



# ECONOMIC DEVELOPMENT & TRADE COMMISSION MEETING MINUTES

**DATE:** MONDAY, MARCH 11, 2019  
**LOCATION:** MILPITAS CITY HALL, COMMITTEE CONFERENCE ROOM  
**START TIME:** 4:05 PM  
**END TIME:** 5:42 PM

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**I. FLAG SALUTE, CALL TO ORDER, ROLL CALL**

Chair Rice called the meeting to order at 4:05 PM and led the Pledge of Allegiance. Economic Development Coordinator Daniel Degu called the roll.

**MEMBERS PRESENT:** Chair Rice, Vice Chair Chen, Commissioners' Wettenstein, Nguyen, Reddy, Ablaza, Rice, Norwood, Wang, Brahmhatt (4:22 PM); and Vice Mayor Dominguez (4:26 PM)

**MEMBERS ABSENT:** Commissioner Peoples (excused)

**CITY STAFF PRESENT:** Economic Development Director Alex Andrade, Economic Development Coordinator Daniel Degu, Economic Development Specialist Noa Kornbluh; and Planning Manager Jessica Garner.

**II. APPROVAL OF AGENDA**

Motion: to approve the Economic Development & Trade Commission meeting agenda for March 11, 2019, as submitted.

Motion/Second: Ablaza/Wettenstein

Motion carried by a vote of:

AYES: 9

NOES: 0

ABSENT: 2 (Peoples, Brahmhatt)

**III. APPROVAL OF MINUTES**

Motion: to approve the Economic Development & Trade Commission meeting minutes for February 11, 2019, as submitted.

Motion/Second: Norwood/Ablaza

Motion carried by a vote of:

AYES: 8

NOES: 0

ABSENT: 2 (Peoples, Brahmhatt)

ABSTAIN: 2 (Rice, Nguyen)

**IV. PUBLIC FORUM**

Mr. Massoud Arefi, a 30-year Milpitas resident, previously served on the Sister Cities Commission as the liaison and lead commissioner to the City of Tsukuba, Japan. The Japanese city sent Mr. Arefi an email mentioning that they had a new general consul who was interested in meeting Mayor Tran in March or April to discuss economic development in Milpitas.

## **V. ANNOUNCEMENTS**

### **A. City Staff Report**

Ms. Mary Lavelle asked all commissioners to file their Form 700 with the City Clerk by April 1, 2019.

Commissioner Wettenstein mentioned that once you complete the form, it goes into the public database. Ms. Lavelle said it is not part of the state government online searchable database, but the information is indeed public record, and anyone can ask to look at it.

Mr. Andrade provided an update regarding digital billboards. On March 5, City Council directed staff to proceed with issuing a request for proposal (RFP) at the Barber Court location. Staff issued the RFP on March 6, and proposals are due in about 20 days.

Commissioner Wettenstein asked if there was going to be another billboard on McCarthy Ranch. Mr. Andrade responded saying there has been discussion about different locations, but this RFP is specifically for the billboard on Barber Court.

Mr. Andrade also provided an update on impact fees. Last week (March 5), Economic Development staff partnered with the Building & Housing staff on both in-lieu fees for affordable housing and impact fees. Council directed staff to proceed with a resolution that includes following the model Fremont created a couple years ago. While staff proposed that there be additional exemptions for headquarter facilities, R&D, office, and manufacturing, council decided not to go forward with staff's recommendations. The funding generated by impact fees will go into the affordable housing pool.

Commissioner Wettenstein and Chair Rice mentioned they were previously told that Milpitas has built a higher percentage of affordable housing than other cities, to which Mr. Andrade clarified that Milpitas has built more market rate housing units but not more affordable housing units. Mr. Andrade also proposed bringing in a housing representative to one of the meetings to have a discussion related to housing.

Mr. Daniel Degu shared that Council had a special City Council meeting on February 26 and directed staff to amend the zoning code to make residential short-term rentals an allowed or conditionally allowed use and to explore a voluntary collection agreement with Airbnb. City staff is currently working with various City departments and the City Attorney's office to develop an ordinance and will provide an update in April or May.

Mr. Andrade shared that the Economic Development Commission & Sister Cities Commission will merge and become the Economic Development & Trade Commission. Council instructed that they decrease the number of commissioners to seven Commissioners and two alternates, and Mr. Andrade expressed that staff needs to start discussing how to do this. Mr. Andrade also shared that the former representative and manager of the Sister Cities program has retired, resulting in no program manager, so now Economic Development will have to take on the role.

Commissioner Brahmhatt asked what happens to those completing their nine-year term. Mr. Andrade responded by saying that those who've gone beyond nine (consecutive) years have been termed out and can either reapply to a different commission or wait three years to reapply to the same commission.

