



ECONOMIC DEVELOPMENT COMMISSION Special Meeting Minutes

Date/Time: Monday, August 17, 2015 at 4:00 pm

Where: Milpitas City Hall, Committee Conference Room

Attendants: Chair Wettenstein, Vice Chair Ablaza; Commissioners M. Nguyen (4:08), Nunez, Owens, Peoples, and Strle; Economic Development Manager Edesa Bitbadal, and Recording Secretary Rachele Currie

Excused Absence: Vice Mayor Montano (at Special Council meeting), Commissioners Brahmbhatt, Holthaus, C. Nguyen, and Tsao

I. **Flag Salute**

Chair Wettenstein called the meeting to order at 4:00pm and led the Pledge of Allegiance.

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

Chair Wettenstein called for Roll. Vice Mayor Montano who is at the Special Council meeting in Council Chambers, Commissioners Brahmbhatt, C. Nguyen, Tsao, and Alternate Commissioner were not present. Commissioner M. Nguyen was not present during roll call and came in at 4:08 pm.

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

IV. **Approval of Agenda**

Commissioner Nunez made the motion to approve the agenda as submitted seconded by Vice Chair Ablaza.

Motion carried by a vote of:

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

V. **Approval of Minutes – August 10, 2015 Commission minutes**

Motion: to approve the August 10, 2015 Economic Development Commission Minutes as submitted.

Motion/Second: Commissioner Strle / Commissioner Owens

Motion carried by a vote of:

Ayes: 6
Noes: 0
Absent: Brahmbhatt, Holthaus, C. Nguyen,
Tsao
Abstain: Wettenstein

VI. **New Business**

A. **Discussion on the Milpitas Super Community Committee Program Funding Proposal**

Chair Wettenstein stated we're just waiting for Economic Development Manager Bitbadal. And while we're waiting the Commission went to **Item No. VII (Upcoming Events.)** Chair Wettenstein mentioned an event hosted by Assemblymember Wicowski scheduled on Sunday, August 23, at the Embassy Suites and encouraged everyone to attend.

Ms Bitbadal gave an overview of the Milpitas Super Community Committee Program and that the Mayor and City Council are very supportive of this work plan of the commission. She reminded everyone that NFL's name and its teams are trademarked therefore no one could use they're name and teams' name without proper agreement between all parties. With this, the regional team came up with a unique name that can be used by cities participating in the NFL's Big Game Event; we are called the Milpitas Super Community.

Economic Development Manager showed a PowerPoint presentation and mentioned list of invited stakeholders involved in the Milpitas Super Community Committee Program. They are Milpitas Chamber of Commerce, several hotels such as Beverly Hotel, Larkspur Landing Hotel, Hilton Garden Hotel, Crowne Plaza, Embassy Suites, Sheraton Hotel, and Hampton Inn, various restaurants such as Chili's, El Torito, Dave & Buster's, and Macaroni Grill, Great Mall, Singpoli Group, Economic Development Commission, and City staff. Commissioner Peoples asked who Singpoli Group is, Ms Bitbadal answered they are the developer building Landmark Hotel and their representative mentioned that they could provide either a sponsorship or tickets (for prizes) to the Big Game.

Furthermore, Ms Bitbadal reported to the commission that Milpitas Super community Committee had two productive meetings (June 22 and July 14, 2015); Singpoli Group attended the first meeting which basically was a meeting where everybody laid out everything and anything they could come up with in order to participate City-wide and regionally in this historic event. The second meeting was when everyone refined the list down to which ideas are viable and not in order to come up with funding and staffing options on how those ideas can materialized without spreading ourselves thin. One of the things discussed at the stakeholders meeting was having an event and the best partner for that is the Milpitas Chamber of Commerce. However, they expressed that they will not be able to participate in a community event due to the fact that they are concentrating and preparing for their next International BBQ Festival.

She updated the commission about regional and collective efforts that are coming up which the NFL, NFL Host Committee, and Super Communities have approved. They are:

- a) Golden Wave luminaries (9 counties participating) this involves residents using their own cell phones, flashlights, or candles to light up their communities at an assigned time; media partners will be involved to capture the moment could include real time coverage by incorporating a heat map and/or Nextdoor social media. This event would be held 50 days prior to the Big Game as a show of regional unity and pride.
- b) "Passing the Ball" City to City is an interesting idea where football will be passed from a notable (most recognized) person (City Mayor in general) to another Mayor or a community icon while saying something inviting or special about their city or town. The action of "throwing" the ball will be video-taped and basically promoting their respective cities.
- c) Illuminating City Halls and other City facilities in gold timeframe is probably a month into the Big Game event; Ms Bitbadal is already in communication with Public Works Director to figure out how much it will cost in having the City Hall lit.

