



CITY OF MILPITAS
ECONOMIC DEVELOPMENT COMMISSION
MILPITAS CITY HALL COMMITTEE MEETING ROOM
APPROVED MINUTES
March 14, 2011

- I. Flag Salute** Chair Peoples called the meeting to order at 6:07 PM and led the Pledge of Allegiance.
- II. Roll Call and Approval of Alternates** Present: Chair Peoples; Commissioners Ablaza, Wettenstein, C. Nguyen, Mulder and Grilli. Alternate Commissioner Bhambhra was seated. City Staff Diana Barnhart
- Excused Absence: Commissioners M. Nguyen, McEvoy and Tsao
- Unexcused Absence: Vice Chair Brahmbhatt and Commissioners Suri and Yu
- III. Announcements:**
- A. Welcome Marsha Grilli, MUSD Representative**
 - B. Council Liaison Report – Mayor Esteves**
 - C. Commissioners**
 - D. Staff**
- A. Chair Peoples welcomed new Commissioner Marsha Grilli.
- B. Mayor Esteves reminded the Commission that two of the areas of focus for the City Council are the budget and the Governor’s proposal to dissolve redevelopment agencies. Mayor Esteves requested that small and larger businesses be invited by the Commission to tell the City what they need and to let them know what the City can do for them.
- C. Ms. Barnhart reminded the Commission that as part of the Economic Development Operating Budget, funds were available for the Commission to attend meetings and other useful economic development related events.
- IV. Public Forum** Andrae Macapinlac, representing Assembly Member Bob Wieckowski, introduced himself to the Mayor, Chair and Commission and updated the Commission on the Assembly Member’s activities to support business.
- V. Approval of Agenda** Motion: to approve the agenda, as submitted
- Motion/Second: Mulder/Wettenstein
- Motion carried unanimously.
- VI. Approval of Minutes – February 14, 2011** Motion: to approve the February 14, 2011 unapproved Minutes.
- Motion/Second: C. Nguyen/Wettenstein.
- Motion carried by a vote of:
- Ayes: 6
Abstain: 1



VII. Old Business

A. 2011 Work Plan

Chair Peoples indicated that the Marketing/Business Attraction Subcommittee met. Commissioner Wettenstein reviewed a draft of the Subcommittee's ideas, noting that the list reflected a brainstorming session and was not being presented for action. The list is attached.* Commissioner Ablaza recommended that the City engage social media to promote itself.

VIII. New Business

A. Parliamentary Procedures Review

A. There was general discussion about parliamentary procedures for running the Commission meetings.

B. Update on Freeway Signs

B. Ms. Barnhart showed the Commission the conceptual design for the I-880 Freeway Sign.

C. Update on 2011 Mandarin "Starting a Business" Class

C. Commissioner Tsao was not in attendance, so Ms. Barnhart advised that the City and Chamber were co-sponsoring two more Mandarin speaking business classes in Cupertino and Milpitas.

IX. Other Businesses

X. Adjournment

Chair Peoples shared his concerns about the loss of on-street parking on Main Street with the Main Street Streetscape Plan. Since Midtown Plan implementation is part of the Commission's proposed Work Program, he asked if the City Engineer could address the Commission on the design at the next meeting.

Staff advised Commissioner's that they are entitled to Business Cards.

Meeting was adjourned at 7:40 PM to the next meeting on Monday, April 11, 2011.

XI. Next Meeting: April 11, 2011

Items requested for the April meeting: Main Street review; Gateway Signs and Art selection process; and Work Program. For May 2011: Conditional Use Permit Overview.

Respectfully submitted,

Diana Barnhart, Economic Development Manager