



ECONOMIC DEVELOPMENT COMMISSION Meeting Minutes

Date/Time: Monday, August 10, 2015 at 4:01 pm

Where: Milpitas City Hall, Committee Conference Room

Attendants: Vice Chair Ablaza; Commissioners Holthaus, M. Nguyen, Nunez, Owens, Peoples, and Strle; Economic Development Manager Edesa Bitbadal, and Recording Secretary Rachelle Currie

Excused Absence: Chair Wettenstein; Commissioners Brahmbhatt, C. Nguyen, Tsao

Unexcused Absence: Vice Mayor Montano

I. **Flag Salute**

Vice Chair Ablaza called the meeting to order at 4:01pm and led the Pledge of Allegiance.

II. **Roll Call and Approval of Alternates**

Vice Chair Ablaza called for Roll. Vice Mayor Montano, Chair Wettenstein, Commissioners Brahmbhatt, C. Nguyen, and Tsao were not present. Alternate Commissioner Holthaus was seated. Vice Chair Ablaza chaired the meeting.

III. **Public Forum (Please *limit comments to 3 minutes*) – None**

IV. **Approval of Agenda**

Commissioner Peoples made the motion to approve the agenda as submitted seconded by Commissioner Strle.

Motion carried by a vote of:

Ayes: 7
Noes: 0
Absent: Brahmbhatt, C. Nguyen, Tsao,
Wettenstein
Abstain: 0

V. **Approval of Minutes – June 8, 2015 Commission minutes**

Motion: to approve the June 8, 2015 Economic Development Commission Minutes as submitted.

Motion/Second: Commissioner Peoples / Commissioner Holthaus

Motion carried by a vote of:

Ayes: 7
Noes: 0
Absent: Brahmbhatt, C. Nguyen, Tsao,
Wettenstein
Abstain: 0

VI. **Announcements**

Vice Mayor Montano was not present for the meeting.

Commissioner Peoples mentioned the Oversight Board earlier today voted to put RFP (Request for Proposals) out on the Cracolice building located at South Abel Street. He asks if everyone has ideas on how to keep Cracolice for City's use, give him a call. The RFP will be out in November 2015 and the property is zoned industrial. Commissioner Nunez asked what categories fall under the industrial zoning. Commissioner Peoples responded school, YMCA and other similar educational institutions. Vice Chair Ablaza asked who owns Cracolice; Commissioner Peoples replied, the City owns it, but County of Santa Clara controls it.

Vice Chair Ablaza announced that he attended a free seminar hosted by Bay Area Video Coalition. This organization provides training/classes to emerging video and media people on video photography, media arts and computer coding. Vice Chair Ablaza spoke to one of the organizers and mentioned that BAVC is interested to host a training/class here in Milpitas. Ms. Bitbadal asked Vice Chair Ablaza for the contact information and she will touch base with the coalition.

Economic Development Manager Bitbadal reported that she gave City Council the first Economic Quarterly report at the last Council meeting. Ms. Bitbadal went through the same slides with the Commission and summarized that City of Milpitas is in good shape when compared to San Jose, Fremont, and Silicon Valley overall. Commissioner Peoples had one comment regarding the matter on

converting industrial lands almost 6 years ago is outdated and should be updated to reflect new and appropriate dollar rate per square foot. He discourages conversion of industrial to residential.

VII. New Business

A. Report on the Council-Approved Amended Commission Bylaws

Ms. Bitbadal reported that the City Council on its August 4th Council meeting adopted the amended bylaws. One major change is the meeting time change from 6:00 pm to 4:00 pm effective today. Another change was to add "Educational Institution" to MUSD representative allowing applicants' diversity under this category which would include applicants from Evergreen College and private schools. Another suggestion from Council (but was not adopted) was recruitment of business representative related to sports. It was agreed upon that this category can be recruited through "Business/Commercial" representation. Lastly, Ms. Bitbadal said that copy of the amended bylaws will be emailed to the entire commission.

B. Report on the Milpitas Super Community Committee

Ms. Bitbadal reported to the commission that there are 10 individuals involved in Super Community Committee. The committee had 2 meetings: a) idea-gathering; and b) discussed funding on how the ideas can be materialized. The great news is Milpitas is ahead and accomplished a lot compared to other cities involved in the Regional Super Community Committee (besides Santa Clara, where the event will be held).

Ms. Bitbadal asked if the commission is amenable to have a special meeting for her to bring forth plans and list of funding partners for the Super Community Committee program before she takes it to the City Council on September 1st meeting. Concepts include: 1) shuttle service (for people to avail going around town but not to the stadium); 2) website called "Mobile Optimize" to be launched in November (restaurant listing and what they offer for consumers); 3) geo-caching (some sort of scavenger hunt) for marketing that will be linked to regular website, would be nice to have a letter from the Mayor welcoming visitors; 4) banners on City limits; and 5) use of electronic billboards.

Events include one from Dave & Buster which Commissioner Strle will confirm after he meets with them on Tuesday, August 11th. Chamber of Commerce is not 100% on board. Ms. Bitbadal said that we have 2 tickets to the football championship game and will be raffled utilizing some type of marketing game. The special meeting will cover partners and dollar cost that Ms. Bitbadal would like to present to the Commission.

Motion: to approve having a Special Meeting of the Commission on Monday, August 17, 2015 at 4:00 pm.

Motion/Second: Commissioner Peoples / Commissioner Holthaus

Motion carried by a vote of:

Ayes: 7

Noes: 0

Absent: Brahmhatt, C. Nguyen, Tsao,
Wettenstein

Abstain: 0

C. FY 2015-2016 Commission Budget

Ms. Bitbadal confirmed that the commission has \$1,000 budget for this fiscal year and will be used towards the purchase of pin badges for Commissioners, Nunez, Owens, and Strle. The rest of the budget will be used for commissioners to attend conference (maximum of 2 commissioners at an event) and will be rotated to give everyone a chance to go to conferences.

VIII. Upcoming Events – Commissioner Nunez mentioned Milpitas Rotary event on Monday, August 17 at 12:00pm with Supervisor Dave Cortese as main speaker. Ms. Bitbadal announced the Milpitas Chamber of Commerce monthly breakfast tomorrow, August 11th at 7:30am in Senior Center with Milpitas Police Detectives as keynote speakers.

X. Adjourn – Commissioner Owens motioned, and seconded by Commissioner Peoples to adjourn the meeting at 5:05pm to the Special Meeting on Monday, August 17, 2015, at 4:00pm. The motion carried unanimously.