



CITY OF MILPITAS  
ECONOMIC DEVELOPMENT COMMISSION  
MILPITAS CITY HALL COMMITTEE MEETING ROOM  
APPROVED MINUTES  
January 10, 2011

- I. Flag Salute** Chair Brahmhatt called the meeting to order at 6:00 PM and led the Pledge of Allegiance.
- II. Roll Call and Approval of Alternates** Present: Chair Brahmhatt; Vice Chair Mendizabal; Commissioners Ablaza, McEvoy, M. Nguyen, C. Nguyen, Peoples, Suri and Tsao ; City Staff Diana Barnhart and Veronica Bejines
- Tardy: Commissioner Yu arrived at 6:10 p.m.
- Excused Absence: Commissioner Bhambhra
- Absent: Commissioner Mulder
- III. Announcements:**
- A. Council Liaison Report – Mayor Esteves**
- B. Commissioners**
- C. Staff**
- A. Mayor Esteves congratulated and thanked the Commission for continuing to serve on the Economic Development Commission. He will be relying on the Economic Development Manager to take on a more active role to stimulate the economy and felt that it would have to be a team effort. The City Council will finalize the liaisons to the Commissions at the next meeting and so far, he is the only one who volunteered to be the liaison to the Economic Development Commission. He has a lot of ideas he would like to recommend to the Commission and will do that under the New Business 2011 Work Program Item on the Agenda. On another note, he asked staff to e-mail the Ribbon Cutting Ceremony Schedule to the Commission to support the new businesses.
- B. Commissioner Peoples noted that a building that Intel used to occupy located at 551 Lundy Avenue has been purchased by a new company called Subatech. Subatech will have 30 to 40 employees and specializes in board assembly. On another note, he recommended a new restaurant called Wok Star located in the old Bank of Santa Clara location. He also pointed out that Nuvosun has moved to Milpitas.
- Vice Chair Mendizabal announced that there will be an Annual Crab Feed for the School District on February 11<sup>th</sup> at 5:00 p.m. at the India Community Center. Tickets are \$50.00 a piece and can be purchased by visiting [www.musd.org](http://www.musd.org).
- Chair Brahmhatt announced that next month, the Silicon Valley Engineering Council will host an Awards Banquet and he would be honored if the Mayor could attend.



C. Ms. Barnhart announced that staff met with Soladigm last week and they are leasing a portion of the building next to them at the corner of Los Coches and South Milpitas Boulevard. A company called Extron moved from Fremont to Milpitas located on South Abbott. Their CEO will be interviewed by Carl Guardino on KLIV's CEO show entitled "Can manufacturing survive" at 7 p.m. tomorrow. Over the holidays, Headway Technology initiated expansion and Cisco is proceeding with some expansion as well. Today, staff met with some brokers who are looking at 200,000 sq. ft. of space for manufacturing. Staff is also working with Unifab, who employs 75 people, at North Milpitas Boulevard.

**IV. Public Forum**

None

**V. Approval of Agenda**

Motion: to approve the agenda, as submitted

Motion/Second: Peoples/Mendizabal

Motion carried by a vote of: Ayes: 11  
Noes: 0

**VI. Approval of Minutes – October 11, 2010 and November 8, 2010**

Motion: to approve the October 11, 2010 unapproved Minutes.

Motion/Second: Peoples/C. Nguyen

Motion carried by a vote of: Ayes: 11  
Noes: 0

Commissioner Ablaza noted that he was present at the November 8, 2010 meeting.

Motion: to approve the November 8, 2010 unapproved Minutes, with the change noted above.

Motion/Second: Peoples/Ablaza

Motion carried by a vote of: Ayes: 11  
Noes: 0

**VII. Old Business**

**A. Community Business Meeting – Nov. 8, 2010**

A. Ms. Barnhart summarized the Business Meeting and noted that Joel Ayala is still the State Economic Development Director. Mr. Lewis Stewart, who attended the meeting in Mr. Ayala's place, asked that if the City hears about a company wanting to leave the State, please notify the Governor's Economic Development Office.

