



CITY OF MILPITAS
ECONOMIC DEVELOPMENT COMMISSION
MILPITAS CITY HALL COMMITTEE MEETING ROOM
APPROVED MINUTES
October 12, 2009

- I. Pledge of Allegiance** Chair Brahmbhatt called the meeting to order at 6:00 p.m. and led the Pledge of Allegiance.
- II. Roll Call** Present were Chair Brahmbhatt, Vice Chair Mendizabal, Commissioners McEvoy, Mulder, C. Nguyen, Peoples, Serpa, Tao, Tsao, and Yu; City staff Diana Barnhart and Veronica Bejines
Excused Absence: Commissioner M. Nguyen
Absent: Commissioners Mohsin and Bhambhra
- III. Seating of Alternates** Alternates seated: None
- IV. Announcements** Commissioners Yu and Tao announced they attended the [Asian American Technology Association](#) Networking event to promote the City. Chair Brahmbhatt invited Commissioners to attend the Annual Silicon Valley Engineering Council Annual Meeting on November 10th from 5 to 7 p.m.

Chair Brahmbhatt introduced new Commissioner Paul Mulder from Roadrunner Glass.
- V. Public Forum** There were no speakers from the audience.
- VI. Approval of Agenda** Chair Brahmbatt called for approval of the agenda.
There were no changes.

MOTION to approve the Agenda.

M/S: Peoples/C. Nguyen Ayes: 9 Noes: 0
- VII. Approval of Minutes** Chair Brahmbatt called for approval of the minutes of August 10, 2009 and September 14, 2009. Chair Brahmbhatt noted that the September 14th meeting was cancelled due to lack of quorum. There were no changes to the minutes.

MOTION to approve the minutes of August10, 2009 as submitted.



M/S: Tao/Serpa

Ayes: 9 Noes: 0

Commissioner Tsao arrived at 6:10 p.m.

VIII. Old Business

1. HUB Zone Designation Update

Chair Brahmbhatt and Commissioner Mulder agreed to gather information from the Small Business Administration for HUB Zone or similar assistance.

2. Subcommittee Reports–Employability of Milpitas Residents (Brahmbhatt, Mohsin, McEvoy, Mendizabal and C. Nguyen)

Vice Chair Mendizabal asked staff if they followed up on the Subcommittee's request to link to employment websites and Ms. Barnhart showed them the link.

Vice Chair Mendizabal said the Subcommittee is also interested in a place on the City's website where people can go and gather information for new skills and training such as NOVA, Metro Ed, Work 2 Future, etc. and Ms. Barnhart said that should not be a problem. Ms. Barnhart suggested that it could be reflected in a community bulletin board.

Commissioner C. Nguyen asked if this could be a high priority and Ms. Barnhart said yes.

Chair Brahmbhatt and Commissioner McEvoy recommended LinkedIn and said it is a very professional way to network and get job references and suggested putting it on the City's website.

Vice Chair Mendizabal also pointed out that the Silicon Valley Small Business Development Center spoke at the June 8th Commission meeting and they are still looking for space to hold their training meetings and Ms. Barnhart said she would work with Patrick Cook.

3. Subcommittee Reports-Business Retention and Attraction (Bhambhra, Yu, Tao, Peoples and M. Nguyen)



Commissioner Yu recalled that in August, she had prepared and circulated a memo on the business application process and compared it with other cities. Ms. Barnhart arranged a meeting with department heads who went over the memo. She is happy to report that since the meeting, the following four changes have been made: 1) the application form has been simplified and reduced, 2) the number of forms have been reduced, 3) fees have been posted online, 4) and the certificate of occupancy has been revised for executive offices that are within 100 sq. ft. that have between 1 to 5 employees. She thanked City staff for implementing the changes.

Mayor Livengood requested that Chair Brahmhatt and Commissioner Yu attend the next Council meeting under the Economic Development update and prepare a presentation.

4. Freeway Sign Update

Ms. Barnhart indicated that developers were working on leases, and that further negotiations with the City are awaiting completion of the private transactions.

