

**DRAFT MEETING MINUTES
CITY OF MILPITAS**

***RA3**

Minutes of: Regular Meeting of the Milpitas Redevelopment Agency
(Including Joint Meeting with the City Council)

Date: Tuesday, September 18, 2007

Time: 7:00 PM

Location: Milpitas City Hall Council Chambers, 455 E. Calaveras Blvd.

JOINT REDEVELOPMENT AGENCY AND CITY COUNCIL MEETING

- RA 1. CALL TO ORDER** Mayor/Agency Chairman Esteves called to order the regular meeting of the Milpitas Redevelopment Agency, meeting jointly with the City Council, at 7:17 p.m.
- RA 2. ROLL CALL** **PRESENT:** Mayor/Chair Esteves, Vice Mayor/Vice Chair Livengood and Agency/Councilmembers Giordano, Gomez and Polanski
- ABSENT:** None
- RA 3. MEETING MINUTES** Motion: approve the Redevelopment Agency minutes of September 4, 2007, including joint meeting with the City Council, as submitted
- Motion/Second: Agency/Councilmember Polanski / Agency/Councilmember Giordano
- Motion carried by a vote of: AYES: 5
NOES: 0
- RA 4. Approval of Agenda and Consent Calendar** Motion: approve the agenda and Agency consent calendar (items with asterisk*)
- Motion/Second: Agency/Councilmember Polanski / Agency/Councilmember Giordano
- Motion carried by a vote of: AYES: 5
NOES: 0
- RA5. Economic Development Program overview and Recommendation on Place Branding** Economic Development Manager Diana Whitecar introduced an overview of the two-year economic development program and the recommendations of the Branding Stakeholder Committee, recently approved by the Economic Development Commission.
- Economic Development Program
Economic Development Strategy was approved by Council in 2005, and an Action Plan developed. One action item was to improve the image of Milpitas. Street banners were designed and installed, along with hanging banners at San Jose Mineta Airport on display. "Shop Local" effort with the Chamber was well underway, also in partnership with The Great Mall. Recently, staff met with Trader Joe's location team to encourage locating a store in Milpitas. Staff was also working with downtown property owners on the MidTown Precise Plan. While the housing market had slowed, there was still much interest in the City among developers.
- Ms. Whitecar reported main efforts had been working in the small business arena. A good relationship with small businesses and with the Silicon Valley Small Business Development Center had developed, offering many classes to new and potential business owners at the Adult Education Center.
- Another goal was improving the City's economic base, and staff took an active role with other City departments in terms of pre-application process for businesses moving to Milpitas, which was quite helpful to developers and businesses. The Industrial Land Use analysis was completed, with interesting findings, including the fact that less than

2% conversion of industrial land had occurred in the City. Also, there was a move away from 50% - 50% jobs-housing balance more recently in Milpitas.

Ms. Whitecar pointed out that the Parking Task Force, with staff Joe Oliva, was hard at work, and would soon bring its report to the Council's Transportation Subcommittee.

In terms of measurements, new ways were adopted as part of the last budget process. A five-year implementation plan was developed. Discussing new large freeway signs in the City, she noted that Simon Co., owner of Great Mall, along with Piercey Toyota and McCarthy Ranch want to work closely with the City to coordinate on these.

Place Branding Report

Ms. Whitecar next reported on Place Branding and the effort undertaken over five months with diverse participants. She pointed out the goal was not to replace the City of Milpitas minuteman logo. The list of participants was provided to the City Council, displaying the valuable mix of residents, employees, and landowners of various ages.

She highlighted the strong community pride in Milpitas, the fact that the City was viewed as located "in Silicon Valley" not solely as an entry to it, the diversity of land/people/food/businesses/sports and more. Milpitas was viewed as a friendly city, with helpful City staff.

City staff including Bonnie Greiner, Leslie Stobbe, Clare Frank, Mary Lavelle, intern Ted Sands, and Diana Whitecar worked with the consultant Susan Lewis and artist Ric Sakai to arrive at a statement and an artistic brand/logo. Results were presented and reviewed by the City Manager.

The branding effort yielded the Creative Expression statement:

"For those who enjoy the international flavor of a modern community, Milpitas is conveniently located beside Silicon Valley's east foothills where there are endless opportunities, civic pride and the ease of "one-stop" living."