Commissioner Ablaza asked if the City has a study about what other countries are doing and if there are any examples, maybe the Commission can create a strategy. For example, what kind of incentives can the City offer. Ms. Barnhart said she can bring some examples to the next meeting.



**VIII. New Business**  
**B. Expansion of SVUnwired Service**

- A. Information Service Director Bill Marion presented information on the Expansion of SVUnwired Services.

Commissioner Ablaza asked how much usage for the entire community. Mr. Marion said 200 gigabits per day, 1,200 unique users in a day.

Vice Chair Mendizabal asked why can some people not get good connectivity on their computer. Mr. Marion pointed out that the laptop is not powerful enough to transmit the signal from inside to outside a transmitter. He said there is a device you can purchase for a better signal on the website. Ms. Barnhart said she will make an effort to let the residential community know about the devices they can purchase.

Commissioner McEvoy noted that the Crowne Plaza offers Internet services to their customers and asked if the transmitters could be moved elsewhere. Ms. Barnhart said it would be a case by case basis and staff will look into it, but that at a minimum the transmitter interfering with the Crowne Plaza's system would be redirected.

Commissioner C. Nguyen asked if the City is getting any revenue and Mr. Marion said no, the City is providing the network at no cost.

Mayor Esteves asked if funding will only be from RDA and Mr. Marion said yes.

Mayor Esteves suggested that the City be considered a Wi-fi City.

Motion: to support the expenditure and enhancement and continue expansion of the community wi-fi network.

Motion/Second: Peoples/Vice Chair Mendizabal

Motion carried by a vote of: Ayes: 11  
Noes: 0

Ms. Barnhart said that the item will go to the Finance Subcommittee the last week of January and if approved, will go to the City Council as part of the mid year budget adjustments.

**C. 2011 Work Program**

- B. Chair Brahmbhatt said he would like to schedule the 2011 Work Program as a Subcommittee and Commissioner Peoples said he would like the Commission to discuss the Work Program. The majority of the Commission agreed with Commissioner Peoples.

Commissioner Peoples made some suggestions regarding business incentives, permitting process and Midtown implementation.



Commissioner C. Nguyen said he would like the Subcommittees to focus on different sectors of the economy such as bigger businesses and smaller business and residential.

Mayor Esteves said he wants to follow up on competitive advantages, business in Milpitas, ease of doing business in Milpitas, and would like staff to come up with a short question survey in Milpitas to newcomers about the City's permitting. He thought the survey should go to the Commission Chair. He also felt that the City should reach out to businesses that can be complimentary to Milpitas such as Trader Joe's. He said the City should focus on business retention and connect with current businesses both small and large and maybe host a meeting with them once a year and ask them why they stay in Milpitas and how can the City support them.

Chair Brahmbhatt said the Mayor's ideas are great and thought the City should partner with the Chamber of Commerce to bring businesses to support Milpitas.

Mayor Esteves also felt that the Economic Development Plan needs to be updated and that maybe the City could look at doing a moratorium for non-profit companies that occupy buildings in industrial zones.

Vice Chair Mendizabal suggested that at the next meeting, Commissioners should come to the meeting and say what subcommittee they want to be a part of.

Chair Brahmbhatt suggested that staff make a list of and e-mail it to the whole group in preparation of the next meeting.

**IX. Upcoming Events**

**A. Future Agenda Items**

- 1. Land Use Classification for Industrial Development**
- 2. Midtown Redevelopment**

**B. Next Meeting: February 14, 2011**

- A. Ms. Barnhart noted that she will add Election of Chair and Vice Chair to the February 14, 2011 Agenda.

**X. Adjournment**

Meeting was adjourned at 7:37 PM to the next meeting on Monday, February 14, 2011.

Respectfully submitted,



Veronica Bejines, Recording Secretary