



ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES

Date: Monday, August 13, 2018
Location: Milpitas City Hall, Committee Conference Room
Start Time: 4:03 PM
End Time: 5:18 PM

I. FLAG SALUTE, CALL TO ORDER, ROLL CALL

Chair Rice called the meeting to order at 4:03 PM and led the Pledge of Allegiance. Alternate Commissioner Reddy was seated.

MEMBERS PRESENT:

Lynne Rice, Chair
Jeffrey Chen, Vice-Chair
Ricardo Ablaza, Commissioner
Warren Wettenstein, Commissioner
Anna Wang, Commissioner (4:10)
Donald Peoples, Commissioner
Minh Nguyen, Commissioner
Raghu Reddy, Alternate Commissioner

MEMBERS ABSENT:

Dhaval Brahmbhatt, Commissioner
Chris Norwood, Commissioner
Charlene Tsao, Commissioner (Excused)
Anthony Phan, Councilmember (Excused)

CITY STAFF PRESENT:

Steve McHarris, Deputy City Manager
Daniel Degu, Economic Development Coordinator
Noa Kornbluh, Economic Development Specialist
Jessica Garner, Planning Manager, Acting Planning Director

II. PUBLIC FORUM

None.

III. APPROVAL OF AGENDA

Economic Development Coordinator, Degu requested to move item 6B before item 6A.

Motion: Motioned to move item 6B before item 6A.

Motion/Second: Wettenstein/Ablaza

Motion carried by a vote of:	Ayes:	8
	Noes:	0
	Absent:	Brahmbhatt, Norwood, Tsao
	Abstain:	0

IV. APPROVAL OF MINUTES

A. April 9, 2018

Motion: to approve the April 9, 2018, Economic Development Commission meeting minutes.

Motion/Second: Ablaza/Chen

Motion carried by a vote of:	Ayes:	7
	Noes:	0
	Absent:	Brahmbhatt, Norwood, Tsao
	Abstain:	Nguyen

B. May 14, 2018

Motion: to approve the May 14, 2018, Economic Development Commission meeting minutes.

Motion/Second: Chen/Wettenstein

Motion carried by a vote of:	Ayes:	7
	Noes:	0
	Absent:	Brahmbhatt, Norwood, Tsao
	Abstain:	Nguyen

V. NEW BUSINESS

A. Informational Item – General Plan and Midtown Status Presentation

Garner, Acting Planning Director and current Planning Manager provided a General Plan status update and talked about the upcoming Milpitas Specific Plan update. A similar presentation was given to City Council in late March. The City is well into the General Plan update process which started at the end of 2016. The Existing Conditions Report draft is complete and going to City Council. The Issues and Opportunities Report is in progress as well as the Land Use Alternatives Report, a draft will be completed soon. Consultants are currently working on the Land Use Alternatives Report which is being informed by community participation through community workshops and the General Plan Advisory Committee (GPAC). Staff anticipates presenting the General Plan to City Council the 1st quarter of 2019. More information on the General Plan Update can be found online at <http://milpitas.generalplan.org/>.

The City is also working with consultants on an existing conditions summary for the Midtown Specific Plan update. They have already started stakeholder interviews and meeting with staff. The City will also be hosting focus groups and a walk audit as well as developing a webpage. Detailed planning, engineering and infrastructure information will also be included in the existing conditions report.

Commissioner Peoples asked who the City has talked to as far as stakeholders and offered to connect Garner with the Milpitas Downtown Association which had been established when the City first created the Midtown Specific Plan. Garner stated that they were interested in talking to the Milpitas Downtown Association and staff has, thus far met with City Councilmembers and Commissioner Tsao about her project as well as a large land holder in the Midtown area.

Garner explained that the City is updating the Midtown Specific Plan, which was last update was in 2010, because the current Plan does not have the refinement and the implementation plan needed to activate development. The current Plan is actively used for zoning and entitlement in the Midtown area.

Commissioner Peoples pointed out that there are few properties in conformance with the Plan to which Garner explained that this is because there are few properties that have been redeveloped. The new projects in the Midtown area are in align with the existing plan. The biggest challenge in the Midtown Specific Plan area is infrastructure. Planning is working with Public Works and Engineering to accommodate the increased density if that is what the community wants.

