



CITY OF MILPITAS
ECONOMIC DEVELOPMENT COMMISSION
MILPITAS CITY HALL COMMITTEE MEETING ROOM
UNAPPROVED MINUTES
January 11, 2010

- I. Pledge of Allegiance** Chair Brahmbhatt called the meeting to order at 6:00 p.m. and led the Pledge of Allegiance.
- II. Roll Call** Present were Chair Brahmbhatt, Vice Chair Mendizabal, Commissioners Bhambhra, Mulder, M. Nguyen, Peoples, Serpa, Tsao, and Yu; City staff Diana Barnhart and Veronica Bejines
Absent: Commissioners McEvoy, Mohsin and C. Nguyen
- III. Seating of Alternates** Alternates seated: None
- IV. Announcements** Mayor Livengood had no announcements.
- Chair Brahmbhatt invited the Commission to attend the Silicon Valley Engineering Council open house annual banquet on Thursday, February 18th.
- Ms. Barnhart announced that she has been busy working on the conference center project. Staff conducted interviews and shortlisted the architects to 7 firms. They will make a recommendation to the City Council Economic Development Subcommittee at the end of January. She also noted that notices for the expansion of the Redevelopment area went out to the school district and all taxing agencies.
- Chair Brahmbhatt recommended that a flyer be posted on the website that tells citizens how to prepare themselves for an earthquake.
- Commissioner Minh Nguyen arrived at 6:10 p.m.
- V. Public Forum** There were no speakers from the audience.
- VI. Approval of Agenda** Chair Brahmbhatt called for approval of the agenda.
- MOTION to approve the Agenda as submitted.



M/S: Mendizabal/Yu

Ayes: 9 Noes: 0

VII. Approval of Minutes

Chair Brahmbhatt called for approval of the minutes of November, 9, 2009.

MOTION to approve the minutes of November 9, 2009 as submitted.

M/S: Peoples/Mendizabal

Ayes: 9 Noes: 0

VIII. Old Business

1. Subcommittee Reports and Recommendations - Business Retention and Attraction (Bhambhra, Yu, Peoples and M. Nguyen) – Venture Capital Seminar

Ms. Barnhart announced she has been working with the Northern Silicon Valley Alliance which consists of Union City, Hayward, Fremont, Newark and Milpitas. They suggested that the Venture Capital Seminar take place in March from 9 a.m. to 11 a.m. during the week (preferably a Tuesday, Wednesday, or Thursday) and they will set up everything. Mayor Livengood said he should be available to attend.

2. Subcommittee Reports and Recommendations – Employability of Milpitas Residents (Brahmbhatt, Mohsin, McEvoy, Mendizabal and C. Nguyen) – Chinese Business Development Seminar

Commissioner Tsao noted there will be a second Mandarin seminar in Cupertino on Wednesday, February 24th and she will update the Commission with more information at the next meeting.

Commissioner Tsao also said the City of Milpitas and City of Cupertino will host a seminar in Cantonese in Milpitas on October 13th at Milpitas City Hall Committee Conference Room.

3. Freeway Sign Update

Ms. Barnhart noted that staff has a meeting with McCarthy Ranch and Piercey Toyota to look at contract recommendations. Staff is still hoping to take a recommendation to the Council Economic Development Subcommittee on January 25th.



4. City's Solar and Energy Efficiency Program

Ms. Barnhart noted the City Council approved the City to participate in the California First Program, which would allow Milpitas property owners to apply for loans for energy audits and energy efficiency improvements to their homes. The minimum amount of the loan would be \$5,000 but they are still working out the details. She explained that energy auditors would need to analyze the current conditions of the home to determine the level of energy efficient improvements required. These improvements could include weatherproofing and weather stripping and energy efficient windows. Any loan made would be amortized over a 20 year period. Homeowners would not make monthly payments, but rather the costs would be included on the annual property taxes. In addition, any savings achieved by the improvements would offset the amount due on the property tax. She will have more information in the coming months.

IX. New Business

1. NOVA Director Meeting with Employability Subcommittee

Vice Chair Mendizabal said the Employment Subcommittee met with the Director of NOVA who noted that NOVA laid off 18 staff members however their customers have risen from 5,000 to 8,700. The team asked if NOVA would consider expanding to Milpitas but NOVA does not have enough staff. The Director said they would be willing to train volunteers to give classes in Milpitas and said their classes in Sunnyvale fill up a month in advance. In the future, the NOVA Director would like to give a presentation to the Economic Development Commission and City Council and would like to train and recruit volunteers to train in Milpitas. Vice Chair Mendizabal suggested a presentation in February to the Commission and the Commission agreed.

2. Small Business Update

Commissioner Mulder gave a Small Business Update. He noted that business is slow and he has been talking to businesses moving in the area and he hears common complains about City staff. Commissioner Mulder suggested that the City try to get the communication out there to make it easier for a new business owner.



Commissioner Yu asked if it is feasible for the City to list local businesses on the website and Commissioner Tsao suggested that the Chamber of Commerce should be involved.

Commissioner Peoples said there are not a lot of community resources to deal with the Planning and Building Department. He felt the Planning Department is extremely helpful and there are a lot of procedures in place. A lot of the time, a business owner does not understand the permit process and suggested that a new owner hire an architect. He said it is easier for an architect to understand the zoning laws which varies in different parts of the City.

Chair Brahmhatt noted that the City and County regulations on restaurants are very different.

Ms. Barnhart said the goal is for customers not to go straight to a department head but to come to the front counter and get what they need.

Commissioner Tsao said from a business owner perspective, the City states they are on top of everything. She appreciates the fast service but felt that the budget may be cutting out too many staff people. She said NOVA teaches logistics and felt that the City needs a point contact person like a liaison to guide you where to go.

Ms. Barnhart felt that the City has successfully implemented service delivery to larger business such as KLA Tencor and felt they need to work on the smaller business service delivery.

Commissioner Bhambra said he has a friend who hired an architect who applied for a conditional use permit for a day care center and they have not heard back from the City and felt the information should be made available.

Commissioner Peoples suggested that the submittal is probably incomplete and the architect needs to submit all the paperwork at one time.

Mayor Livengood felt that this issue needs to be brought to the attention of the department head. His experience with small business is often the architect or person running interference got busy or received two answers from two different people. Large businesses have the resources and money which automatically starts at a disadvantage for small businesses



that have fewer resources. His advice is to hire an architect and get someone who understands the process. Restaurants are difficult because of the County regulations. He encouraged Commissioner Mulder to finish his small business report and is interested in seeing some form of a pamphlet on the website. He noted that if the City is holding up business, he will fix the problem. He noted that Fire inspectors will go out with 20 minute notice and will work on the weekends.

Ms. Barnhart told Commissioner Bhambra to have the friend's architect call her to set up a meeting.

3. MUSD Parcel Tax

Vice Chair Mendizabal noted that the School District is proposing a MUSD Parcel Tax – 5 years, \$84 a year, and it will help protect existing math and science classes and smaller class sizes. The School District does not know if there will be any more budget cuts from the State. The School Board will vote on recommending approval to go forward with the parcel tax on January 26th. If the voters approve the parcel tax, seniors will have to fill out paperwork to be exempted from the tax.

X. Upcoming Events

4. Commissioner Recognition Brunch

The Commissioner Recognition Brunch will be held on Saturday, April 10, 2010 at 9 a.m. at Dave and Busters.

XI. Adjournment Chair Brahmbhatt adjourned the meeting at 7:15 p.m. to the next meeting of February 8, 2010.

Respectfully submitted,

Veronica Bejines, Recording Secretary