

MINUTES OF THE
FREMONT ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
THURSDAY, March 4, 2010, 8:00 A.M. – 9:30 A.M.
ARDENWOOD CONFERENCE ROOM
3300 CAPITOL AVENUE, BUILDING A

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1. **CALL TO ORDER** The meeting was called to order at 8:01 a.m.

2. **ROLL CALL**

Commissioners Present: Chang, Cox, Dickstein, Dutra, Lee, Tran for Tehrani

Commissioners Absent: Bonior

Staff Present: Lori Taylor, Economic Development Director
 Jeff Schwob, Planning Director
 Dan Schoenholz, Policy & Special Projects Manager
 Kim Marshall, Executive Assistant

3. **APPROVAL OF MINUTES**

The regular minutes of January 7, 2010 were approved with the addition of adding Acting in front of Economic Development Director. MSC Cox/Lee, all ayes.

4. **PUBLIC COMMUNICATIONS**

None.

5. **COMMISSIONER/STAFF REPORT ON SECTORS**

Director Taylor discussed industrial highlights including the recent Mentor Graphics purchase of three R&D buildings which total nearly 200,000 sf in Bayside Technology Park. Western Digital recently leased their third building which will provide a 100,000 sf expansion. Solyndra's construction of their manufacturing plant is proceeding at a rapid pace, and the firm is releasing an Initial Public Offering in the next few months.

On the retail front, Cinelux, a regional movie theater chain, is seeking to operate a second run movie theatre on the site of the former Cinedome theatre in Mowry East. 5 Guys Burgers & Fries will be moving into the former Starbuck's and Quizno's space at Pacific Commons. Also, the Market Broiler restaurant

will be relocating to the former Johnny Carino's space in Pacific Commons.

6. **COMMISSIONER/STAFF REPORT ON CORPORATE SITE VISITS**

There was no report on the Alom Technologies Corporate Visit. The Office Depot Corporate Visit will be held later in March.

7. **COMMISSIONER/STAFF REPORT ON EDAB, JVSU, OTHER MEETINGS**

Director Taylor talked about the 2010 Economic Forecast presentation by Dr. Jon Haveman from Beacon Economics. The news was somber as the forecast suggests a slow recovery taking several years.

8. **SCHEDULED ITEMS**

8.1 Update on Development & General Plan

Manager Dan Schoenholz gave an overview and update of the General Plan process and shared the draft Vision Book of the General Plan. The vision statement for the General Plan reads: "Fremont will serve as a national model of how an auto-oriented suburb can evolve into a sustainable, strategically urban, modern city."

Planning Director Jeff Schwob stated that Priority Development Areas located near transit hubs will promote concentrated housing and employment. Also, areas along Fremont Blvd. have been identified for future transit improvements.

Manager Schoenholz shared that the "Diversified and Successful Local Economy" pages are based on the future Economic Development element. In respect to retail the focus will be creating desirable, pedestrian oriented spaces including Midtown. The "Industries in Fremont" section highlights the driving employment clusters for new and established businesses. There is an interest in preserving core industrial lands because of the limited supply of vacant industrial land. Because of the many complex issues and policy decision related to the closed NUMMI plant and the surrounding area, the General Plan identifies it as a "Special Study Area" that will be the subject of a separate focused land use planning effort in the future.

Commissioner Cox asked about the new lay-out for Fremont in the future. Director Schwob explained that there will be more multi-story buildings in strategic locations to accommodate future growth. The Vision Book contains a model of what this growth may look like in the future.

Alternate Commissioner Tran asked about an additional Senior Center to accommodate future growth. Director Schwob explained that this has been approved but there is not funding for staff to run a new Senior Center.

Manager Schwob said that the goal is to prepare a "working draft" of the General Plan to Council by mid-summer or early fall.

8.2 Update on NUMMI

Manager Taylor explained that Major League Baseball requested information about the vacant land on the NUMMI site as a potential location for a ballpark. There had been a very quick timeline to provide information to the MLB Commission. The Proposed Approach was presented to City Council in January. Staff is still awaiting news of the Committee's recommendations.

NUMMI efforts have been initially focused on services for the affected workforce. A "Blue Team" comprised of federal, state, regional and local agencies has coordinated efforts to make sure that the employees receive consistent services and job training opportunities regardless of where they apply for benefits.

Manager Taylor announced the City's application for a \$333,000 grant from the US Economic Development Administration (EDA) to be used to fund four studies for the NUMMI site and surrounding areas to ensure that the area is developed strategically into the future. We expect a response by mid-April. The RFP for the reuse and revitalization studies will be issued within a few weeks.

9. FUTURE AGENDA ITEMS

- Photo for EDAC webpage
- RDA CAP Amendment
- City of Fremont Budget Update

10. ADJOURNMENT The meeting was adjourned at 9:30 a.m.