Commissioner Peoples noted that he felt the existing Midtown Plan was a compromise between some people who wanted increased height and density and others who felt it was not in line with existing community. Garner commented that the City is going to have that conversation again. Midtown is a unique area with lots of opportunity and the City wants to pave the way for a new vision while maintaining the character of the neighborhood and the City.

McHarris informed the Commission that it will be part of the Midtown Plan review process with the Planning Commission being last stop before recommendations are sent to the City Council. The recommendations of the Economic Development Commission will be important as the City moves forward in this process. The Plan update will be taken to the appropriate Commissions and the public input will be on record for City Council, who will make the ultimate decision.

Garner mentioned that staff will make sure to keep the commission informed of all upcoming public meetings and engagement opportunities. Phase two will start with visioning, through charrettes and surveys to get feedback from the public on updates to parking, design guidelines, increasing community benefit etc. followed by a feasibility

analysis. Staff is hoping to finish spring 2019 which fits in with General Plan update. The City then plans to move forward with zoning updates and an update to the Transit Area Specific Plan.

Commissioner Ablaza asked if there is a current plan for Dixon Landing. McHarris answered that the City has not have a specific plan for that area. Garner commented that there is a lot of development happening in Dixon Landing and that staff is looking at that area as a key place for the General Plan update because it is not developing as originally envisioned.

Commissioner Ablaza observed that the Midtown Plan calls for commercial but is not specific how much commercial. Garner clarified that there are some places that call for ground floor commercial in the Midtown Plan but that there has been discussion about adding more commercial in the Midtown Specific Plan update. The City also has to take into account what the market is willing to do by taking a close look at the fiscal conditions to understand how much commercial and housing the City can support overall and in the Midtown Specific Plan area.

McHarris added that as Staff looks at these corridors they will identify where to create nodes of commercial activity. The City cannot sustain commercial activity everywhere, the market won't support it, but staff, with input from commercial developers and brokers, have an idea of where those commercial nodes should be. If the City creates a plan that does not work financially for developers it could become an issue each time a project comes through and that will slow down the entitlement process and people may choose invest elsewhere.

Commissioner Peoples suggested that the City needs to identify those developers who are willing to build the type of projects the community wants, to create a vibrant mixed-use Midtown. The infrastructure has also been an obstacle to building these types of developments.

McHarris agree that the vision was for densities enough for people to be able to walk to activity and entertainment. Those people moving into new higher density homes will be looking for proximity to activity and entertainment. When the City did community visioning 4 or 5 years ago it looked at encouraging entertainment venues at the intersection of Main and Serra and the community, at the time, was supportive.

Commissioner Wettenstien mentioned that the Commission had a presentation about Serra Center a few years ago. The vision was to have a mixed-use development but there were several tenants with long term leases. McHarris said the City is looking to reach out to Serra Center again to talk with them about redeveloping the shopping center.

Commissioner Wettenstein asked what is happening with the Milpitas Towers project. Garner responded that in June City Council granted a 2 year extension to Landmark Towers. Modifications to their plan was approved but it will still be 23 stories. Staff is talking with the project team again this week.

B. Discussion Item- Existing and 2019 Workplan

The Council has a subcommittee working on a Commissioner Handbook but for now the Economic Development Commission will operate under the current Workplan. McHarris started by reviewing the 2017/2018 Economic Development Commission Workplan, which was adopted 2 years ago. Looking at the 2017 Workplan the Commission has achieved many of its 2017 goals including Manufacturing Day, hosting business development seminars, promoting development and jobs, encouraging high density development, and represent the city in local and regional events. Achievements for the past year include the Yelp Business Seminar with over 100 attendees, recommendations for several development projects, reviewing five City policies and representing the City at two State of the Valley events.

Looking forward to the 2018/2019 Workplan, it is McHarris' recommendation to put the General Plan on the agenda for the next few meetings to have a more robust discussion because it is important to get the correct economic development policies in place in the General Plan. Commissioner Tao and Commissioner Peoples are the Economic Development Commissioners acting as liaisons to the GPAC. Going forward the Commission will present recommendations on General Plan policies through the liaisons who attend GPAC meetings. Once these policies are placed in the General Plan, staff will use them to inform the decision makers. If the Commission is making a recommendation on a project but does not have the weight of a general plan policy behind it is much harder to enforce.