Displayed was the colorful artistic logo overhead, with the tag line "Milpitas, Silicon Valley: life @yourpace"

Members of the Branding Stakeholder Committee were present, consultant/resident Susan Lewis, Ashley Holmberg/Dave'n'Busters, and David Casas/LifeScan. Additionally, Mayor Esteves mentioned letters of support he had received from members Nicky Wu, Chamber President, Matthew Swenson, Joey McCarthy of McCarthy Ranch, Norman and Diana Schull (retired residents), Jerry Jones of Milpitas Washington Mutual.

Council Remarks

Vice Mayor Livengood appreciated the excellent presentation, the report information was helpful, the document forced him to think about where the City had been and where it was going. Land use and zoning issues were raised, on industrial land use for churches and whether that issue arose. Staff reported yes it had, while the consultant reported that only 1.2% of industrial land was used for churches and non-revenue generating services, not an overwhelming amount. Commission felt strongly about this issue, that the City should reserve industrial land for those uses.

The Vice Mayor thought this topic merited further review by Planning Commission and the City Council. While it was not overwhelming now, the numbers were reasonable now, but it was the change in the nature of the development that impacted what an owner may do with his property.

Mr. Livengood next mentioned the topic of Floor Area Ratios (FAR), previously discussed back in the 1980s, which tend to spread business area out. It made more sense to grow up rather than out at this point. Was there discussion on this topic? Staff reported that the Economic Development Commission discussed industrial area overlays on a number of areas in the City. The members were split on the density issue, with regard to development.

Finally, he inquired whether there was discussion about where companies bill out their sales. Products made here in Milpitas, but sometimes those were invoiced from other parts of the country, he believed. Staff reported that they had not looked at this closely so far, with the Commission, but agreed it was important. Ms. Whitecar offered to come back in the next few months with response on this topic.

Councilmember Giordano enjoyed the branding and logo presentation, and the theme for Milpitas she was very pleased about. On small business development, great strides have been made, but she did not see where it was tied in with the Chamber of Commerce. Ms. Whitecar responded about strong ties of the City staff with the Chamber, especially on the Shop Local campaign.

Councilmember Polanski appreciated the report, and thanked those on the Branding Committee, including Marsha Grilli who was present in the audience. She had received e-mails from former City skeptics, on the branding and they were supportive. Ms. Polanski asked about the Parking Task Force and when recommendations would be forthcoming. Staff responded in the first quarter of next year 2008.

Councilmember Gomez asked for performance measures on these improvements, and on advertising, he wanted to know “the bang for the buck.” Staff responded that with the new CRW program, numbers regarding response about plans and building would be very valuable and available quickly. Plan reviews and building permits would soon be brought together before a new Development Review Committee (DRC) internally. That would give a value to the “Roadmap to Service Improvement” he had inquired about.

Councilmember Gomez noted areas where there was large amount of vacant industrial space. Could the Agency be expanded to include those areas? Staff explained that the state was reviewing how possible it was, with recent changes in law on redevelopment. A feasibility study could be a possibility for those areas. He mentioned sensitive receptors, as a concern with any new uses in industrial areas.

Mr. Gomez remarked that, with regard to Floor Area Ratios, it could be helpful to look to the document on the “Roadmap to Service Improvements.”

Mayor Esteves agreed on analysis of industrial uses. He wanted to secure specific locations of industrial sites. It was better to be prepared ahead of time before a “swamp” of non-revenue generating applications comes to the City. He inquired also about the aspect of *smart growth*.

The Mayor asked about need for college or university within the City. What about that subject in terms of the economic development report? He noted staff had met with Evergreen College about offering classes, and/or having a campus in Milpitas. Staff concurred, they had met with community college to possibly begin course offerings.

He liked the use of the words “Silicon Valley” in the brand logo presented. His candid impression of the logo artwork presented was that Milpitas was a very happy place, but could be the boundary of a “fairyland.” He offered his thanks to the Branding Stakeholder Committee, and wanted those members to get credit for the origin of this brand, especially if it is very successful.

Public Comment:

Isaac Hughes, gave his opinion that the artwork was cute. You trust someone in business when they hand you the business plan. He said to get personal with the businesses, to give a “headache list” about City policies, staff and leaders, to make business feel more welcome in the city. Ask them how it is that the business could downsize without re-locating the company, out of Milpitas.

David Casas, 9-year manager at Lifescan community relations, noted his company was expanding beyond the City and now internationally. He wished to give Susan Lewis and Diana Whitecar a round of applause for working with such a diverse working group. He reported that he now said his company was located in the “east foothills of Silicon