### **B. Council Liaison, Commissioners, and Great Mall Update**

Vice Mayor Dominguez shared with the Commission that an item on rent control and tenant protection is scheduled to be heard by the Council on April 2.

Commissioner Wettenstein asked about marijuana stores. Vice Mayor Dominguez responded by saying that the City of Milpitas allows the delivery of cannabis because the State law allows it. However, the City of Milpitas will not implement dispensaries because the Council permanently banned commercial cannabis activity within the city.

Commissioner Wettenstein provided an update on upcoming Chamber of Commerce events. Activities highlighted include the Business Breakfast at 7:30 AM at the Senior Center on March 12, Chamber Mixer event at 5:00 PM at the Marriott Courtyard on March 21, and Connection Club on March 20 and April 17. He also introduced Hot Topics.

Commissioner Norwood shared upcoming MUSD events, including a schoolboard meeting on March 12, the national march, Our Lives Youth Movement, on March 15, the Homeless Children of Milpitas event on March 15, and Parent University on March 27.

Commissioner Brahmbhatt gave an update on two tech events, including one on Blockchain Technology on March 12 at 6:30 PM at Action Spot, and another one on emerging technology and entrepreneurial start-ups on March 15 at 3:00 PM at EITACIES.

Commissioner Wang shared that the agenda for the 3<sup>rd</sup> Chinese Festival with Confucius Philosophy was in the process of confirmation. The event will take place September through October, and there will be two venues, one in San Francisco and one in Milpitas.

Chair Rice expressed she'd like add the topic of tourism on the agenda for future meetings. She attended two different symposiums on tourism and shared some insight on growing trends. Chair Rice briefly went over FIT (free independent travelers) from China and the growing number of visitors from India, while also sharing insight on different demographics/generations including millennial/perennials, the alpha-generation, and generation Z. Chair Rice also emphasized some other points including Milpitas being a gateway for business and travel, being short on Mandarin interpreters, and new plans to integrate selfie walls, play areas, and family amenities at Great Mall.

## **VI. NEW BUSINESS**

### **A. Receive Update on Economic Development Branding Efforts.**

Ms. Noa Kornbluh discussed Economic Development's branding efforts to attract companies and residents to Milpitas. The team has worked on articles, which have been published on the Silicon Valley Business Journal online. Ms. Kornbluh gave a summary of the four articles that have already been published and also introduced the Economic Development website, MilpitasInnovates.com, which will also host the articles.

Commissioner Norwood expressed that the work going on around the school district was not included in any of the articles. He also expressed that there has been no discussion about how all of the housing was affecting education. Chair Rice suggested to put the topic on the agenda for a future meeting.

## **VII. GENERAL PLAN UPDATE**

### **A. Provide Feedback and Input on Modified Draft Economic Development Element to the General Plan Update.**

Mr. Andrade gave a recap of what was discussed during the January and February meetings and reminded the Commission of the five goals and policies of the element. Commissioners (Norwood, Brahmbhatt, Wettenstein, and Ablaza) made comments and/or asked additional clarifying questions, to which Mr. Andrade responded. There was also discussion on workforce development/connecting students with local employers, the impact of development, and public transit.

Commissioner Ablaza also suggested that the City begin talking about small business cooperatives (co-ops) and consider them as one way to redistribute wealth. Mr. Andrade said he would add co-ops to the draft and consider bringing up financial incentives with Council in the future.

Commissioner Norwood expressed that it is necessary to remember that the amount of time spent on each goal is affected by the way that they are ordered. Commissioner Brahmbhatt suggested that they include technologies such as renewable energy sources and alternative fuel sources in the element. Mr. Andrade also briefly mentioned that he'd like to implement SPAR (Strategic Property Acquisition Revenue Fund). The discussion ended with positive remarks by the Commissioners.

Motion: to accept staff recommendation to approve the draft Economic Development Element and subsequently make a recommendation to the Planning Commission and City Council for their consideration as part of the overall General Plan Update.

Motion/Second: (Brahmbhatt/Norwood)

Motion carried by a vote of:

AYES: 10

NOES: 0

ABSENT: 1 (Peoples)

## **VIII. ADJOURNMENT**

Commissioner Norwood motioned, and seconded by Commissioner Wettenstein to adjourn the meeting at 5:42 PM to the regularly-scheduled commission meeting on Monday, April 8, 2019, at 4:00 PM. The motion carried unanimously.

*The foregoing minutes were submitted by Economic Development Coordinator Daniel Degu and approved by Economic Development & Trade Commission on April 8, 2019.*