

**City of Milpitas
Economic Development Commission
Monday, June 11, 2007**

APPROVED MINUTES

- I. Flag Salute: Chair Dhaval Brahmbhatt called the meeting to order at 6:00 p.m. and led the Commission in the Pledge of Allegiance.
- II Roll Call: Commissioners Present: Chair Dhaval Brahmbhatt, Vice Chair Frank De Smidt, Barbara Santos, Ray Maglalang, Minh Nguyen, Vince Songayawon, and Charlene Tsao. Tomo Nguyen arrived at 6:15 p.m.

Excused Absent: Don Peoples, and Alternative Commissioner Zeya Mohsin

Council Liaison: Mayor Jose Esteves (arrived at 7:30 p.m.)

City Staff: Diana Whitecar, Economic Development Manager; Joe Oliva, Principal Transportation Planner; Yolanda Lopez, Executive Secretary

- III. Announcements:

Vice Chair De Smidt announced that the Planning Commission would consider Use permit for a Farmers Market at the Milpitas Unified School parking lot at their Wednesday meeting.

Vice Chair De Smidt announced there will be an item at the City Council meeting on June 19 under the Redevelopment Agency recommending new holiday season banners that will convey seasonal themes, along with “green” themes such as recycling & reuse, and also new banners that further strengthen the “stop & shop local” in Milpitas. Also on that Council agenda is a request for an Entertainment permit for the “Celebrate Milpitas” Festival in August.

Vice Chair De Smidt passed out a list of tenants/businesses at the South Bay Tech Center and reported there are a total of 119 spaces, with 75 current tenants (with 99 spaces in use), and 24 vacancies. Collier’s International is in the process of announcing 3-5 year leases, and would like to hold a mid-July grand opening for commercial realtors for the South Bay Tech Center property to formerly announce these new leases available.

Vice Chair De Smidt reported that the Warmington Homes project developer has filed an Appeal to the Planning Commissions’ decision to deny the Warmington Homes proposed development – Estrella Project on a 7-0 vote. At this time, Economic Development Manager Diana Whitecar announced that the Warmington Homes developer has officially withdrawn their Planning Commission Appeal and are re-considering their options.

Commissioner Ray Maglalang passed out a flyer to announce the annual Milpitas National Night Out on Thursday, August 9th. He reported there are 23 sign-ups for Milpitas National Night Out neighborhood events throughout the City. Please contact

him or the Police Department if you are interested in holding an event or get more information about Neighborhood Watch and National Night Out.

Commissioner Dhaval Brahmbhatt announced the annual event for the IEEE San Francisco Bay Area Nanotechnology Council on July 17th. It is an all day event at National Semi-Conductor corporate headquarters in Santa Clara. On June 19th, the monthly lunch/seminar of the Nanotechnology Council will take place. He will send both flyers to Diana for distribution to the Commissioners.

IV Public Forum:

Richard Ruth, President of the Board of Directors for Terrace Gardens, reported that he had attended the last ED Commission meeting, and heard Mr. Ernest Marsh's presentation on solar energy. As the President of the Terrace Gardens Board of Directors he invited Ernest Marsh of SolarCity to make a presentation on solar energy for them, and specifically to focus on Terrace Gardens' energy structure and electric bills. As a result, the Board will discuss solar energy at their next meeting and possibly look to solicit competitive bids for solar application for the Terrace Gardens' 190 units.

Chair Brahmbhatt introduced Dr. Sharma, who is a pediatrician doctor in his country of India, and is interested in working with the local schools to provide health care for children as he has been doing in India through their local government. Dr. Sharma indicated that he would like to work with local government health services to provide health education in the schools. He works in India part of the year, and hopes to work with various school districts here and around the world. He asked the Commission for their support and cooperation in his endeavor.

V. V. Approval of Agenda: Motion to approve M/S Songcayawon/De Smidt. Motion passed unanimously.

VI. Approval of Minutes – May 14, 2007: Motion to approve M/S Maglalang/De Smidt. Motion passed unanimously with Songcayawon/Tsao/Nguyen abstaining

VII. Unfinished Business:

1. Industrial Analysis (Whitecar/Oliva) – Ms. Whitecar passed out the Draft Industrial Analysis Report and introduced staff Liaison Joe Oliva.

Mr. Oliva presented a PowerPoint presentation on the draft Milpitas Industrial Land Analysis and the City's land inventory prepared by Conley Consulting Group. The ABAG projections, Item 3 on the report, on future Milpitas population and employment estimates, generated the most discussion because of the housing/jobs balance numbers projected if the City does not retain the 127 acres of industrial vacant land available today; the City will lose the housing/jobs balance which currently is 50/50.

Ms. Whitecar noted that she has had discussions with Ed Mendence of Collier's International commercial broker, and his data has been incorporated in

formulating the charts and tables in the Milpitas Industrial Land Analysis draft report to understand how Milpitas fits into the Silicon Valley's competitive growth now and in the future.

Mr. Oliva stated the next steps are to take the findings of the Industrial Land Analysis to the Planning Commission on June 27 for their review and the Planning Commission would take action (recommendation) at their July 11 meeting. Staff will be conducting public outreach in July, and then take the Industrial Land Analysis to City Council on August 7 for their review, and ask for the Council's action at their August 21 meeting for their approval and direction of staff for implementation of next steps.

