



ECONOMIC DEVELOPMENT & TRADE COMMISSION MEETING MINUTES

DATE: MONDAY, FEBRUARY 11, 2019
LOCATION: MILPITAS CITY HALL, COMMITTEE CONFERENCE ROOM
START TIME: 4:09 PM
END TIME: 5:55 PM

I. FLAG SALUTE, CALL TO ORDER, ROLL CALL

Vice Chair Chen called the meeting to order at 4:09 PM and led the Pledge of Allegiance. Economic Development Coordinator Daniel Degu called the roll.

MEMBERS PRESENT: Vice Chair Chen; Commissioners' Wettenstein, Ablaza, Peoples, Wang, Norwood, Peoples, Brahmbhatt (4:15 PM), Reddy (4:36 PM); and Vice Mayor Dominguez.

MEMBERS ABSENT: Chair Rice; and Commissioner Nguyen.

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 February 11, 2019, as submitted.

Motion/Second: Ablaza, Peoples

Motion carried by a vote of:

AYES: 7
NOES: 0
ABSENT: 1 (Brahmbhatt)

III. APPROVAL OF MINUTES

Motion: to approve the Economic Development & Trade Commission meeting minutes for January 14, 2019, as submitted.

Motion/Second: Wettenstein/Norwood

Motion carried by a vote of:

AYES: 7
NOES: 0
ABSENT: 1 (Brahmbhatt)

IV. PUBLIC FORUM

None.

V. ANNOUNCEMENTS

A. City Staff Report

Mr. Andrade welcomed and introduced Vice Mayor Dominguez, new council liaison to the Economic Development & Trade Commission. Economic Development Staff (Andrade, Kornbluh, and Degu) shared additional updates pertaining to City Council's direction to issue a request for proposals for a new digital billboard, a resolution for affordable housing linkage fees scheduled to go before City Council on March 5, staff update on

short-term rental regulations to be presented to City Council on February 19, development projects in the pipeline such as the pending sale of Hudson Pacific Properties Campus Center and development of the former LifeScan site, and recent and upcoming changes to the Commission including the resignation of Commissioner Tsao.

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

Vice Mayor Dominguez shared her excitement with the Commission to be serving as the new City Council Liaison and looks forward to her time as liaison.

Commissioner Peoples provided remarks as an outgoing member of the Economic Development & Trade Commission.

Commissioner Wettenstein highlighted upcoming Milpitas Chamber events for the month of February. Activities mentioned include the Business Breakfast at 7:30 AM on February 13 at the Senior Center, Connection Club at 11:30 AM on February 20 at Dave & Buster's, and the Business Mixer at 5:00 PM on February 21 at AAA.

Commissioner Norwood shared that the next board meeting for the Milpitas Unified School District is scheduled to take place on February 12 at 7:00 PM.

Vice Chair Chen, on behalf of Chair Rice who is attending a Shop California tourism summit, provided a Great Mall update. Activities included two new retail tenants Movado and ECCO, a successful Lunar New Year celebration, and the start of the Retailer's Savings Passport.

VI. GENERAL PLAN UPDATE

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

Mr. Andrade provided an oral presentation highlighting a modified draft economic development element to the general plan update. The presentation included a preview of economic development vision and mission statement, and review of all five economic development goals and the policies and actions associated with each goal. Commissioner (Norwood, Brahmabhatt, Wang, Reddy, Peoples, and Ablaza) shared their thoughts and ideas that could support the continuation of economic development in the city. Commissioners' comments included reducing the total number of policies; adding policies that relate to sustainability, with specific reference to alternative fueling stations; technology incubators and conference center; branding to attract high-tech firms; first-last mile connection to mass transit; supporting women and minority owned businesses; and encouraging public-private partnerships with local companies and non-profit organizations. Mr. Andrade informed the Commission that the modified draft document will be shared at the March meeting for Commission feedback and input.

VII. ADJOURNMENT

Commissioner Ablaza motioned, and seconded by Commissioner Brahmabhatt to adjourn the meeting at 5:55 PM to the regularly-scheduled commission meeting on Monday, March 11, 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 March 11, 2019.