



**CITY COUNCIL
ECONOMIC
DEVELOPMENT
SUBCOMMITTEE
Approved Meeting Minutes**

Date/Time: Monday, June 13, 2011 at 5:30 p.m.

Where: Milpitas City Hall, Committee Conference Room

Attendants: Mayor Esteves; City Manager Tom Williams, Economic Development Manager Diana Barnhart and Recording Secretary Veronica Bejines; Chamber President Robert Paedon and Chamber CEO Carol Kassab.

Absent: Vice Mayor McHugh

1. Call to Order/Roll Call

Mayor Esteves called the meeting to order at 5:30 p.m. and noted that Vice Mayor McHugh is absent.

2. Approval of Agenda

Mayor Esteves said we will consider this item at another time.

3. Approval of Minutes – May 16, 2011

Mayor Esteves recommended considering this item at another time.

4. Public Forum *Please limit comments to 3 minutes*

There were no comments during Public Forum.

5. Chamber of Commerce Contract Status

Economic Development Manager Diana Barnhart, Chamber President Robert Paedon, and Chamber CEO Carol Kassab provided an update on the contract with the City for business retention services.

Mayor Esteves asked how the Chamber's professional services will be linked to the City of Milpitas. Mr. Paedon said that they will continue to work with staff to get the specifics of the Business Express program.

Mayor Esteves asked if this will be presented at the June 21st City Council meeting and Ms. Barnhart said yes.

Mr. Paedon added that there will be four categories to the Business Express Plan as follows: 1) Deliver the message, 2) Business review, 3) Implementation of foreign trade zone, and 4) Actual EB5 (International Foreign Funded).

Motion: to recommend approval of the Chamber of Commerce Contract to the City Council.

Motion/Second: Mayor Esteves

Motion carried by a vote of:

Ayes: 1
Noes: 0

Mr. Paedon said that if the Contract gets approved by the City Council, the Chamber would like to begin work by July 1, 2011.

The Mayor recognized Susan Lewis from the audience.

Ms. Lewis asked if staff sees any roadblocks. Ms. Barnhart said staff has trouble making contacts with the CEO and CFO and they are usually successful when the company needs something from the City. She thinks it is a good idea to have the Chamber involved as a neutral party and to find time to meet with smaller businesses when it is convenient with the owner.

6. Marketing Milpitas

Ms. Barnhart indicated that the Chamber of Commerce Board of Directors supported the proposed Marketing and Communications Request for Proposal at their Board meeting on May 26th. Ms. Kassab added that the Chamber of Commerce Proposal and Marketing Milpitas proposal are separate duties and felt it would complement one another. She said the Chamber Proposal is more outreach and the other is more traditional marketing.

Mayor Esteves said that Ms. Barnhart can present the performance measurements for the Marketing Milpitas proposal to City Council.

7. Adjourn

The City Council Subcommittee adjourned at 6:11 p.m. to the next regular meeting on Monday, August 15, 2011.