

This is the preliminary summary of the Marketing Subcommittee, Econ Dev Commission meeting of Chair Peoples, Commissioners Wettenstein and Ablaza.

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From: wettenstein@comcast.net

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Sent: Monday, March 7, 2011 2:28:32 PM

Subject: Economic Development, Marketing Committee, rough summary

Gentlemen

This is my quick summary of points the three of us talked at lunch. It was agreed that I would compile this and the four of us would review, embellish, change prior to showing this to others. With limited resources, we considered integrating paid staff with volunteers, interns and strategic alliances with other groups that would also benefit.

We discussed a number of important points:

- The current Economic Plan for Milpitas is 5 years old and needs to be updated
- Large Milpitas firms are "disconnected" from smaller ones and vice versa so local vendor fairs, job fairs or other events (other than dues-generating) could help bridge that gap
- Previous programs improved the community by integrating High School students with certain firms under mutual guidance of MUSD and community/corporate leaders through a "Shadow" program...where HS students spent a couple hours in the morning with selected leaders, then everyone returned for a lunch and motivational speaker in time for normal dismissal. A mini-mentoring program centered on showing students what it is like to work as a ___ for a living. Microcosm of "Take Your ___ to Work," except it is someone else's kid. Companies would pay a nominal fee as "sponsors" to cover the admin and luncheon costs.
- Joint training program with the local high schools wherein the students either volunteer or get nominally paid to create websites, graphics, social marketing, etc. for Milpitas businesses
- An easier to navigate centralized database of available commercial space in Milpitas showcasing facilities ready or near-

ready for move-in. Hosted on the Chamber and/or City websites. Goal is to capture some of the business growth as the economy improves. Corporate facilities/campuses in Mountain View are being filled by Google so those prospective tenants are moving further around the bottom of the bay toward Northern SJ or Milpitas. Could use Loopnet, Craigslist or freestanding database as decided.

- Conceived a marketing campaign (using limited resources) where we encourage businesses to consider Milpitas as their next business site. Labor may be provided/supplemented by interns.
- With enough restaurants here, consider a festival like A Taste of Milpitas. Possibly include some of the Farmer's Market vendors and the local winery.
- **"MILPITAS MEANS BUSINESS"** Campaign
 - For Big Businesses: YouTube video or case studies from Cisco, Lifescan, KLA Tencor, Linear Technologies...
 - For Restaurants: Mayflower, Giorgios, Flames, McDonalds manager, Pho, Dave/Busters
 - For Smaller firms: SJC Precision Tooling, Custom Drywall, Prismatic Signs
 - For Retailers: Philippine/Vietnamese/Chinese/Hispanic/Indian shopkeepers and Kohl's manager
 - For Hotelkeepers: High end, motel, long stay...
 - For Startups/Home Offices: 1 person firms saying why they chose Milpitas
 - For Nonprofits/Service groups: Rotary, Lion, Chamber,
 - For Professionals: lawyers, dentists, vets, optometrists, chiropractors...
 - For Schools: Montessori, Hands On Learning Ctr, St John, Blue Dragon TKD, Victoria Beauty School,
- Campaign can be online, twitter, facebook, LinkedIn, print/postcards, event signage
- Coming from a marketing background, I wanted to make sure that Milpitas protects its intellectual property. There are times I see the Milpitas logo and the @ slogan were not "protected" by a TM (trademark), R (registered trademark) or SM (service mark). City attorney or assistant could complete registration online at USPTO.GOV, then emphasize that the protected logos should replace unprotected logos on correspondence, logo graphics library, etc. wherever it is cost-effective to do.