Tonight the Commission will be introduced to where the City is at in the General Plan update but also the Midtown Specific Plan. The General Plan update is well under way so the presentation will be a status update but the Midtown Specific Plan update has just started. The Midtown Specific Plan is being opened back up to look at

whether the boundaries, land use, and policies should change. The Midtown Specific Plan is under the General Plan but specific land use regulations and zoning will refer to Midtown Specific Plan for that area.

Commissioner Ablaza commented that there is a new mosque being built in an industrial area but it had been his understanding that there was a moratorium. McHarris stated that the moratorium on assembly uses in industrial areas was removed by the Council. Garner responded that Al-Hilaal Mosque off S. Milpitas Blvd. was approved by City Council. The City Council amended the General Plan in early 2017 to allow for assembly use in industrial areas with a conditional use permit. Al-Hilaal met the specific requirements for the conditional use permit. McHarris added that Al-Hilaal is actively doing tenant improvements to their building off S. Milpitas Blvd.

Chair Rice asked how the Commissioners can add items to the agenda. McHarris responded that Commissioners can ask to add items and staff will make it a reoccurring item wherever it is appropriate on future agendas. Going forward staff will add the General Plan Update to the agenda so that Commissioner Liaisons can report back from the GPAC meetings and the Commission can have a discussion on the General Plan. The liaisons will then return to GPAC meetings with the Commission's recommendations. McHarris suggested that for now, Commissioners look at what other cities have in their general plans under economic development and at the next meeting the Commission can ask staff what General Plan items they would like to follow up with for future meetings.

VI. ANNOUNCEMENTS

A. Council Liaison Update: No council update.

B. Commissioners Update:

Commissioner Wettenstein provided the Milpitas Chamber of Commerce update. At Embassy Suites there were over 100 people who attended a Yelp Seminar sponsored by City of Milpitas Economic Development, Chamber of Commerce and Senator Weickowski's Office. In October/November the Chamber will do a similar event at Dave and Busters on social media marketing for small businesses. This Thursday the Chamber of Commerce mixer will be held between 5 and 7 at Outback Steakhouse. In September there will be a Casino Night fundraiser at Sonesta Hotel. More information can be found on the Milpitas Chamber of Commerce website.

Vice-Chair Chen informed that Commission at the Embassy Suites Hotel construction is 98-99% complete and invited that Commission to attend the grand unveiling in September. Embassy Suites is anxious to show off the hotel, tesla charging stations, and new restaurant.

C. Great Mall Update

Chair Rice announced that the weekend of September 17th -19th is 3Ball, a three on three basketball showcase that will be held at the Great Mall. Opening ceremonies are at 6pm on Friday and the games go from 7pm to 10pm Friday night. The tournament will take place Friday, Saturday, and Sunday. The players are semi-professionals and the tournament winner receives a 50k grand prize. All the teams are named after dogs and some have local players from Cal and Stanford. This is the first 3Ball showcase in the United States with the number one team in the world from Serbia and a team from China. The vision for the Great Mall is not only great retail, entertainment and shopping but also a community gathering place.

The Great Mall food court will be completely opened and leased by the end of October, with 5 new eateries under construction. Hopefully the Great Mall will have additional big announcements coming later this year.

D. Staff Report- Receive Update on Potential Ballot Measure for the Nov. 6th 2018 Election

McHarris updated the Commission on Measure R, the hotel tax, which will be on the ballot in November. The Council's decision was to place a measure on the ballot to raise the Transit Occupancy Tax from 10% to 12%-14%. There has been some questions on whether the City is a member of the Chamber or if individuals from the City are members. Moving forward the City will become an official member of the Chamber of Commerce.

McHarris informed the Commission that Edesa Bitbadal, former Economic Development Director left the City two weeks ago to pursue other career opportunities. McHarris is overseeing the department for now as Economic Development falls under the Deputy City Manager as part of the City's Development Services but the day to day will be managed by staff. Sister Cities will likely be merged with the Economic Development Commission but it has not been brought before Council, it will be discussed at the Council Meeting on the 21st of the month.

VII. ADJOURNMENT

Commissioner Ablaza motioned, and seconded by Commissioner Reddy to adjourn the meeting at 5:18 PM of the regularly-scheduled commission meeting on Monday, August 13, 2018 at 4:00 PM. The motion carried unanimously.