



# ECONOMIC DEVELOPMENT COMMISSION Meeting Minutes

**Date/Time:** Monday, August 8, 2016 at 4:01 pm

**Where:** Milpitas City Hall, Committee Conference Room

**Attendees:** Chair Ablaza; Vice Chair Brahmhatt; Commissioners Holthaus, C. Nguyen, M. Nguyen, Peoples, Strle, Wang, Wettenstein; Economic Development Manager Edesa Bitbadal, and Recording Secretary Rachelle Currie. Vice Mayor Montano came in at 4:40pm

**Excused Absence:** Commissioner Tsao

**Unexcused Absence:** Commissioner Nuñez and Alternate Commissioner Reddy

## I. Flag Salute

Chair Ablaza called the meeting to order at 4:01pm and led the Pledge of Allegiance.

## II. Roll Call and Seating of Alternates

Chair Ablaza called for Roll. Vice Mayor Montano came in at 4:40pm; Commissioners Nunez and Tsao, Alternate Commissioner Reddy were not present. Alternate Commissioner Holthaus was seated.

## III. Public Forum (Please *limit comments to 3 minutes*) – None.

## IV. Approval of Agenda

Economic Development Manager Bitbadal requested to add an agenda item under “New Business” for Commissioners and Staff to brainstorm future agenda items.

Motion: to approve the agenda as amended with the addition of New Business item stated above.

Motion/Second: Commissioner Strle / Commissioner Wettenstein

Motion carried by a vote of:

Ayes: 9  
Noes: 0  
Absent: Nuñez, Tsao, Reddy  
Abstain: 0

## V. Approval of Minutes – June 6, 2016 Commission minutes

Motion: to approve the June 6, 2016 Economic Development Commission Minutes as submitted.

Motion/Second: Commissioner Wettenstein / Commissioner Peoples

Motion carried by a vote of:

Ayes: 7  
Noes: 0  
Absent: Nuñez, Tsao, Reddy  
Abstain: Brahmhatt, Strle

## VI. Announcements

**A. Council Liaison Update** – Vice Mayor Montano came in at 4:40 pm therefore no report at the time of this item.

### B. Commissioner Updates:

Commissioner Peoples mentioned that the City Council approved the park open space to be placed on the November ballot. Vice Chair Brahmhatt would like the commissioners be aware of a free Flash Memory Summit event starting tomorrow, August 9<sup>th</sup> to 11<sup>th</sup> at the Santa Clara Convention Center if they have time to visit booths. Commissioner Wettenstein informed every one of the monthly Chamber of Commerce’s breakfast at the Senior Center, their keynote speaker is Congressman Mike Honda.

**C. Staff Report** – Economic Development Manager announced the Chamber’s Annual Banquet was successful. She updated the Commission that the City Council in July directed staff to do more outreach on minimum wage, inventory of all shopping center and restaurants, and business owners (with 2 or more employees). Staff realized that most business owners/managers spoke Chinese (50

businesses) and Vietnamese (20 businesses) languages and they would like to have someone who speak their languages to explain to them in order to understand what the minimum wage impacts would be for their businesses. There were three outreach meetings in addition to sending out letters with survey questions, however, we still need to gather more survey returns. The Cities Association voted on the \$15 by 2019 with no exceptions. Mayor Esteves recused himself from that vote due to our own City Council has not discussed the topic while City of Gilroy voted no. Also, Cities Association added tier for retirement as well as the State of California.

Ms. Bitbadal announced Grand Opening Ceremonies: a) R&M business; b) Farmers' Market. Commissioner Strle added food trucks every Thursdays from 5pm to 8pm outside Bev Mo!

## **VII. New Business**

### **A. Shopping Centers' Needs**

Economic Development Manager Bitbadal informed the Commission that staff is aware of our shopping centers' needs. A quick update on former Mervyn's site there will be a gym and two retail spaces (PetCo is one of them) who will be occupying the building. Commissioner Strle interjected that there is not a lot of information about Milpitas out there.

Ms. Bitbadal mentioned to Commissioners there is close to 180 sq. ft. coming into TASP (commercial/retail); Pacific Mall was a great concept however they are still working on some matters at hand. Commissioner C. Nguyen asked how we are attracting Trader Joe's and or Whole Foods to set up a store in town. Commissioner Strle said that grocery stores have more analytical data than anybody else and they use those analytics in picking locations; Ms. Bitbadal added that Smart & Final will come in to town. At this point Vice Mayor Montano joined the meeting (4:40pm).

More interaction between Commissioners and staff about lifestyle trends and how they dictate the economic state of a City. One example is that a lot of condominium units are being built because people nowadays do outside entertaining compared to home entertaining years ago. Commissioner C. Nguyen asked staff what we could do to alleviate the parking problems in Great Mall near Home Depot store. In mentioning Home Depot, Ms. Bitbadal said that the City is missing construction-related stores. Vice Mayor Montano asked staff how we do restaurant outreach, to which Ms. Bitbadal replied attending various economic conferences, such as ISCS, and talk about Milpitas; keeping in touch with brokers, like Shapell and Lakehouse. More conversation ensued regarding business attraction, however, Economic Development Manager Bitbadal reminded everyone that business retention is more important than attraction.

### **B. Future Agenda Items Discussion**

Economic Development Manager Bitbadal added this item to brainstorm with the entire Commission regarding agenda items that the Commissioners would like to discuss or have a presentation of at future Commission meetings. The list of items below will be agendized accordingly at any future Commission meetings:

- a) BART progress
- b) TASP area
- c) Shopping Centers Inventory
- d) Branding/Marketing
  - i. Bring come proposals
- e) Shuttle Program – City Council funded study of shuttle program
  - i. Working on partnership with VTA and companies
  - ii. Entries from North San Jose to McCarthy Boulevard
- f) Main Street Improvements Update
- g) General Plan Amendment
  - i. This is a long-term vision
  - ii. Economic Development element will be part of this amendment
- h) Great Mall Improvements Update
- i) Hotels Inventory
  - i. Room Rates
  - ii. 10% TOT charge (smallest tax rate) and goes to fund library, etc. The City gets all the Transient Occupancy Tax we collect from hotels; however the City only gets a penny out of \$8.75% sales tax

Commissioner Strle said that the City needs to do some market research, in a form of focus group, especially in neighboring communities those who do not know what City of Milpitas has and/or offering. Commissioner C. Nguyen asked what the focus group would accomplish to which Commissioner Strle

replied that it will be a constant message targeting specific groups that the City would like to reach out there. Commissioner C. Nguyen would like to add as a long term topic about the rising sea level and how is it going to impact the City.

Ms. Bitbadal said that staff will bring forth not just project discussions but programs as well to the Commission. Commissioner Peoples stated that the biggest economic issue is the commercial floor area ratio (FAR). Vice Chair Brahmhatt added that the City of Milptias should consider being a charging station for hydrogen-powered car.

Edesa concluded this discussion by stating that the September meeting will have TASP and Great Mall updates on the agenda. Chair Ablaza asked staff to place on future discussion about focus group and research.

**VI –A Vice Mayor’s Update** – Vice Mayor wanted to briefly update the Commission regarding the tiered water rates proposed ballot; she announced that the City Council at its last meeting voted not to put the issue on the November ballot.

**VIII. Unfinished Business** – None

**IX. Adjourn** – Vice Chair Brahmhatt motioned, and seconded by Commissioner M. Nguyen to adjourn the meeting at 5:42pm to the regularly-scheduled commission meeting on Monday, September 12, 2016, at 4:00pm. The motion carried unanimously.