

CITY OF MILPITAS
SISTER CITIES ADVISORY COMMISSION (SCC)
MILPITAS CITY HALL COMMITTEE MEETING ROOM

UNAPPROVED MINUTES
JUNE 28, 2012

- I. Call to Order and Roll Call** Chair Grilli called the meeting to order at 7:00 p.m. Present were: Commissioners Arbaugh, Arefi, Grilli, Serpa, and Tran. Absent were: Commissioners Ortega, Mateo, and Galvin. Alternate Commissioners present: Hardin.
- Council Liaison Pete McHugh Present
MHS Student Liaison Brenda Su Present
MUSD Liaison Gunawan Alisantosa Absent
Staff Liaison Leslie Stobbe Present
- II. Alternates Seating of** Alternate Commissioner Hardin was seated.
- III. Allegiance Pledge of** Chair Grilli led the Pledge of Allegiance.
- IV. Minutes Approval of** MOTION to approve the minutes of May 24, 2012.
M / S: Serpa / Arbaugh Ayes: All
- V. Agenda Approval of** MOTION to approve the agenda of June 28, 2012.
M / S: Serpa / Arbaugh Ayes: All
- VI. Announcements** Staff announced that the annual membership to Sister Cities International and reimbursements for sister city national flags were paid.
- VII. Public Forum** None
- VIII. New Business**
- 1. Open Governance Ordinance Training**
Staff distributed a sign-in sheet for Commissioners to acknowledge receiving information about how to complete this training and send in a Declaration Form. By consensus, the Commission agreed to send Declaration Forms to the City before the September 27 meeting.
 - 2. Report from Ad Hoc Subcommittee**
Vice Chair Serpa reviewed notes from the June 6 meeting. She noted that the meeting was attended by Commissioners Arebaugh, Arefi, Grilli, Hardin and herself and stated the meeting successfully reviewed the need for a community event that celebrates diversity and at the same time integrates the people of Milpitas. A brainstorming session followed the consideration of five questions:

1. What vision do we have for an international event?
2. Who needs to be involved in this event?
3. Does Milpitas need a marketing and public relations representative for this event?
4. How will revenue be raised?
5. How can we pull our community together?

The Subcommittee discussed the advantages of a one to two-day event that would involve cultural and service groups as well as local corporations. Further, the group discussed options for fundraising. It was the consensus of the group to review how fundraising went for this event and to then determine how to handle funds. Vice Chair Serpa noted that the City Manager did state that the City can handle the funds provided a process is established to track revenues and expenses. The next meeting will be called after research and preparation of a draft business plan is completed.

Vice Chair Serpa then reviewed outcomes of a staff meeting with Brenna Bolger of PRx. The next phase is waiting for PRx to process ideas and prepare a tentative plan. She noted that an event of this nature is needed to pull the community together. The group defined the cultural and services groups and tasked staff with preparing a contact list of cultural and service groups. Goals were then reviewed: 1) to obtain revenue for sister city activities; 2) to have a community-wide event that identifies Milpitas; 3) to bring back a plan for review by the Commission. Group discussion followed. It was noted that the City Manager supports this idea and the work of the ad hoc subcommittee. The subcommittee needs a public relations firm to properly begin the outreach plan. It was also noted that there is a change in the role of who is helping who; this “international event” is intended to raise funds for sister city activities and it needs to sustain itself.

3. Use of Social Media for Sister City Relationships

Student Liaison Brenda Su reported that overall email communications with 24 Milpitas High School (MHS) students matched with Tsukuba students. Some MHS students complained about the length of time it takes Tsukuba students to respond. The Student Liaison contacted Tsukuba representatives who asked involved students to respond within one week. Also, she has asked MHS students to document their summer with photos so that a photo album could be sent to Tsukuba students. Regarding Dagupan, an email invitation was sent to city contacts one month ago without a response to date. Regarding Huizhou, an email invite was sent two to three weeks ago without a response. The Student Liaison noted that email is being used for bow (this is just with Tsukuba students).

