ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES

Date: Monday, November 13, 2017
Location: Milpitas City Hall, Committee Conference Room
Start Time: 4:02 pm
End Time: 5:56 pm

I. FLAG SALUTE, CALL TO ORDER, ROLL CALL

Chair Ablaza called the meeting to order at 4:02 PM and led the Pledge of Allegiance.

MEMBERS PRESENT:
Ricardo Ablaza, Chair
Warren Wettenstein, Vice-Chair
Charlene Tsao, Commissioner
Lynne Rice, Commissioner
Anna Wang, Commissioner
Donald Peoples, Commissioner (4:06 pm)
Dhaval Brahmbhatt (4:30 pm)
Jeffrey Chen, Commissioner
Raghu Reddy, Alternate Commissioner
Anthony Phan, Councilmember (4:30 pm)

MEMBERS ABSENT:
Minh Nguyen, Commissioner (Excused)

CITY STAFF PRESENT:
Edesa Bitbadal, Economic Development Director
Daniel Degu, Economic Development Specialist
Zhenzhen Jiang, Economic Development Intern

II. PUBLIC FORUM – None

III. APPROVAL OF AGENDA

Motion: to approve the November 13, 2017, Economic Development Commission meeting agenda, as submitted.

Motion/Second: Commissioner Rice/Vice-Chair Wettenstein

Motion carried by a vote of:		
	Ayes:	8
	Noes:	0
	Absent:	Brahmbhatt, Nguyen
	Abstain:	0

IV. APPROVAL OF MINUTES

A. October 9, 2017

Motion: to approve the October 9, 2017, Economic Development Commission meeting minutes, as submitted.

Motion/Second: Commissioner Chen/Commissioner Tsao

Motion carried by a vote of:		
	Ayes:	6
	Noes:	0
	Absent:	Brahmbhatt, Nguyen
	Abstain:	Tsao, Peoples

V. NEW BUSINESS

A. Receive Update on Land Conversion Study

Economic Development Director Edesa Bitbadal provided updates on the status of land conversion of industrial land to non-employment land in the City. She informed the Commission that a consultant was hired to conduct a study on the issue, and described the timeline and scope of the study. Vice-Chair Wettenstein asked about the range of topics that the study will cover and Ms. Bitbadal answered accordingly. Commissioner Peoples asked

for further clarification on what the study includes and mentioned the impact of floor-to-area ratio on industrial land use. Ms. Bitbadal addressed his inquires and pointed out that floor-to-area ratio (FAR) is a great tool to improve land use practice, however without land preservation the FAR argument is mute, and there must be land to build on in order to discuss FAR.

B. Receive Update on the New General Plan and the General Plan Advisory Committee (GPAC)

Commissioner Tsao provided updates on GPAC meetings. She informed the Commission of issues related to open space, air quality, safety, park, and traffic discussed at the past meetings, and land use issues that will be discussed at the future meeting in January. Commissioner Tsao also mentioned future community workshops planned for GPAC. Economic Development Director Bitbadal reviewed the GPAC presentation that GPAC made to the City Council, and briefly described the process and priorities identified in that presentation. GPAC Commissioner Steve Sedell was present at the meeting, and provided inputs and updates from past GPAC meetings. Commissioner Brahmbhatt inquired about housing developments and their impacts on local public schools, to which Ms. Bitbadal responded by citing past Milpitas Unified School District presentations on the construction of a new elementary school and forecast of enrollment.

C. Receive Report from Manufacturing Day Subcommittee on Manufacturing Day

Commissioner Chen reported on Manufacturing Day and the three companies that participated in the event: KLA-Tencor, Flex and Cordis. He noted that overall the event was a great success. Vice-Chair Wettenstein described planned activities for the event and overall feedback. Economic Development Director Bitbadal thanked Vice-Chair Wettenstein and Commissioner Chen for their contribution and collaborative effort in organizing the event, and summarized the positive outcome of the event and student feedback.

D. Receive Report on Silicon Valley Economic Development Alliance (SVEDA) Economic Development Symposium, The Silicon Valley Organization (SVO) Destination Silicon Valley Conference: Silicon Valley Conference, and Bay Area Urban Manufacturing Summit

Economic Development Specialist Daniel Degu reported on the Bay Area Urban Manufacturing Summit that focused on preserving industrial land and promoting the growth of local manufacturing base. Mr. Degu also mentioned the Silicon Valley Organization conference and the topics discussed at the conference including housing, transportation, international competitiveness, and regional developments. Economic Development Director Bitbadal reported on the LinkedIn Forum hosted in partnership with the Silicon Valley Organization to assist local businesses in branding on social media platforms. She also described the Silicon Valley Economic Development Alliance symposium on land use and policy affecting urban design, economic development, housing and transportation.

VI. ANNOUNCEMENTS

A. Council Liaison Update

Councilmember Phan discussed the land use topic and the impact of land conversion, and informed the group that he and Councilmember Nuñez are working together on the issue. Councilmember Phan provided updates on the Subcommittee on Marijuana and informed the Commission that the Subcommittee is working on the new ordinance. Councilmember Phan also described a conference he attended with the Silicon Valley Leadership Group, and noted the group is looking for opportunity for more partnership on regional issues in the future. Lastly, Councilmember Phan summarized the Veteran's Day event that took place and added that the event received a great turnout.

B. Commissioners Update

Vice-Chair Wettenstein informed the group of the Milpitas Chamber Breakfast taking place on November 14, and the Social Media Marketing Seminar event hosted by the Milpitas Chamber on November 15. Commissioner Brahmbhatt reported on the 16th Annual Storage Visions Conference held on October 16 at Embassy Suites, and his meeting with Assemblymember Kansen Chu. Commissioner Chen informed the group of the Milpitas Chamber Mixer at Embassy Suites on November 19, and the status of the Tesla supercharge station project taking place at Embassy Suites. Commissioner Peoples provided an update on the acquisition by the Milpitas Community Museum of the parcel next to the Milpitas Library.

C. Great Mall Update

Commissioner Rice provided updates on the Great Mall and mentioned that the Mall is finishing on renovation and working with city departments. Commissioner Rice also mentioned the Mall's partnership with Booster Fuels for delivering gas via mobile app to shoppers' vehicles parked at the Mall.

D. Staff Report

Economic Development Director Bitbadal introduced the new Economic Development Specialist, Noa Kornbluh to the Economic Development Commission. Ms. Bitbadal also mentioned the City Council's approval in early November to join Silicon Valley Clean Energy, and Property Assessed Clean Energy is scheduled to be presented at the next City Council meeting. She described the Milpitas BART tour hosted by VTA and SPUR, and the Channel 7 interview that took place during the tour. Ms. Bitbadal informed the group of the scheduled minimum wage increase, and notices that will be mailed to Milpitas businesses. Lastly, Ms. Bitbadal reported on the status of small cell deployment and Climate Action Plan.

VII. ADJOURNMENT

Vice-Chair Wettenstein motioned, and seconded by Commissioner Rice to adjourn the meeting at 5:56 pm to the regularly-scheduled commission meeting on Monday, January 8, 2018, at 4:00 pm. The motion carried unanimously.