IX. New Business

5. “Should I Start A Business”:

Commissioner Tsao attended a workshop on “Should I Start a Business”. The program was originally created by the Silicon Valley Small Business Development Corporation in English, but the Cupertino Chamber of Commerce has translated it to Chinese. Cupertino has a significant Asian residential and business population and once the program was offered in Chinese, over 60 people signed up in one week. Cupertino is looking for a potential partnership with the City of Milpitas where each City takes turn hosting the workshop. Commissioner Tsao said she would need permission from the Commission and the Chamber of Commerce to utilize the program. Commissioner Tsao said she would train with someone to teach the course.

Motion to support the future collaboration of the “Should I Start a Business” program and work with the Commission, Chamber of Commerce and Cupertino and SVSBDC.

M/S: Tsao/Peoples

Ayes: 10 Noes: 0

6. Greenhouse Gas Emissions Inventory and Energy Efficiency Actions



Ms. Barnhart provided the Commission an update on the Greenhouse Gas Emissions Inventory and Energy Efficiency Actions Work Program.

Mayor Livengood said the new laws would allow a shopping center to install solar panels on their roof or parking lot, and the power would go on a grid and be sold.

Ms. Barnhart described the potential for the City to participate in a Power Purchase Agreement (PPA) consisting of 21 Santa Clara County cities and offering over 70 sites (14 sites in Milpitas) that could be used for solar power installations. Together the sites could generate 5 megawatts of power, which creates a profitable business venture for energy developers. This month, a Request for Proposal to private providers of power will be issued with the City being asked to participate formally in November. It is estimated that in the future the City could save 10% to 25% of energy costs by participating in the PPA.

Commissioner Peoples said this program could be a potential payoff for small businesses and felt the City should move quickly.

Vice Chair Mendizabal said small businesses will have to figure out where to get the money to invest into a solar project where they would save money down the road. A company was willing to pay for the installation of the school district's solar panels. There are 13 different sites that have solar panels where they generate power that goes onto the grid, and the school district gets the power back. The school district cannot sell power to PG&E but if the school district is generating 110% of power, PG&E receives the extra 10%.

Chair Brahmhatt asked how much savings has the school district seen?

Vice Chair Mendizabal said it takes time, however, they saw a 75% savings in the first three months.

Commissioner Peoples asked if the City has natural gas vehicles. Ms. Barnhart said the City has hybrid vehicles.

Chair Brahmhatt said he worked with the Mayor and Ms. Barnhart on getting a refueling station in Milpitas for natural gas vehicles however they wanted the City to apply for a grant and there were not enough resources.



Chair Brahmhatt thanked Ms. Barnhart for her presentation.

7. Venture Capital Seminar

Chair Brahmhatt informed the Commission that there will be a Venture Capital Networking Event on Tuesday, November 17th from 5 p.m. to 7 p.m. The focus is to attract high-tech start up companies and to let them know that the City is here to support them and let them expand. Venture capitalists, investors, bankers, attorneys, commercial real estate brokers, and high tech leaders are invited to attend the seminar, with a starting address by the Mayor.

Commissioner Tao added that the idea revolved rather quickly and he met with Chair Brahmhatt, Commissioner Yu and Ms. Barnhart to have the event this calendar year. He felt that this event would give Milpitas a good name.

Ms. Barnhart said she envisioned the panel discussion to consist of 3 or 4 venture capitalists to state what they are looking for and take questions and answers from the audience.

Commissioner Yu said this would distinguish Milpitas from other cities.

Motion to support the Venture Capital Seminar Networking Event.

M/S: Mendizabal/Tsao

Ayes: 10 Noes: 0

X. Future Agenda Items

Ms. Barnhart asked Vice Chair Mendizabal to report on the “No Child Left Behind” program as it relates to the recent news articles and he agreed to do so.

Ms. Barnhart asked Commissioner Mulder, Peoples, Tsao and Yu to have a focused discussion of the challenges they are facing with small business. She noted that the Commission does not meet in December so they could do a presentation in January.

Chair Brahmhatt asked Commissioner McEvoy how the hotel business is doing. Commissioner McEvoy said the hotel business is down close to 80% and said Cisco is their biggest customer, however October is not looking not so bad and companies are traveling.



XI. Adjournment Chair Brahmhatt adjourned the meeting at 6:53 p.m. to the next meeting of November 9, 2009.

Respectfully submitted,

Veronica Bejines, Recording Secretary