

City of Milpitas
Facilities Naming Subcommittee
Wednesday, September 17, 2008, 5:30 p.m.
Committee 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
Councilmember Armando Gomez

Staff: Jaime O. Rodriguez, Traffic Engineer, Staff Liaison
Tom Williams, City Manager
Diana Whitecar, Economic Development Manager
Bronwen Lacey, Deputy City Attorney

Public: Richard Gallagher, Great Mall General Manager

III. Public Forum

No items from the public.

IV. Announcements

Subcommittee: None.
Staff: None.

V. Approval of Minutes: (February 20, 2008) – *Approved*
(April 16, 2008) – *Meeting Notes Included for Reference*

VI. Approval of Agenda – VM Livengood requested to defer Item B and remove it from the agenda. VM Livengood also requested to complete New Business first beginning with Item D – Street Naming Nomination for Gerald Demas Ferreira.

VII. Items for Discussion / Action

Old Business:

A. I-880/Montague Expressway Sign Replacement RFP (Whitecar)

Whitecar provided a summary of a Request for Proposals (RFP) for a pylon sign at the I-880 & Montague Expressway interchange. The RFP was issued on July 11th and due on August 11th; eight proposals were received. Proposed revenue generation was closely evaluated to ensure that the proposals were being evaluated in a similar manner.

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Whitecar noted staff's recommendation to pursue further discussions with the top two proposers including the McCarthy Group whom partnered with Clear Channel and with CBS Outdoor Group whom partnered with Foster Media and the Milpitas Auto Properties Group. The CBS Outdoor Group did the sign on I-880 at the Oakland Coliseum. Each group would build a new sign and provide marketing for the signs. CBS estimated a \$5.0M revenue generation for the City of Milpitas. The McCarthy Group estimated a \$4.8M revenue generation for the City of Milpitas.

VM Livengood noted that the Subcommittee would provide only a recommendation to the City Council on how to proceed with this project and that the entire City Council would provide the final decision. VM Livengood then opened the floor to the audience for any public input.

Mr. Richard Gallagher whom represents The Mills Corporation asked about the generation revenue period. Whitecar clarified that the revenue generation period was over 15-years.

Councilmember Gomez asked for clarification as to whether the proposed signs were reader-board type signs with dynamic displays and whether there were opportunities to provide advertising opportunities with local entities. Whitecar confirmed that was true. City Manager Williams also noted that an operating agreement would eventually be prepared and brought forward to the Subcommittee and City Council for review and consideration.

VM Livengood recommended that discussions with the top three proposers be pursued by staff, the two already mentioned and Media Management Service. The three proposers should be invited back to the subcommittee at the next meeting to given them an opportunity to provide a visual presentation and clarify how their signs would provide opportunities to tie in the "Golden Triangle" of commercial space for Milpitas: the Auto Mall, the McCarthy Ranch Center, and the Great Mall. The three groups should be able to be represented on one or more signs either through logos with text or messages on the dynamic displays. VM Livengood stated that the top three proposers seem to have the revenue partners included in their proposals with advertisers whom they can reach to for advertising on the new sign(s).

City Manager Williams noted that staff would contact the top three proposers to return to the next subcommittee meeting and to provide a 15-minute presentation addressing the subcommittees concerns. The next subcommittee meeting will be November 19th.

B. *(Defer to 11-19-2008 Meeting)* Great Mall Parkway Renaming (Rodriguez)

Item removed from Agenda during *Approval of Agenda*.

New Business

C. Facility Naming Recommendations (Greiner) – *Action*

The City received a request from Mr. Jerry Epps to name a building, preferably the New Senior Center, after Mr. William Denny Weisgerber, former Milpitas City Councilmember and Mayor.

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Mr. Weisgerber is presently the Chair of the Milpitas Senior Center Advisory Commission and the County Council for the Aging.

Rodriguez reported that with input from the Parks & Recreation Department that staff was recommending the naming of the auditorium in the new Milpitas Senior Center after Mr. Weisgerber. This is the only room available for naming within the new Milpitas Senior Center. Rodriguez shared a diagram of the proposed room location.

VM Livengood that he supported the naming of the room after Mr. Weisgerber given his previous support. Councilmember Gomez motioned to forward a staff's recommendation to the City Council for consideration. VM Livengood seconded. Item approved.

D. Street Name Recommendation (Rodriguez) – *Action*

The City received a request from Mr. Louis Horyza to name a street after Gerald Ferreira, a Milpitas Veteran from World War II whom past away in service on January 4, 1945. The name requested by Mr. Horyza was "Ferreira". VM Livengood requested that staff provide an explanation for the naming of streets, specifically when a street name that is being recommended is already being used in a different portion of the City; there is an existing street named "Ferreira Ct" that intersects Edsel Dr just east of Falcato Dr.

Rodriguez clarified that two streets with the same name cannot be used in different parts of the City for public safety response reasons unless the streets with the same name intersect one another and one has an extension of "street" and the other of "circle" or "court" as an example. In this case, all parcels along "Ferreira Ct" are fully developed so there is no opportunity to use "Ferreira" in Milpitas again. Rodriguez clarified that the name being recommended for use to honor Gerald Ferreira's service was "Gerald" and that two street names were being recommended in the Sinclair Renaissance project off of Sinclair Frontage Road between Los Coches St and Wrigley Way. The two street names being recommended are "Gerald Way" which would bisect Sinclair Frontage Road at a new intersection and "Gerald Circle" which would serve as the main ring-road for the new development.

Rodriguez mentioned a previous discussion with Mr. Horyza to use "Gerald" for the street name instead of "Ferreira" to honor Gerald Ferreira's service. Rodriguez shared the proposed Sinclair Renaissance site plan with the layout of proposed street names including the use of previously approved street names, "Gomes Lane" and "Pimentel Lane". Councilmember Gomez motioned to accept staff recommendation and VM Livengood seconded. Item approved.

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VIII. Next Meeting

Next Meeting: November 19, 2008

- Attachments: - Draft 2/20/2008 FNS Meeting Minutes - Gerald Ferreira Street Nomination/Proposal
- Draft 4/16/2008 FNS Meeting Notes - Denny Weisgerber Facility Naming Nomination/Proposal

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