technology Council of Silicon Valley.

Commissioner Norwood shared a save the date for Saturday May 5, 2018, Milpitas Elementary Olympics in partnership with City of Milpitas. Nine different elementary schools will be competing. There is a sponsorship packet available. This is the same day as music in the park.

Commissioner Wang announced that in early September 2018, there will be a cultural festival in partnership with the Public Library.

Commissioner Tsao announced that on April 18, 2018, at 12:00 PM the Milpitas Chamber of Commerce is partnering with the City of Milpitas and the Small Business Development Center to co-host a workshop titled Access to Capital Seminar at Dave & Busters in the Great Mall.

Commissioner Ablaza asked when Commissioners would be informed if the Commission meeting has quorum. Ms. Bitbadal commented that it takes a lot of time to confirm quorum and asked that Commissioners please call staff if they have questions about quorum. If Commissioners call or email each other they could end up violating

the Brown Act. Ms. Bitbadal stated that staff will take the Commissions suggestions and try to inform Commissioners if there is no quorum by email by at the latest 10:00 AM on the Monday's day of the meeting.

Commissioner Wettenstein announced that on April 10, 2018, at 8:00 AM the Milpitas Chamber of Commerce is having their monthly breakfast, and the keynote speaker will talk about BART.

### **C. Great Mall Update**

Great Mall will be hosting a basketball three on three tournament between June 14 and July 14, 2018. 3Ball, is an Olympic sport. Hosting a team from China. Visit California is coming to do a summit on China Tourism on June 19, 2018, at Dave & Busters at 8:30 AM. The EDC will be invited along with corporate retailers and hoteliers. It will be over breakfast about 90 minutes on specifically tourism from China. Milpitas is a hub for Chinses tourism because either family or technology companies. Commission is invited and Commissioner Rice will send out invitations. There are new stores coming that will be announce next month. There is a waitlist for tenant spaces but you will see some vacancies because the Great Mall is waiting for the right tenant. Volkswagen and Tesla are bringing new changing stations, anticipate about 30-50 stations by the end of the year.

Commissioner Brahmhatt commented that a lot of food vendors are closed at the Great Mall.

Commissioner Rice responded that the food court does not have any vacancies but there is a lot of construction. There will be a photo shoot this week for the rediscover Great Mall campaign highlighting new renovations. The biggest growth has been from 5-15 miles from the mall. Half of the customer base is within 5 miles so the Great Mall is now going after farther markets like Mountain View and Cupertino.

Commissioner Brahmhatt commented that he would like to see hydrogen fueling stations in Milpitas.

Commissioner Rice responded by saying the Great Mall could be interested if there is a vendor. Commissioner Rice also commented that the Great Mall is trying to position itself through events, and the farmers market has been very popular. Booster Fuel is an on demand fueling app at the Great Mall. Booster Fuel did a successful 4 month pilot and are extending the pilot through the end of the year.

Ms. Bitbadal added that Booster Fuel is one of the projects Economic Development Department brought to the City of Milpitas. Initially, our Fire Marshal was concerned so we worked with staff to make sure everything was resolved during the pilot program.

Commissioner Rice added that 3Ball will be streamed on NBC and online.

### **D. Staff Report**

Ms. Bitbadal informed the Commission that on April 13, 2018, from 8:00 AM to 12:15 PM, Silicon Valley Leadership Group is hosting an Economic Summit in Campbell at Villa Ragusa. Economic Development Department has sponsored a table, and the following Commissioners did ask to attend: Commissioner Reddy, Peoples, Brahmhatt, and Wang. Staff will send out an email, please let staff know if you want to attend.

Ms. Bitbadal also informed the Commission that the departmental accomplishments for Economic Development will be presented during the budget presentation. Over the last year Economic Development has facilitated 19 economic development related projects, in-person outreach to 50 businesses and 8,600 mailers to businesses, regional outreach to promote the City to attract companies, increased hotel room count by an additional 153, every room added increases the amount of TOT tax that comes to the City. Reduction of commercial vacancy while increasing sales tax and business to business tax. Developed and distributed 4 community newsletters. Development of wage theft policy and four Property Assessed Clean Energy Agreements and Community Choice Energy. Hosted a successful Going Green workshop which had over 200 attendees. Workforce development, we hosted over 100 students for Manufacturing Day. Made presentation to 8 international delegations and businesses. The City is co-hosted a LinkedIn Workshop and will be co-host an Access to Capital workshop with the Chamber of Commerce.

## **VII. ADJOURNMENT**

Commissioner Chen motioned, and seconded Commissioner Wettenstein to adjourn the meeting at 5:42 PM to the regularly-scheduled commission meeting on Monday, May 14, 2018 at 4:00 PM. The motion carried unanimously.