



CITY OF MILPITAS
ECONOMIC DEVELOPMENT COMMISSION
MILPITAS CITY HALL COMMITTEE MEETING ROOM
UNAPPROVED MINUTES
March 9, 2009

- I. Pledge of Allegiance** Chair Brahmbhatt called the meeting to order at 7:00 p.m. and led the Pledge of Allegiance.
- II. Roll Call** Present were Vice Chair DeSmidt and Commissioners Cornell, Mendizabal, M. Nguyen, T. Nguyen, Peoples, Tsao and Alternate Commissioner Mohsin
Absent were Commissioners Maglalang and Alternate Commissioner Bhambhra
- III. Seating of Alternates** Alternates seated: None
- IV. Announcements**
- City Council** Mayor Bob Livengood announced that he will be adding two Commissioners to the Economic Development Commission and he also asked the Commission to RSVP to the State of the Community Address.
- Commissioners** Chair Brahmbhatt and Commissioner Mendizabal announced that they need to leave the meeting at 7:00 p.m.
- V. Public Forum** Chair Brahmbhatt invited members of the audience to address the Commission on any item not on the agenda.
- Commissioner Peoples noted that Silicon Valley Unwired will make a presentation to the Milpitas Downtown Association on Thursday, April 2nd.
- Chair Brahmbhatt noted that on Tuesday, March 17th, National Semiconductor in Santa Clara will host a lunch seminar featuring a well known speaker.



VI. Approval of Agenda

MOTION to approve the Agenda as submitted.

M/S: DeSmidt/Mendizabal

Ayes: 9 Noes: 0

VII. Approval of Minutes

MOTION to approve the minutes of January 28, 2009.

M/S: Mendizabal/Cornell

Ayes: 7 Abstain: 2
(DeSmidt and
Mohsin)

MOTION to approve the minutes of February 9, 2009.

M/S: DeSmidt/Cornell

Ayes: 9 Noes: 0

VIII. Old Business

1. Commission Membership

The purpose of this item is to make recommendations on Commission membership to the Mayor

Commissioner Peoples suggested adding an additional member from the high-tech industry and Mayor Livengood said that he is satisfied with Chair Brahmbhatt's input.

Commissioner Mohsin said she would be interested in having a representative from the child care industry because parents are looking for flexible childcare centers that are closer to their jobs.

Chair Brahmbhatt recommended that the City become a hub zone which are certain zones that become eligible for money and government set asides. Mayor Livengood said he would have staff agendaize the topic for the next meeting.

2. Preparation of Strategy

Ms. Barnhart introduced the topic so that the Board could continue its evaluation of the existing Strategy and how to align it with Mayor Livengood's priorities.



Commissioner Peoples suggested that the Commission should focus on existing businesses and how the Commission could retain employees.

Commissioner Cornell felt that objective no. 4 needs to be revised because it is very out of date on what is happening locally and globally on the economic climate.

Chair Brahmbatt noted that the City of San Jose announced a green technology policy and felt that the City should look into it because it could generate revenue.

Commissioner Peoples pointed out that if BART is extended from Milpitas to San Jose, there will be a lot of businesses that will want to locate to Milpitas

Commissioner T. Nguyen suggested that the Commission concentrate on goals and actions to focus on accomplishing work load.

Commissioner M. Nguyen felt the Commission needs to focus on retail, residents, high tech, BART and retaining businesses. He also felt that the City should focus on affordable housing for low-income residents.

Vice Chair DeSmidt agreed with the comments and suggested prioritizing attraction and retention of businesses.

Commissioner Tsao thought it would be a good idea to promote local businesses by offering an incentive program and Ms. Barnhart suggested that the whole city could have one free tax day.

Commissioner Cornell said that businesses would still have to pay taxes but they would not charge customers.

Commissioner Peoples suggested that the Commission emphasize and promote goals 2, 4, 5 and 6 which are:

- Goal 2 – Improve Retail Spending Opportunities
- Goal 4 – Retain and Support the Success of Existing and New Businesses
- Goal 5 – Improve Employability of Local Residents
- Goal 6 – Improve and diversify Milpitas' Economic Base



Commissioner T. Nguyen suggested that the Commission combine goal Nos. 2, 4 and 6 together and Goal No. 6 stand on its own.

Ms. Barnhart mentioned that NOVA, the City's workforce investment partner, has had success working with high schools, but that they are suffering from a lack of a permanent director. She observed that the EDC may wish to hear from NOVA about increasing Milpitas unemployment rate and the services they provide, as well as possibly from other workforce investment organizations, such as Work2Future.

Commissioner Mendizabal stated that Adult Education is much more flexible on how they use their money and pointed out that Evergreen Junior College has approached Milpitas about having a junior college and felt that a community college would make people more employable.

Commissioner T. Nguyen felt that education is very important and it takes a lot of time to develop.

Ms. Barnhart said it might be worth having Dan Kreuzer attend a future meeting to discuss how to utilize Adult Education to meet goals.

Motion to focus on two goals: 1) attracting, retaining and expanding businesses (Goal Nos. 2, 4 and 6) and, 2) improve the employability of Milpitas Residents (Goal No. 5).

M/S: T. Nguyen/Mendizabal

Ayes: 9 Noes: 0

Chair Brahmhatt left the meeting at 7:04 p.m.

3. Report on Library Photovoltaic Study

Ms. Barnhart offered that there was not a written report on the Library photovoltaic system, but that Library staff had determined that the photovoltaic installation cost was more than the return of the investment due to the design of the library facility. City Engineers continue to evaluate opportunities for photovoltaic use at the Library.



IX. New Business

- A. Form 700 Reminder**
- B. Marketing Expenditures**
- C. Future Agenda items**
- D. Next Meeting: April 13, 2009**
- E. Commissioner's Brunch: Saturday, April 4th at Dave and Busters**
- F. State of the Community Address: Wednesday, April 22nd at 5:30 p.m.**

X. Adjournment Chair Brahmhatt adjourned the meeting at 8:21 p.m. to the March 9, 2009 meeting.

Respectfully submitted,

Veronica Bejines, Recording Secretary