



# **ECONOMIC DEVELOPMENT COMMISSION**

## **UNOFFICIAL MEETING MINUTES**

### **(No Quorum Reached)**

Date: Monday, March 13, 2017  
Location: Milpitas City Hall, Committee Conference Room  
Start Time: 4:08 pm  
End Time: 5:39 pm

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#### **I. Flag Salute, Call to Order, Roll Call**

Ricardo Ablaza, Chair

Roll call was delayed until 4:15 pm in an attempt to achieve quorum. Quorum was not reached; therefore, this was not an official meeting and no actions were taken.

##### **MEMBERS PRESENT:**

Ricardo Ablaza, Commissioner  
Warren Wettenstein, Commissioner  
Donald Peoples, Commissioner  
Raghu Reddy, Commissioner  
Charlene Tsao, Commissioner  
Anthony Phan, Councilmember

##### **MEMBERS ABSENT:**

|                                 |             |
|---------------------------------|-------------|
| Jeffrey Chen, Commissioner      | (Excused)   |
| Minh Nguyen, Commissioner       | (Excused)   |
| Dhaval Brahmbhatt, Commissioner | (Unexcused) |
| Melanie Holthaus, Commissioner  | (Unexcused) |
| Anna Wang, Commissioner         | (Unexcused) |

##### **CITY STAFF PRESENT:**

Edesa Bitbadal, Economic Development Director  
Daniel Degu, Economic Development Specialist

#### **II. Form 700 Discussion**

City Clerk Mary Lavelle reminded all Commissioners' that the annual Form 700 must be completed and submitted to the City Clerk office by April 3, 2017. Additionally, Ms. Lavelle informed the Commission that Commissioners' with expiring terms, who would like to seek another term serving on the commission, can contact the Mayor directly to let him know of their request for re-appointment.

#### **III. Hunger at Home Presentation**

Executive Director Madison Nguyen presented to the Commission the programs and services of Hunger at Home. Ms. Nguyen informed the Commission that Hunger at Home serves as a conduit between the business community and nonprofit partners by which excess food and other surplus is channeled to the homeless and the hungry. Ms. Nguyen also informed the Commission that Hunger at Home partners with convention centers, hotels, resorts, stadiums and entertainment venues to donate food and surplus to soup kitchens and other charities to feed those in need, and they have donated over 2 million meals as an organization. Lastly, Ms. Nguyen shared with the Commission that Hunger at Home's host events for their charity partners, donate gently-used amenities such as china, glassware, and bed sheets, and that they also assist their charity and nonprofit partners with job placement and equipment needs.

#### **IV. Economic Development Marketing Brochure**

Economic Development Director Edesa Bitbadal shared the newly developed marketing brochure with the Commission. Ms. Bitbadal informed the Commission that all marketing ideas were completed internally within the Economic Development Department.

#### **V. Report Back from Joint Venture's State of the Valley Conference and ICSC Idea Exchange**

Economic Development Director Edesa Bitbadal shared that while at ICSC Idea Exchange, Economic Development staff met with brokers and potential businesses in an effort to recruit them to the City of Milpitas. The figure below was a slide shared at the conference. Ms. Bitbadal informed the Commission that 93.4% of all retail sales owe all or part of sales to brick & mortar presence.

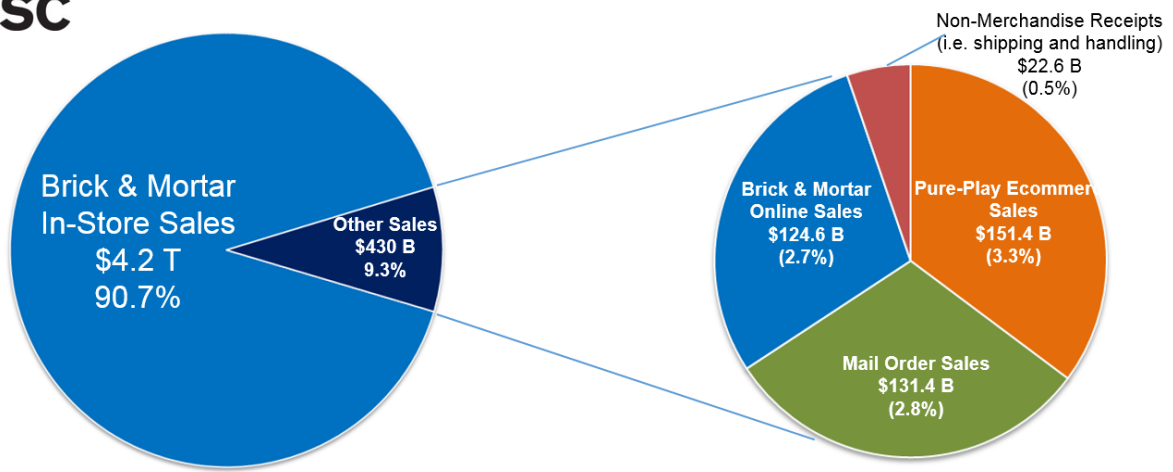
# ECONOMIC DEVELOPMENT COMMISSION

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### Retail Sales Distribution

93.4% of all retail sales owe all or part of sales to brick & mortar presence



Sources: 2014 U.S. Census Retail Trade Sales Annual Report, ICSC Research

## VI. Announcements

### A. Council Liaison Update

Councilmember Phan had no updates to share with the Commission.

### B. Commissioners Update

Commissioner Tsao informed the Commission that there will be a soft opening and ribbon cutting ceremony at Smart & Final on March 14 at noon. Commissioner Tsao also informed the Commission that the first GPAC meeting is scheduled on March 15 at 6pm.

### C. Staff Report

Economic Development Director Edesa Bitbadal informed the Commission that the City of Milpitas, together with Milpitas Unified School District, NextFlex, Flex, and Evergreen Valley College will conclude an unprecedented month-long entrepreneurship program that exposes Calaveras Hills High School students to the vast range of professional opportunities within advanced manufacturing. Students have successfully worked in teams, guided by a NextFlex mentor, to develop and pitch a business model idea associated with an advanced manufactured human health or performance-monitoring device. Each team will deliver their product and business model in a 5-minute Shark Tank-style pitch on March 16 at 12pm. Additionally, Ms. Bitbadal informed and encouraged the Commission to attend the Cesar Chavez plaza dedication and plaque unveiling on March 31 at 3pm between the Barbara Lee Senior Center and Community Center.

## VII. Adjournment

Discussion concluded at 5:39 pm.