



**City of Milpitas
Approved Veterans Commission
Meeting Minutes
Wednesday, August 21, 2013
5:30 p.m.**

**Milpitas City Hall Committee Room
455 E. Calaveras Blvd.
Milpitas, CA 95035**

I. CALL TO ORDER: 5:30 P.M.

II. FLAG SALUTE: Chair Weisgerber led the Pledge of Allegiance.

III. ROLL CALL

Present: Denny Weisgerber, Dana Arbaugh, Arthur Ebright, Mel Hinshaw, Liliana Ramos, and Bruce Choy. David Grundstrom and Ferdinand Luis, Jr. arrived late.

Absent: Juan Samano (on leave)

IV. SEATING OF ALTERNATES: Liliana Ramos was seated.

V. APPROVAL OF AGENDA

Commissioner Ramos moved, and Commissioner Choy seconded the motion to approve the Agenda as submitted. The motion carried unanimously.

VI. APPROVAL OF MINUTES – Minutes of August 7, 2013

Commissioner Ramos moved, and Vice Chair Arbaugh seconded the motion to approve the minutes as submitted. The motion carried unanimously.

VII. PUBLIC FORUM: None

VIII. NEW BUSINESS: None

IX. OLD BUSINESS

1. Car Show – Continue Discussion on Potential Car Show in Milpitas - Chair Weisgerber

Chair Weisgerber reported he had five potential people registering their cars, but no registrations/checks so far. He also stated he received permission from Shapell to use its back parking lot for spectator parking. Staff Liaison Lorentzen said there are currently three cars registered: Two (2) by Mel Hinshaw, and one (1) by Walter Koch. Vice Chair Arbaugh said he received one sponsor check from the local Honda dealership. He added the Toyota dealership is still contemplating on sponsoring the car show. He also stated Peets Coffee will be donating coffee for the show and coupons for the goodie bags, and Safeway will donate a \$100 gift card to purchase water or other supplies. Commissioner Ramos stated the Water Emporium will also be donating water as well. Commissioner Ramos reported that “Nothing Bundt Cakes” will be donating about (6) dozen cakes and supplying raffle items. Commissioner Hinshaw showed the commissioners a packet of material he compiled for potential

sponsors. He stated he has been distributing these packets to prospective sponsors and suggested the commissioners keep pursuing sponsors. Staff Liaison Lorentzen said the Commission currently has \$1,440 in sponsorships for the car show. They are South Bay Honda, Pacific Tire, FCC Collision, Winchester Auto, Shapell, and Republic Services, providing recycle bins and extra trash cans on the day of the show. Commissioner Ebright said he went to O'Reilly Auto Parts and the local manager said someone contacted her about a car show and she redirected them to the District Manager. Since no one from this Commission had been to O'Reilly Auto Parts, Commissioner Ebright said he would return to O'Reilly Auto Parts for follow-up. He also contacted Embassy Suites and the Great Mall, but have not heard back from either organization. Commissioner Ramos asked if the Chamber of Commerce has been contacted. Staff Liaison Lorentzen said the Chamber does have an email list and could email the car show information to its members for a cost. Commissioner Ramos volunteered to contact the Chamber in regards to setting up an eblast to its members.

The Commission discussed judging and whether it should be the participants or a panel of judges. It was the consensus of the Commission to include ballots in each goodie bag and have the participants judge the vehicles, and the attendees choose the "People's Choice" award.

Staff Liaison Lorentzen informed the Commission that Staff Liaison Valdez distributed registration forms at a local car show before she left on vacation, and the community center staff emailed the flyer and registration to several Bay Area Car Clubs. Staff Liaison Lorentzen said she would email the list to the Commissioners to personally contact the Clubs again. She suggested sending the car show material to The Veterans Administration in Palo Alto, Menlo Park, and San Jose since they are directly benefiting from this event. Commissioner Ramos added she informed the United Veterans Counsel of the car show. Staff Liaison Lorentzen said she would email the car show material to the veterans on the Milpitas Veterans Mailing list. Commissioner Ebright said several Boy Scouts were interested in volunteering. Staff Liaison Lorentzen stated she requested assistance from the Police Explorers, Fire Aides, and the Milpitas Volunteer Program for event day.

Commissioner Luis reported on the food trucks and the dash plates. He said he needed to give 30 days notice to the vendors and will book two food trucks for the event. He also suggested the commissioners choose the 1-inch by 2-1/2 inches in size for the dog tag dash plate. The cost for this size would be between \$3.00 and \$6.00. The Commission agreed to this size and the following verbiage on the tag, "The Milpitas Veterans Commission 1st Annual Car Show, October 19, 2013."

Staff Liaison Lorentzen reviewed the event layout. The Commission discussed traffic control, volunteer stations, size of the parking stalls, DJ, electricity and amplification. Staff Liaison Lorentzen suggested the Senior Center be the epicenter for the event: DJ stage, info booth, raffle table, and food trucks in that area. She added it would be possible to set up a volunteer with an auxiliary microphone and speaker on the other side of the parking lot to relay announcements from the main stage.

The Commission discussed check-in, organizing the parking, the circulation pattern of the parking lot, mapping out the event on a larger diagram, and chalking the spaces.

Staff Liaison Lorentzen reviewed the car show job responsibilities list she distributed to commissioners. She stated there will be building attendants assisting the day before the event and on the day of the event. Staff Liaison Lorentzen asked each commissioner to volunteer for a slot. She confirmed all commissioners will assemble the goodie bags and clean up after the show. Vice Chair Arbaugh and Commissioner Ebright volunteered for car check-in. Commissioner Luis agreed to handle the DJ and food trucks. Chair Weisgerber and Commissioner Choy agreed to manage the raffle ticket sales. Commissioner Grundstrom and Commissioner Hinshaw volunteered to handle the judging and trophies. Commissioner Ramos agreed to be the Volunteer Coordinator for the day of the event. Commissioner Hinshaw also volunteered to manage the sponsor check-in.

Chair Weisgerber stated he will obtain the trophy and t-shirt quotes by the next meeting. Commissioner Luis added he will bring the dog tag quote to the next meeting also.

Staff Liaison Lorentzen reiterated all quotes should be in by the next meeting, so the Commission could approve its budget for the car show at the September 4th meeting.

- X. **COMMISSIONER ANNOUNCEMENTS:** Commissioner Ramos said she won't be able to attend the next couple of meetings due to a class conflict, but will call into the meetings and participate.
- XI. **FUTURE AGENDA ITEMS – Continue discussion on the Car Show**
- XII. **LIAISON REPORTS**
 - A. City Council – None
 - B. Staff Report – None
- XIII. **NEXT MEETING – Wednesday, September 4, 2013**
- XIV. **ADJOURNMENT – 7:25 P.M.**