



ECONOMIC DEVELOPMENT & TRADE COMMISSION MEETING MINUTES

DATE: MONDAY, JUNE 10, 2019
LOCATION: MILPITAS CITY HALL, COMMITTEE CONFERENCE ROOM
START TIME: 4:33 PM
END TIME: 6:03 PM

I. FLAG SALUTE, CALL TO ORDER, ROLL CALL

Chair Rice called the meeting to order at 4:33 PM and led the Pledge of Allegiance. Economic Development Specialist Noa Kornbluh called the roll.

MEMBERS PRESENT: Chair Rice; Commissioners' San Vicente, Taylor, Wettenstein (4:34 PM); Alternate Commissioner's Awasthi, Gomez; and Vice Mayor Dominguez (4:44 PM).

MEMBERS ABSENT: Vice Chair Chen; and Commissioners' Norwood, Brahmbhatt.

CITY STAFF PRESENT: Economic Development Coordinator Daniel Degu, Economic Development Specialist Noa Kornbluh, Economic Development Staff Assistant Jennifer Lee.

II. APPROVAL OF AGENDA

Motion: to approve the Economic Development & Trade Commission meeting agenda for June 10, 2019, as submitted.

Motion/Second: Wettenstein/Taylor

Motion carried by a vote of:

AYES: 5

NOES: 0

ABSENT: 3 (Chen, Norwood, Brahmbhatt)

III. APPROVAL OF MINUTES

Motion: to approve the Economic Development & Trade Commission meeting minutes for April 8, 2019, as submitted.

Motion/Second: San Vicente/Awasthi

Motion carried by a vote of:

AYES: 3

NOES: 0

ABSENT: 3 (Chen, Norwood, Brahmbhatt)

ABSTAIN: 2 (Taylor, Gomez)

IV. PUBLIC FORUM

Ms. Annette Rodarte, a career vocational specialist at the Milpitas Unified School District (MUSD), shared information on the school district's summer work program for children with disabilities. The program hopes to give students important work skills while providing them with wages and workers' compensation. Ms. Rodarte expressed her desire to partner with the City of Milpitas to find employers who will allow MUSD students to work for their establishment.

V. ANNOUNCEMENTS

A. City Staff Report

Mr. Daniel Degu informed Commissioners of the opportunity to take headshots for the Economic Development & Trade Commission website. He also shared that on June 4, 2019, City Council approved Clear Channel Outdoor as the most qualified vendor and directed staff to commence negotiations. City Council also expressed an interest in learning more about potential impacts and benefits of digital billboards through a City Digital Guidance Study. Mr. Degu announced that Vice Chair Chen resigned from the Commission due to a transfer opportunity with his employer, which will lead to a vacancy on the Commission.

Ms. Noa Kornbluh also gave updates regarding the Economic Development Strategy. The Office of Economic Development issued a request for proposal and received three responses. The selection committee already reviewed the responses, and the selected vendor will be considered by City Council on June 18, 2019. Ms. Kornbluh also provided an update on the Campus Center project, which is currently under a Development Agreement with the City of Milpitas acting as a party to the sale. Hudson Pacific Properties is selling the property, so the City of Milpitas will need to sign off on the sale for the rights and obligations to transfer to the new property owners. This topic will go before the City Council on June 18, 2019.

Vice Mayor Dominguez shared a few updates on Accessory Dwelling Units (ADUs), rentals, and the budget. She expressed that she has supported all the recommendations put forward by Economic Development & Trade Commission.

Interim City Manager Mr. Steve McHarris expressed his gratitude for the Commission and gave a few words on what he envisions for Milpitas.

B. Council Liaison, Commissioners, and Great Mall Updates

Chair Rice gave a few Great Mall updates. She shared that LEGOLAND Discovery Center has commenced construction, and the target opening date will be in May 2020. Chair Rice also shared that New Balance, ECCO, and Burger King will be opening soon. She also shared that there will be a family event from 1:00 PM to 3:00 PM on Saturday, June 15, 2019, as well as a Circo Caballero event on June 19, 2019, through July 1, 2019.

Commissioner Wettenstein gave Chamber of Commerce updates, including a breakfast at the Senior Center on June 11, 2019, at 7:30 AM, Connections Club on June 19, 2019, and a mixer at KeyPoint Credit Union on June 20, 2019, at 5:00 PM.

Commissioner San Vicente also shared some updates regarding his meeting with Senator Wieckowski and spoke briefly on consumer laws.

VI. NEW BUSINESS

A. Receive Presentation on Working Scholars Program

Mr. Cary Smoliarz gave a presentation on the Working Scholars Program, which is a program offered by Study.com that provides adults with the opportunity to obtain a bachelor's degree from accredited colleges and universities. He gave an overview of the program, including how it works, who can benefit, and how it compares to traditional colleges. Ms. Lisa Gauthier shared additional information on the program and shared her own experiences as a participant of the program herself while working as the Government Affairs Manager of Study.com and serving as the Mayor of East Palo Alto.

Commissioners' Wettenstein, San Vicente, and Alternative Commissioner Gomez asked several clarifying questions regarding testing, tuition costs, pace of learning, and organizations that Study.com are working with, all of which the Working Scholars team provided a response to.

Vice Mayor Dominguez expressed her desire to inform City staff that the Working Scholars program exists and to remind City staff that the City of Milpitas offers a tuition reimbursement program. She also expressed that it would be important to develop that pipeline internally within Milpitas and help not only our employees but also our residents get an education that can lead to jobs.

Mr. Cary Smoliarz clarified that a group of 25 people will go through the program at one time, and Ms. Gauthier also mentioned that cohorts are typically assigned to a geographical region and the City could work with a large company in the city to help with the accessibility side of things. Ms. Gauthier also clarified that for government employees, there is a separate program.

**B. Receive Presentation from
Chair Rice on Milpitas
Tourism**

Chair Rice gave a presentation on tourism in Milpitas, which included an overview on tourism in relationship to Milpitas and the Great Mall. She talked about what influences those living abroad in countries such as China, India, and Brazil to come to the Bay Area. She also gave additional information on what younger generations such as Millennials and Generation Z find important when it relates to traveling.

Vice Mayor Dominguez expressed her desire for the Great Mall to install a giant chair that people can take pictures with.

**C. Receive Update from City
Staff on Proposed
Residential Short-Term
Rental Regulations**

Mr. Daniel Degu gave an update on proposed residential short-term rental regulations. He went over the background information, current regulations, potential advantages of short-term rentals and establishing regulations, and feedback from the Commission that's been incorporated into the proposed regulations.

Commissioner San Vicente asked clarifying questions regarding the length of short-term rentals as well as insurance, all of which Mr. Degu answered.

Vice Mayor Dominguez shared that the City Council may have some questions about the proposed regulation on occupancy limits.

VII. ADJOURNMENT

Alternate Commissioner Awasthi motioned and seconded by Commissioner Wettenstein to adjourn the meeting at 6:03 PM to the regularly-scheduled commission meeting on Monday, June 10, 2019, at 4:30 PM. The motion carried unanimously.