

City of Milpitas
Facilities Naming Subcommittee
Wednesday, April 16, 2008, 5:30 p.m.
4th Floor Conference Room
Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas



City Council
Jose Esteves, Mayor
Bob Livengood, Vice Mayor
Armando Gomez, Jr., Councilmember
Althea Polanski, Councilmember
Debbie Giordano, Councilmember

Facilities Naming Subcommittee Members
Bob Livengood, Vice Mayor
Armando Gomez, Jr., Councilmember
Jaime O. Rodriguez, Staff Liaison
(408) 586-3335

MEETING MINUTES - Draft

I. Flag Salute Vice Mayor Livengood led the Committee in the Pledge of Allegiance

II. Call to Order Vice Mayor Livengood led the meeting to order at 5:30 p.m.

Attendees: Vice Mayor Livengood

Staff: Jaime O. Rodriguez, Traffic Engineer, Staff Liaison
Tom Williams, City Manager
Mike Ogaz, City Attorney
Diana Whitecar, Economic Development Manager
Leslie Stobbe, Public Information Specialist
Janice Spuller, Asst. Transportation Planner

Public: Paul Fickinger, Simon Retail Group
Christopher Bowe, Dave & Buster's at Great Mall
Kai Giffin, Piercey Toyota
Great Mall – Small Business Owners
Frank De Schmidt, Resident
Carmen Montano, Resident

III. Public Forum

No items from the public.

IV. Announcements

Subcommittee: None.
Staff: None.

V. Approval of Minutes (February 20, 2008) – Deferred to Next Meeting due to Lack of Quorum

VI. Items for Discussion / Action

Old Business:

A. Milpitas Honors Plaques – City Hall Lobby (Info)

Rodriguez reported that installation of the plaques was scheduled to begin on Friday, April 18, 2008.

B. Milpitas Veterans Street Name Signs (Info)

Rodriguez reported that all of the signs were received on Monday, April 15th and that field installation would take place over the next month. Rodriguez noted that flyers to residents living on streets named after residents would be mailed immediately along with an advertisement in a paper publication.

MEETING NOTES – Draft

City of Milpitas
Facilities Naming Subcommittee
Wednesday, April 16, 2008, 5:30 p.m.
4th Floor Conference Room
Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas



City Council

Jose Esteves, Mayor
Bob Livengood, Vice Mayor
Armando Gomez, Jr., Councilmember
Althea Polanski, Councilmember
Debbie Giordano, Councilmember

Facilities Naming Subcommittee Members

Bob Livengood, Vice Mayor
Armando Gomez, Jr., Councilmember
Jaime O. Rodriguez, Staff Liaison
(408) 586-3335

New Business

C. Facility Naming Recommendation - Milpitas Library Room (Action)

Milpitas Library – Cesar Chavez Reading Room (Presented by Leslie Stobbe)

Item was presented by Leslie Stobbe. Stobbe noted that a request by Carmen Montano was received on March 24th requesting that a room within the new Milpitas Library be named after Cesar Chavez, United Farm Workers Founder. Stobbe presented a recommendation for the naming of the Reading Area on the 1st Floor closest to Weller Lane in response to the request. Vice-Mayor invited public comment. Montano noted that having a room named after Cesar Chavez would be an honor for Milpitas giving his past labor rights efforts.

Livengood requested that the item to taken to the City Council during the 2nd meeting in May for consideration by the City Council.

D. Great Mall Parkway (Action)

Renaming from I-880 to Abel St Options

Rodriguez noted that item was being returned of the subcommittee at the past meeting in February. The limits of Great Mall Pkwy being considered for renaming are from I-880 to S Abel St. The three names being considered were Great Mall Auto Plaza, Great Mall Auto Parkway and Milpitas Auto Parkway. VM Livengood invited the public to speak on the item.

Fickenger noted history regarding the naming of Great Mall Pkwy from Capitol Av to support the Great Mall. Fickenger noted that none of the proposed names were supported by the Great Mall.

