



**City of Milpitas
Economic Development Commission
April 11, 2011 6:00 p.m.
First Floor Committee Conference Room
City Hall
455 East Calaveras Blvd
AGENDA**

- I. Flag Salute
- II. Roll Call and Approval of Alternates
- III. Announcements:
 - A. Council Liaison Report
 - B. Commissioner Updates
 - C. Staff Report
- 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 – March 14, 2011*
- VII. Old Business
 - A. 2011 Work Program: Continue discussion of the 2011 Work Program priorities to recommend to the City Council. Recommend placement of Work Program on the City Council May 3rd agenda.
 - B. Update on 2011 Mandarin “Starting a Business Class”. Commissioner Tsao. Attached is the press release and flyers for the next event in Cupertino.*
- VIII. New Business
 - A. Retail Marketing Study: Consider a retail marketing study to assist in retail recruitment.
 - B. Business Resource Center Presentation – Chief Building Official Keyvan Irranejad will present the new online Business Resource Center and will be looking for Commission feedback.

C. Main Street Streetscape and Parking: City Engineer/Public Works
Director Greg Armendariz will review the plan line study for Main Street
between Carlo Street and Curtis Street.

IX. Other Business

X. Upcoming Events – April 20th SVEDA East Bay/North Silicon Valley Broker
Breakfast*

A. Future Agenda Items

1. Open Government Ordinance Review

2. Conditional Use Permit (May)

3. South Main Street Gateway Sign: Review of process for the design and artist
selection for the first Gateway Sign. At the February EDC Commission meeting
Commissioners C. Nguyen, Commissioner McEvoy and Chair Peoples volunteered to serve
on the Committee. This item is delayed to the May meeting so that Public Art Committee
members and staff can attend.

XI. Next Meeting: Monday, May 9, 2011

*Attachment to the emailed agendas

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Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review.

Materials related to an item on this agenda submitted to the Economic Development Commission after initial distribution of the agenda packet are available for public inspection at the City Clerk's office at Milpitas City Hall at 455 E. Calaveras Blvd., Milpitas during normal business hours.

For more information on your rights under the Open Government Ordinance or to report a violation of the ordinance, contact the City Attorney's office at Milpitas City Hall, 455 E. Calaveras Blvd, Milpitas, CA 95035

E-mail: mogaz@ci.milpitas.ca.gov / Fax 408/586-3030 / Phone 408/586-3040

The Open Government Ordinance is codified in the Milpitas Municipal Code as Title I Chapter 310 and is available online at the City's website www.ci.milpitas.ca.gov by selecting the Milpitas Municipal Code link.

- A recorded agenda or minutes on standard cassette or printed in large typed will be provided upon request by the City Manager's Office for the visually impaired.
- In compliance with the American Disabilities Act, individuals requiring accommodation for this meeting should notify the city prior to the meeting at (408) 586-3000, TDD (408) 586-3013.