



**City of Milpitas
Veterans Commission
Meeting Minutes
Wednesday, June 7, 2017
5:30 p.m.**

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

- I. **CALL TO ORDER:** Chair Ebright called the meeting to order at 5:30 p.m.
- II. **FLAG SALUTE:** Chair Ebright led the Pledge of Allegiance.
- III. **ROLL CALL**
Present: Denny Weisgerber, Dana Arbaugh, William (Bill) Devereux, Arthur Ebright, Ed Ackerman, John Schmidt, Liliana Ramos, Andre Ramones, Ricardo Martinez

Excused Absence: None

Late Attendance: None

Unexcused Absence: None

City Staff Present: Staff Liaison Dale Flunoy and Recreation Services Director Renee Lorentzen
- IV. **SEATING OF ALTERNATES:** None
- V. **APPROVAL OF AGENDA: JUNE 7, 2017**
M/S: Weisgerber / Ramos AYES: All
- VI. **APPROAVL OF MINUTES: APRIL 5, 2017**
M/S: Weisgerber / Arbaugh AYES: All
- VII. **PUBLIC FORUM**
None.
- VIII. **ANNOUNCEMENTS/COORESPONDENCE**
Mayor Tran stated that Recreation Services Director Lorentzen was present to join the discussion regarding Veteran Fee Waivers. He expressed his gratitude for being the Council Liaison for the Commission. He also thanked Recreation Services Director Lorentzen, Staff Liaison Flunoy, City staff, and the Commission for a successful and touching Memorial Day Ceremony that he watched via internet live streaming while he was on military duty in Guam.
- IX. **OLD BUSINESS**
1. **Milpitas Veterans Car Show 2017**
Vice-Chair Weisgerber proposed the addition of a new trophy called Veterans Choice. The members of

the Veterans Commission would vote for the winner of this trophy.

Motion made to approve the addition of Veterans Choice to the list of trophies to be awarded for the Veterans Car Show.

M/S: Weisgerber / Arbaugh

AYES: All

Staff Liaison Flunoy led the discussion by informing everyone that the vendor who usually donated money for the event's t-shirts would not be able to renew its commitment this year. Because of this, the Commission will need to pay for this year's t-shirts via Commission funds and that the Commission would need to raise money this year for the t-shirts. The Commission requested staff to decide on what shirt color would be used for this year's event.

Motion made to direct staff to pick the shirt color for this year's Car Show.

M/S: Arbaugh / Ramos

AYES: All

Discussions were also made regarding increasing attendance such as word-of-mouth marketing, other methods of marketing including lawn signs and other signage, distribution of event flyers, usage of additional databases available to City staff, billboard signs available to the City, and the possibility of having a "spot" for the Commission during the 4th of July celebration such as a table and a car-on-display. Chair Ebright suggested that marketing efforts should include the fact that the Car Show admission is free. Commissioner Arbaugh and Alternate Schmidt volunteered to be part of the advertising subcommittee for the event.

Mayor Tran suggested to promote that this would be the Car Show's 5th year, and that year-five would be a milestone celebration.

2. Veterans Recognition Lunch 2017

Commission Subcommittee and staff respectively reported on funds available at this time, the draft sponsor letter, and table centerpieces which would serve as raffle prizes close to the end of the event. The discussions led to the following motions:

Motion made to approve the letter and send the event sponsor letter to potential event sponsors.

M/S: Arbaugh / Weisgerber

AYES: All

Motion was made to have the Commission appear before City Council to request for funding from the City's Community Promotions fund. City staff will then bring the request forward to City Council in August 2017.

M/S: Ackerman / Ramos

AYES: All

X. NEW BUSINESS

1. Veteran Fee Waivers

Recreation Services Director Lorentzen led the discussion regarding the fiscal impact of waiving recreation services fees and facility rental fees for veterans who reside in Milpitas.

The fiscal impact analysis was based on data available as well as taking various scenarios including but not limited to discount percentages given to veterans who would qualify for the program, the percentage

of the veteran population who would avail the program, and the types of fees that would be impacted if the program was implemented.

Discussions were made regarding management of the fee waiver / fee discount program, documentation required from veterans who would apply for the waiver / discount program, participant retention policies, services or fees that would be offered through this program, and the social benefit value of implementing such a program that would benefit veteran residents. Recreation Services Director Lorentzen responded to questions raised by the Commission.

Consensus was made to continue the discussion in the Commission's August 2, 2017 meeting.

Motion was made for the Commission to direct staff on exploring and further researching the Veteran Fee Waiver Program in terms of providing a waiver for the use of the Senior Center and Sports Center for veterans. Staff is further directed to report back to the Commission with additional data which would include but would not be limited to exploring various scenarios, percentages, and proposals in implementing the program.

M/S: Weisgerber / Ackerman

AYES: All

2. Memorial Day 2017 Overview

Discussion was made regarding the positive feedback received for this event. It was noted that so far, this year's event was the most memorable one thus far. Also discussed were suggestion that could be implemented for the next ceremonies.

XI. LIAISON REPORTS

a. City Council Report

None.

b. Staff Report

Staff Liaison Flunoy reported a check received from Service King for this year's Car Show.

XII. FUTURE AGENDA ITEMS

- Veterans Fee Waiver Program
- Veterans Day Ceremony 2017

XIII. NEXT MEETING – Wednesday, August 2, 2017, at 5:30 p.m.

XIV. ADJOURNMENT – Chair Ebright adjourned the meeting at 6:32 p.m.

*Draft Minutes respectfully submitted by:
Pam Caronongan, Deputy City Clerk*