

**City of Milpitas
Economic Development Commission**

**August 13, 2007 6:00 p.m.
City Hall, 1st Floor Committee Room**

Agenda

- I. Flag Salute (6:00 p.m.)
- II. Roll Call and Approval of Alternates
- III. Announcements: 10 minutes
 - A. Council Liaison Report – Mayor Esteves
 - B. Commissioners and ED Manager
- IV. Public Forum:

Members of the audience are invited to address the Commission on any subject not on tonight's agenda. Speakers must stand, state their name and address for the record, and limit their remarks to no more than three minutes. As an item that is not on the agenda, no response is required of the Commission or city staff; however, the Commission may agendize the item for a future meeting.
- V. Approval of Agenda
- VI. Approval of Minutes – July 9, 2007*
- VII. Unfinished Business: 40 Minutes Total
 - 1. Industrial Analysis: Joe Oliva/Diana Whitecar
 - Background: At the last Economic Development Commission meeting, staff was directed to host two stakeholder meetings and one community meeting regarding the draft Industrial Land Use Study. At these meetings, several issues were raised regarding the impacts on service providing agencies and whether the recommendations were comparable with surrounding communities.

As a result, staff is conducting further research and gathering additional information on other cities industrial use ordinances and more information on absorption rates. Staff recommends that the EDC not act on the draft Study and hold action until this information is collected and presented in context of the study recommendations.

Recommendation: Continue to no date certain

- 2. Grocery Analysis and Trader Joe's Update: Whitecar. Staff recently met with the Trader Joe's Northern California site locator and the Trader Joe's site broker. We will report on this meeting, follow up activities and the grocery analysis requested at the last EDC Meeting.

Recommendation: Note. Receipt. File.

VIII. New Business

1. Image: Branding Stakeholder Committee Recommendations: Susan Lewis (30 Minutes)

Background: The first priority of the Economic Development Strategy is to “Improve Milpitas’ Image as a Place to Live, Work and Shop”. Objective 1A of the ED Strategy and Action Plan is to “Build and maintain an effective place branding strategy.” To move forward on this critical goal, the EDC recommended and the City Council approved creation of a Branding Stakeholder Committee to develop a recommendation on a branding program.

The Branding Stakeholder Committee, consisting of community members, other City Commission representatives and the EDC Image Subcommittee have met five times since March 2007 and developed a branding platform statement and approved a new brand image.

Susan Lewis has led this effort with the Committee and will be presenting the recommendations to the EDC for approval and recommendation of approval of the branding effort to the City Council.

Recommendation: Approve the branding platform statement and creative expression and recommend approval to the City Council.

2. California’s EDGE: Keeping California Competitive, Creating Opportunity (Mike Curran) (30 minutes).

Background: Mike Curran is Executive Director of NOVA, the employment and training agency for North Santa Clara County cities. Mr. Curran will be presenting information on the California EDGE program.

Recommendation: Note. Receipt. File.

IX. Future Agenda Items

- A. Economic Development Project Review Protocols
- B. Business Retention Policy and Program

- X. Adjournment to September 10, 2007, 6 p.m., San Jose Mineta Airport, Terminal A.

*Attachments to the emailed and mailed agendas

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