4. Sister Cities International (SCI) Membership and Website

The Staff Liaison reviewed budget and payment of this \$680 annual membership. She requested to postpone discussion of the new website and use of the “badge” or logo offered that demonstrates SCI membership to the next meeting.

5. Cancellation of July and August Meetings

The Commission discussed what pending business it may have in the next two months. Finding none, a motion was made to cancel the July 26 and August 23 meetings:

MOTION / SECOND: Arbaugh / Serpa AYES: All

IX. Old Business

1. MCTV-26 Focus on City Commissions

Chair Grilli reported that no new information was received via email. The Staff Liaison was asked to contact the station manager and get a status update.

2. Sister City Expenses

Staff referred to the expense report dated July 1, 2011 – June 28, 2012. She noted that the remaining amount for SCC expenses is \$527.04.

3. Tsukuba City, Japan

Commissioner Arbaugh reported that he sent an email to Tsukuba representatives on the Commission's efforts regarding fundraising and requested an update on the e-pen pal effort. Tsukuba has yet to respond. It was noted that the date on the agenda for the ending date of this city's MOU should be 2014. Staff will make this correction. Discussion followed regarding the photos at the library from the photo exchange exhibit. It was decided to ask the Community Librarian to store these materials at the library.

4. Dagupan City, Philippines

The Staff Liaison presented a letter from Mayor Lim to Mayor Esteves regarding the student visit to Milpitas in October. She noted that a longer time frame with an increased number of students was requested. Chair Grilli asked that staff prepare a response for Mayor Esteves that explained that background of the decision to set visit parameters. Staff then advised the Commission of a request from the recent visitor to prepare documents stating a longer timeframe of stay in Milpitas than was actually spent. Consensus was that the documents should only state the day the visitor was actually in Milpitas. Staff noted outstanding requests for information: a DVD about child safety on the Internet, Milpitas Public Library brochures, and a website link to the Fire Department's Emergency Preparedness web page. Staff noted that in an email to the recent visitor that she will have this information together in a few weeks. Discussion followed regarding DEV formats and use of City's FTP on its website.

5. Huizhou Municipality, China

Chair Grilli noted that the student delegation is set with 10 students chosen to visit Milpitas in October. Staff is working on the invitation letter. It is also expected that two elected officials will visit Milpitas with other adults from Huizhou, however no date is confirmed at this time.

6. Comune de Figline Valdarno, Italy

Vice Chair Serpa stated that in communications with city representatives, she is informed that they are still encouraged by their visit to Milpitas. At the County level,

a lead person with Figline Valdarno will by in our area the second week of July discuss a possible student exchange with the County commission. Chair Serpa will try to set up a meeting to discuss starting and e-pen pal effort with MHS students.

7. City Council Liaison Report

Vice Mayor McHugh noted from the previous Council meeting:

- A mural is proposed for the Militas Public Library to highlight the contributions of Filipino Americans, and;
- The 10-mile BART extension is proceeding on target with \$700 million in contracts awarded, and;
- The total number of employees that were laid-off is 42, with one-half of those choosing retirement. There is a re-hiring process, as openings occur, to give those who were laid-off the first opportunity to be re-hired.

8. School District Liaison Report - None

9. Future Agenda Items

- a. Sister City Relationships / Cultural Exchanges
 - i. Tsukuba, Japan
 - ii. Dagupan, Philippines
 - iii. Huizhou, China
 - iv. Figline Valdarno, Italy
- b. Sister City Expenses
- c. Report from Ad Hoc Subcommittee
- d. Sister Cities International Website
- e. Town Hall Meeting, October 11, 2012
- f. Use of Social Media for Sister Cities Relationships

10. Adjournment

No further business was discussed. Chair Grilli adjourned the meeting at 8:03PM until the next regularly scheduled meeting on September 27, 2012.

MOTION to adjourn the meeting of June 28, 2012

M / S: Serpa / Arbaugh

Ayes: All

Respectfully Submitted,

Leslie Stobbe
Staff Liaison