Ms. Whitecar stated that the recommendation of the report is to establish the industrial overlay zone and the revisions that the Commission made in the GP, also to make the General Plan text amendments of the three core industrial areas (127 sq. acres of vacant land) that we want to retain and preserve. We will request direction from the Council and ask if they are in support of it. If so, then we would come back with the actual language for the industrial overlay zone.

Chair Brahmbhatt requested staff liaison to forward a copy of the report to all the Commissioners and that the Commission have a special meeting to discuss the Industrial Land Analysis. Vice Chair De Smidt made a motion to hold a Special meeting on Monday, July 9, 2007 at 6:00 P.M. to discuss the Industrial Land Analysis Report only, and to take specific action. Motion to approve M/S De Smidt/Tsao. Motion passed unanimously.

2. Parking Ordinance Review (Joe Oliva) – Staff liaison Joe Oliva gave a briefing of the kick-off parking task force meeting. Seven members attended, Commissioner Don Peoples were voted in as chair, and Vice Chair Frank De Smidt as vice chair. Staff will be collecting data throughout most of the summer, and the next meeting of the parking task force is September 13th.
3. Solar Recommendations to City Council (Whitecar) – Ms. Whitecar reported that at the May 14th meeting, the ED Commission made a recommendation to forward to the Council a solar energy program. This item was taken to the Council Budget Hearing on May 11th, but was not presented to the City Council, as it was not the appropriate setting. This item will be taken to the City Council on August 7th.

VIII New Business –

EDC Subcommittee Reports – (Item 1a and 2 in reverse order)

1. Presentation by Charlene Tsao for Main Street Legacy Project – Commissioner Charlene Tsao presented a proposed project for her property along 271 Main Street and explained her interest to undertake corporate funding for her vision she calls Main Street Legacy Project – Commissioner Tsao presented a PowerPoint with detailed highlights of a proposed “Silicon Legend Dream Project”.

After discussion, a motion was made M/S: Maglalang/Songcayawon to support the conceptual design study of the “Silicon Legend Dream Project”, explore this conceptual study with further financial analysis and other data, and to be presented to City Council. Motion passed unanimously with Commissioners Santos and Tsao abstaining. Under discussion, Commissioner Nguyen thanked Ms. Taso for all her work and generosity of this project for the record and on behalf of the ED Commission.

Chairman Brahmhatt left the meeting at 7:55 p.m. and Vice Chair De Smidt took the chair for the remaining meeting.

2. EDC Subcommittee Reports –

(Item 1a and 2 on Agenda presented in reverse order)

a. Image: Branding Stakeholder Committee Update (Susan Lewis) –

Ms. Lewis provided a status report of the branding stakeholder committee, noting that 3 workshops have taken place. The purpose of the branding stakeholder committee is to improve the City’s image using the economic development strategy that the Council adopted in 2005. Ms. Lewis gave a description of what each branding stakeholder committee accomplished.

The committee identified key descriptors for Milpitas today and found that there is a strong pride in Milpitas. Workshop 3 took all data gathered at the previous brainstorming workshops and created City descriptors with the 3 main topics boiled down to quality of life (location) of Milpitas, diversity and sense of pride. Workshop 4 will be the last one and will be about “positioning” Milpitas – our strategic statement. Who do we want to attract, point of reference, benefit of Milpitas (for businesses and residents). All of this information will be put into a 2-3 word phrase creative expression developed from the City’s descriptives.

The schedule to complete the work of the Branding Stakeholder Committee is 1) June 20th – complete the workshops, 2) July – refine and forward recommendations to the ED Commission, 3) August the ED Commission will review branding stakeholder findings for approval, 4) the ED Commission will recommend to the Council on August 21st, and in September start developing the marketing plan.

3. Airport Banners and Installation Event: (City Consultant Susan Lewis): Susan Lewis reported that 5 banners have been chosen to be displayed in Terminal A of the San Jose Mineta International Airport, and will go up on July 10th, and come down on December 28, 2007. The Milpitas banners that were recently displayed were inadvertently destroyed and the expiration date for those would be June 12th.

Commissioner Maglalang asked if there is a way to measure effectiveness of the banners. Ms. Whitecar stated that the marketing company does not have a way to measure the effectiveness, however, we do know how many people go through the airport and will view the banners. Over a 6-month period, 3 million people will pass through the San Jose airport.

Mayor Esteves stated he felt the exposure was the objective and the goal of the banners, and

Motion to approve M/S: Maglalang/Tsao to hold the ED Commission meeting at the San Jose Mineta Airport on September 10 at 6:00 p.m. and to have ED Commission ID badges ordered for that meeting. Motion approved unanimously.

IX Future Agenda Items

- A. Economic Development Project Review Protocols –Ms. Whitecar requested the ED Commission review the protocols at a future meeting for the items that come before the ED Commission for review that are forwarded to City Council, without getting into the land use decision issues that pertain to Planning Commission.
- B. Business Retention Policy and Program – Ms. Whitecar requested to discuss business retention projects for review (both big and small) to be discussed at a future ED Commission meeting.
- C. Water Purification (this item added to the Agenda) – Ms. Whitecar noted Chair Brahmhatt requested discussion of this item. She stated she will keep this item C, and A and B, above, on the Agenda for discussion at a future meeting.

- X. Motion M/S: Nguyen/Santos – Meeting adjournment at 8:47 p.m. to a Special Meeting on July 9, 2007 at 6:00 p.m.

Respectfully Submitted,

Diana Whitecar
Economic Development Manager

Minutes prepared by Yolanda Lopez