Vice Chair Ablaza suggested lighting up the sign on 237/I-880 section; Ms Bitbadal will check on it. Commissioner Strle asked how long the illumination activity will be; suggested if we want to use the Great Mall sign on the freeway he will support the illumination activity for one week but not one month.

Ms Bitbadal discussed with the commission the marketing plan proposals and ideas that Milpitas Super Community Committee came up with. The ideas are:

- 1) Smaller postcards that we could leave in restaurants and window flyers those will help promote activities Citywide
- 2) Letters from the Mayor to be distributed to each hotel visitors showcasing the City and promoting events during the days going into the Big Game event.
- 3) Mobile web-based that can be uploaded to their mobile phones where they could get information about activities. She is in contact and in discussion with the City's IS staff. There will be a website with all the information from various restaurants that everyone who visits the site will be able to view and access and activity related to the Big Game. The downside is that all the businesses that will like to participate in this website must have a business license with the City.
- 4) Shuttles in order to move people around from participating hotels to Great Mall, VTA station, shopping centers at least from Thursday to Sunday of the Big Game week.
- 5) CBS video and advertisement package and Ms Bitbadal is looking into getting the lowest package they offer which includes all production elements that will showcase the City and businesses within the City which will be shown locally on CBS channel with community partnership messages. The best part is that the City will keep the end product that can be reuse if necessary in trade shows, City's website, and other City events. The only caveat is that it cannot be used in other channels.
- 6) San Jose Airport advertisement as suggested by Vice Mayor Montano. Commissioner Strle commented that everyone who arrived at their destination have already made plans and having an expensive advertisement that is not going to have a huge return impact to the City and businesses is not a good plan.
- 7) Singpoli Group approached the City and mentioned that they have tickets for the Big Game that we could raffle off. Ms Bitbadal discussed this with Milpitas Chamber of Commerce President Liz Ainsworth and they came up with Milpitas Business Passport where participants will visit, in 30 days in January, participating businesses and two non-profit organizations within Milpitas and either get their sheet stamped or a QR code scanned on their phone. No need to purchase anything and when participants have filled in their sheets they need to turn it in for drawing on January 31, 2016. The goal is for the participants to patronize our businesses and learn about them as well as the non-profit organizations. The drawing is planned to be a media event.

- 8) Welcome Banners – not pole banners
- 9) Billboard advertisements on the City electronic marquee and the electronic board off of I-880 are being looked at where we could post advertisements
- 10) Geo-caching is more like treasure hunting for branded coins
- 11) City-sponsored event was not included because of time, weather (due to anticipated El Nino in early parts of 2016), and manpower constrictions.
- 12) Partner activities such as with Great Mall through Commissioner Strle where Dave & Busters will host an “Ultimate Couch Potato” contest; Kiwanis Club with Crab Feed.

Cost estimates are as follow:

a) Postcard printing and Mayor’s letters	\$ 500
b) Shuttles (morning to night; City to various locations)	\$ 6,000
c) CBS video and advertisement (least expensive package)	\$15,000
d) Airport Signage (least expensive for 1 month)	\$ 8,000
e) Big Game Tickets Drawing	\$ 500
f) Billboard Advertisement	\$0
g) Banners	\$ 4,000
Total	\$34,000

Economic Development Manager briefly explained the CBS package PowerPoint to the commission prior to her presentation.

Motion: to amend the proposal by putting \$8,000 under contingency instead of using it for San Jose Airport Advertisement then add \$1,000 more and approve recommending to City Council the marketing plan proposals for an estimated cost of \$35,000.

Motion/Second: Commissioner Peoples / Commissioner Nunez

Motion carried by a vote of:

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

The commission watched two brief CBS videos as samples of their advertisement proposal.

VII. Upcoming Events – one announcement made in the beginning of New Business.

X. Adjourn – Commissioner Peoples motioned, and seconded by Commissioner Strle to adjourn the meeting at 5:09pm to the regularly-scheduled commission meeting on Monday, September 14, 2015, at 4:00pm. The motion carried unanimously.