Giffin noted that there should be no association between the Auto Mall and the Great Mall and that only Milpitas should be used in the street name because of the advertisement benefit for Milpitas. Giffin noted that advertising of the Auto Mall was advertising for Milpitas.

Bowe noted that the Great Mall was a benefit for Milpitas and small business owners who depended on the mall. Bowe noted that Great Mall Auto Plaza was a good compromise for both the auto dealerships and the Great Mall.

Several other small business owners from the Great Mall spoke that renaming may cause confusion to patrons from outside of the Bay Area trying to find the Great Mall. One owner noted that many of his customers came from as far as Fresno and Sacramento. The owners noted that they were afraid of losing customers because they could not find the Great Mall.

VM Livengood recommended to hold off on any more discussions to rename Great Mall Pkwy until September to coincide with the replacement of the Great Mall pylon sign at I-880/Montague Exp. VM Livengood noted that both the Great Mall and the Auto Row were both important to Milpitas.

MEETING NOTES – Draft

City of Milpitas
Facilities Naming Subcommittee
Wednesday, April 16, 2008, 5:30 p.m.
4th Floor Conference Room
Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas



City Council

Jose Esteves, Mayor
Bob Livengood, Vice Mayor
Armando Gomez, Jr., Councilmember
Althea Polanski, Councilmember
Debbie Giordano, Councilmember

Facilities Naming Subcommittee Members

Bob Livengood, Vice Mayor
Armando Gomez, Jr., Councilmember
Jaime O. Rodriguez, Staff Liaison
(408) 586-3335

E. I-880/Montague Expressway Sign Replacement RFP Process (Info)

Item was presented by Diana Whitecar. Whitecar discussed the outline for an RFP process to replace the Great Mall pylon sign at I-880/Montague Exp. Whitecar noted that Caltrans requires that advertising on signs near Caltrans ROW can be only for businesses within RDA. VM Livengood asked why the City should extend the sign areas outside of RDA if advertising would not be allowed and what would be the impact of not extending the Great Mall RDA Area. Whitecar responded that not extending the Great Mall RDA Area life would result in the loss of the I-880/Montague Exp sign site.

Whitecar noted that the City needed to research revenues from other cities citing that some cities like San Pablo up-front costs and revenue while others only collect up front costs. VM Livengood requested a table showing revenue schemes from other cities.

VM Livengood noted that the RFP should be general and only identify parameters for the sign such as height, width and options for a screen on only one or two sides to allow architects for developers have flexibility in design.

VM Livengood asked who would write the RFP and timing. Whitecar noted that staff would prepare the RFP and that it could be released by Summer for the reporting of results at the September Facilities Naming Subcommittee meeting and then presentation back to the City Council for execution of a contract by the end of the calendar year.

Giffin asked about whether the RFP would include signs for additional sign locations around the City. VM Livengood responded that the intent of the RFP process was to replace just the sign at I-880/Montague Exp.

Rodriguez noted that the McCarthy Group had written and called the City asking to be notified of the RFP when it was released. VM Livengood directed staff to develop a list of potential bidders and include Piercy Toyota, the Great Mall, and the McCarthy Group.

VII. Next Meeting

Next Meeting: Wednesday, May 21, 2008 – Milpitas City Hall, Committee Meeting Room

KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review. A free copy of the Open Government Ordinance is available from the City Clerk's Office or can be obtained from the City's web page at www.ci.milpitas.ca.gov.

FOR MORE INFORMATION ON YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE OR TO REPORT A VIOLATION OF THE ORDINANCE, CONTACT THE OPEN GOVERNMENT SUBCOMMITTEE.

City Attorney, Michael Ogaz
455 E. Calaveras Blvd., Milpitas, CA 95035
(408) 586-3040 Fax (408) 586-3056
mogaz@ci.milpitas.ca.gov