

8-29-2017

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**City of
Santa Clara**
The Center of What's Possible

**MINUTES OF THE ECONOMIC
DEVELOPMENT COMMITTEE**
Santa Clara City Hall – Council Chambers
1500 Warburton Ave
Santa Clara, CA

MEETING MINUTES
July 17, 2017, 5:30 P.M.

Committee Members Present:

Dominic Caserta, Vice Mayor/Chair
Patrick Kolstad, Council Member
Patricia Mahan, Council Member

Staff:

Ruth Shikada, Assistant City Manager
Alan Kurotori, Director of Public Works
John Roukema, Director of Electric Utility
Christine Jung, Management Analyst

Guests:

Lisa Moreno, Santa Clara Chamber Convention-Visitors Bureau
Bill Benaderet, Santa Clara Chamber Convention-Visitors Bureau
Matthew Mahood, The Silicon Valley Organization
Deborah Bress
Thomas Steirer

Matters for Council Action: None

1. Call to Order and Roll Call
Meeting was called to order by Vice Mayor/Chair Caserta at 5:30 p.m.
2. Public Presentation
Community member requested information about where the old meeting minutes are located.
3. Minutes of April 27, 2017 meeting as presented to City Council (June 13, 2017) were approved by the Committee.
4. Correspondence & Announcements
There were no items discussed.
5. Silicon Valley Organization - Matt Mahood
 - A. Presentation on Silicon Valley IDEA
Matt Mahood provided an electronic presentation on Silicon Valley IDEA. The goal of Silicon Valley IDEA (Initiative to Drive Economic Advancement) is to build a regional economic development partnership. Cities of San Jose, Campbell, Milpitas, Gilroy, and

Morgan Hill are or have been involved in different components of IDEA. Santa Clara is important because 75 of Silicon Valley Organization members are in Santa Clara, which equates to approximately 5% of their membership.

The three areas that SVO is interested in working with Santa Clara on are: 1) workforce development/workforce readiness, 2) regional branding, and 3) small business engagement. If Santa Clara is interested in working in these areas, SVO would prepare a more formal work plan with data and metrics for measurement of performance. The Committee liked all three areas but thought it would focus on workforce development and small business engagement.

Silicon Valley Organization requested \$15,000 for Santa Clara's first year of involvement. Vice Mayor asked Assistant City Manager Ruth Shikada to clarify the process to approve the request and whether it needed to be brought to Council for approval. ACM Shikada explained that she believed there were funds available in the City Manager's Office budget for economic development. If the City were to proceed, a contract for the requested amount is within the City Manager's signature authority and therefore would not require further City Council approval. The Committee discussed bringing the partnership proposal forward to Council similar to what it did for the policy initiative to raise the City's minimum wage. The Committee believed that the partnership with SVO for \$15,000 was reflective of the Committee's economic development objective and not a new policy initiative. However, the Committee suggested that SVO make presentations to the Marketing Committee and the school liaison committees for them to weigh in their possible interest/participation in the SVO partnership and/or the work plan. Council member Mahan motioned to proceed with SVO's Silicon Valley IDEA initiative in the amount of \$15,000 and to outreach to the Marketing Committee and School liaison committees to determine their interest in participating in the effort. Motioned and approved unanimously.

6. Santa Clara Convention Center - Alan Kurotori

A. Update on JLL Analysis

Director of Public Works Alan Kurotori provided an electronic presentation and handouts on the Convention Center Status Update. JLL is conducting an outreach process including stakeholder interviews and focus groups to help identify a potential future Convention Visitors Bureau and Santa Clara Convention Center operating model best suited for Santa Clara. Other future outreach opportunities include getting input from meeting planners and clients. In response to an interest in potentially expanding the convention center, JLL provided estimated expansion costs (included in handout). Staff plans to bring the Convention Center discussion back to Council at the end of August.

B. Update on other Convention Center issues

The electronic presentation showed a chart of the Convention Center's operating history. Lisa Moreno from the Convention Center and her team put together a budget for the next five years and identified \$10 million worth of (re)investments in the Convention Center.

Director Kurotori provided an overview on parking issues for the Convention Center. The Public Works Department has done a RPF and the contract recently was approved for the structural aspects of the garage and convention center.

7. El Camino Real - Ruth Shikada

A. Feedback from Committee Member Tour

Assistant City Manager Ruth Shikada provided an electronic presentation on the Committee members' feedback about their portion of El Camino Real. Council Member Kolstad toured El Camino Real from the Sunnyvale border to Bowers; Vice Mayor/Chair Caserta toured El Camino Real between Bowers and Scott; and Council Member Mahan toured El Camino Real between Scott and the San Jose border.

The tours resulted in several follow-up items including: determining ownership of a parcel; pursuing acquisition of a parcel from Caltrans; seek code enforcement assistance on landscaping/signage; review ideas for better use of City owned parcels on El Camino Real; and conduct site visits at El Camino Shopping Center.

8. Business Attraction/Retention - Ruth Shikada

A. Permit Facilitation

The City gets periodic calls from businesses about permit facilitation and extra assistance to move their projects forward. Director of Electric Utility John Roukema reported that Bloom Energy, a fuel cell manufacturer, has been working with some of SVP's major customers about installing self-generation. SVP is working with them.

B. Notification from the City of Tracy

The City received a notification from the City of Tracy that Fisher Scientific is moving its facilities to Tracy. Staff has a copy of the draft tax sharing agreement between the City of Tracy and Fisher Scientific. There doesn't appear to be anything the City can do to stop the transaction, but staff will provide updates to the Committee.

C. Targeted Retention Visits

Management Analyst Christine Jung provided an electronic presentation slide that listed the 25 businesses that generated the most sales tax revenue in Santa Clara. Those businesses, along with businesses from the manufacturing industry, will be the two targeted groups during the first phase of retention visits. The manufacturing industry was selected because there is a Bay Area Urban Manufacturing Initiative to promote and retain the region's manufacturing industry. The initiative is a public-private partnership between non-profit, SFMade, partner cities, and the manufacturing industry. Vice Mayor/Chair Caserta requested to have SFMade present at the next Committee meeting.

D. Recognition of Businesses with 30+ years in the City

Vice Mayor/Chair Caserta would like to start recognizing businesses again on a quarterly basis at Council meetings and asked staff to identify three businesses that have been in Santa Clara for 30 or more years and three up and coming businesses for the upcoming Committee meeting.

9. Other 2017 Work Plan Items

A. Minimum Wage Ordinance

No comments other than it will be reviewed at the July 18th Council Meeting.

B. Smoke-Free Outdoor Dining and other smoking policies

These items will go up to Council in August in context of the study session on Prop 64.

C. Status of Downtown Committee

Assistant City Manager Ruth Shikada reported that the City has a visioning document that is being worked on by consultants and staff should get it back by end of July. Once we receive the visioning document it will go back to the Downtown Committee for discussion.

10. Next Economic Development Committee Meeting – October 3, 2017

11. Public Comments

Community member requested more information about SVO. She also commented that the City used to have a sign ordinance that required signs to be in English and another language and wanted to know happened to it. Council Member Mahan responded that there were legal issues with requiring English on all signs. She also wanted to know if the City had any small businesses retention programs in place.

Community member was curious about whether or not Santa Clara has incubators. There are incubators, but they aren't City-sponsored.

Ruth will email community member what SVO has done with San Jose and the types of small business retention strategies we have.

12. Adjournment to next meeting

Meeting was adjourned at 6:58 p.m.