

MINUTES OF THE
FREMONT ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
THURSDAY, JANUARY 14, 2016, 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 8:07 a.m.

2. **ROLL CALL**

Commissioners Present: Alternate Commissioner Goldsmith for Bonior, Cardenas, Chang, Cox, Duarte, Gaeta, Tran

Commissioners Absent: None

Staff Present: Kelly Kline, Economic Development Director
Christina Briggs, Economic Development Manager
Jennifer Chen, Economic Development Coordinator
Kim Marshall, Economic Development Specialist

Selection of Commissioner Cardenas as Vice Chair MSC Goldsmith 1st/Tran 2nd, all ayes

3. **APPROVAL OF MINUTES**

The regular minutes of November 5, 2015 were approved. MSC Goldsmith 1st/Cardenas 2nd, all ayes

4. **PUBLIC COMMUNICATIONS**

None

5. **COMMISSIONER/STAFF REPORT ON THE FOLLOWING SECTORS:**

Industrial/Manufacturing

In the Warm Springs Innovation District - Lennar construction to begin in spring 2016, Toll Brothers construction projected for fall 2016.

Warm Springs BART Station 'Last Mile' Transit Connection Study Open House will be held on January 21st.

Advanced Manufacturing/Emerging Technology

Integral has sold 40 acres to Conor Development.

Brookings will hold a Manufacturing Symposium in Fremont on January 26th.

Economic Development has hosted several tours and meetings focused on the Innovation District. Participants have included the Band of Angels, Danny Kennedy from CalCEF, Brian Peck from the Governor's Office, and Treasurer Chiang.

Downtown

Capitol Avenue Phase 2 street improvements are currently underway.

Fremont's 60th Anniversary Time Capsule Burial will be held on January 23 at the future Civic Center site.

Commercial/Retail

Total Wine & More will be opening on February 11th. It's the first location in the Bay Area. They will have craft beer and a tasting room.

Dog Haus will open in a few months. They will be located next to Wingstop.

Commissioner Tran shared that Kuka Robotics is moving into the Kato Business Center. Centervue is moving to a space on Osgood.

Marketing/Branding

Economic Development is developing a Biomedical infographic, as well as a Warm Springs BART infographic.

Fremont Chamber of Commerce

The Chamber is hosting a Career Fair on January 29 in partnership with the Fremont Adult School.

The Chamber is scheduling the annual State of the City event.

6. COMMISSIONER/STAFF REPORT ON CORPORATE SITE VISITS

There were eight visits: Starlite, Hyatt Place, Innovus Power, Bay Materials, Asterias Biotherapeutics, Apptivo, ProExhibits, and Owens Design.

7. COMMISSIONER/STAFF REPORT ON SVEDA, EAST BAY EDA, OTHER MEETINGS

8. SCHEDULED ITEMS

8.1 CleanTech Marketing Strategy Report

Joe Khirallah, Principal of Green Bear, discussed Fremont's cleantech brand. The industry is maturing and so is the messaging. There are 40,000 cleantech companies in California that employ 430,000 employees. This represents a 16% growth.

Green Bear has developed a messaging strategy for Fremont geared to targeted audiences, with clear business objectives. The 3 key messages include Fremont's relationship approach, ability to scale, and the hardware/software convergence Internet of Things.

The suggested objectives/recommendations include:

- Media - Cleantech media relations plan with a broader focus, Cleantech speakers bureau, Regional Cleantech Advisory Committee
- Materials – Cleantech kit, infographic campaign
- Internal – Cleantech concierge, cleantech jobs goal
- Organizations – Global cleantech cluster, CalCharge
- Events – Verge, SXSW, Energy Storage North America

9. FUTURE AGENDA ITEMS

- Next meeting will be March 3, 2016.

10. ADJOURNMENT

The meeting was adjourned at 9:33 p.m.