

MINUTES OF THE
FREMONT ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
MEETING

THURSDAY, JANUARY 9, 2020, 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 8:09 a.m.

2 **ROLL CALL**

Commissioners Present: Commissioners Ruth Chao (8:22 a.m.), Chugh, Craig, Ebner, Senekeremian (8:15 a.m.) for Bonior, Tietz, and Tran

Commissioners Absent: Commissioners Cardenas and Duarte

Staff Present: Tina Kapoor, Economic Development Manager
 Donovan Lazaro, Economic Development Manager
 Julie Vidad, Economic Development Specialist
 Candice Rankin, CMO Management Analyst

Order of Business: Commissioner Tim Tran made a motion to nominate Benjie Craig to be Chairperson. The vote was approved with 5 ayes and 4 absences.

Staff introduced Candice Rankin, Management Fellow with the City Manager’s Office.

3 **APPROVAL OF MINUTES**

The meeting minutes of November 7, 2019 was approved, 5 ayes and 4 absences. Motion moved by Commissioner Tietz and seconded by Commissioner Chugh.

4 **PUBLIC COMMUNICATIONS**

None

5 COMMISSIONER/STAFF REPORT ON THE FOLLOWING SECTORS:

5.0 Industrial/Manufacturing

Warm Springs/Innovation District Update

Staff gave an update on the new hotel project which is moving along through review on Valley Oak site. In addition, the Washington Hospital/UCSF outpatient facility has submitted for building permits. Staff also mentioned that the agreement for the Innovation Center is ready to officially launch. Staff stated their focus is on high value, high growth industries including emerging technologies such as robotics and AV.

Ardenwood

Facebook was issued Temporary Certificates of Occupancy (TCO) for several of the buildings in Ardenwood. Staff is currently working with Electronics For Imaging (EFI) as well on relocating to a new building in the district.

Advanced Manufacturing/Emerging Technology

Prospect Silicon Valley hosted an AV vehicle testing needs workshop. There were approximately twenty AV companies that got together from the region to discuss the needs and challenges in the AV industry. There may be a possibility of a Part 2 workshop and Prospect Silicon Valley is considering hosting it in the City of Fremont.

Public Works is working with Pony.ai on a pilot project with the City to work on bringing employees from the train station to City Hall. The program will be launched in February with two cars and if all is well, additional cars will be added into the program

Collaboration between ED and BAUM continues. A fall retreat was held in late November at The Gate 510 which is a former Chrysler plant in San Leandro which was converted to a life sciences incubator hub. There are approximately 100 life sciences companies and startups operating in lab spaces. Funding is available to provide consulting services for small to medium sized manufacturers.

Bisnow held an event in San Francisco focusing on Northern California Industrial and Fremont featured well. Some of the panel participants were Fremont developers (OMP, Duke, JLL, Millie Severson, etc.). At the event, Fremont was noted as one of the better places to do business and in the broader Bay Area.

ED is coordinating with Delta to hold an event focused on energy resiliency. The effort is to address operational continuity and mitigate some of the risks associated with either power shut offs or the inevitable price hikes on electricity in the wake of all the fires. The event is planned for mid- to late-march.

Staff mentioned that Overton Moore Properties and Amazon obtained a Zoning Administrator Permit approval. Due to parking arrangements, there were specific requirements for their location and with the approval, Pacific Commons South can now move on to its next phase in construction. In addition, more leasing activity is underway.

Companies moving in to Fremont are Minghua (a manufacturer of bumpers and a supplier of Tesla), Biogenix, Orchard Therapeutics, and Solaria.

Startup Support

Staff noted that the first Startup Grind of the year is happening tonight. Prem Talreja, early stage investor and advisor, will be sharing his perspective on the Idea to Funding journey.

Labor/Employment

Employment rate is currently 2.3% as of November 2019.

5.1 Downtown

Staff has been in discussion with TMG and other partners to have new banners and signage on Capitol Avenue. City leaders have also been discussing homeless issues in Downtown and how to alleviate business concerns.

Leasing activities at Locale are underway. Bay Rock Apartments and Fremont Bank headquarters simultaneously received Planning approval before the winter break. There will be about 250 units and continuation of retail space from Locale to the corner of Fremont and Capitol where a highly visible corner will mark the entrance to Downtown.

5.2 Commercial / Retail

The walk about in Niles was a success. In partnership with Niles Main Street Association, five teams consisting of Engineering, Environment Services, Planning, and Police introduced themselves to business owners who, for the most part, stated their business is doing well and that they are happy with their location. However, they would like to see more speed bumps and stops signs. The next Walk About will be scheduled sometime in February in the Centerville Business District.

The Silicon Valley Economic Development Alliance (SVEDA) conference in Santa Cruz was another successful event. Experts spoke about several issues including housing, retail, and placemaking.

Staff shared changes in the Zoning Code focusing on the Sidewalk Dining Policy which passed. On December 17, City Council recommended approval of amending some of the Zoning Codes. Previously the City's review process for a Sidewalk Dining permit required a fee deposit of \$4,600 for a Zoning Administrator Permit (ZAP) and took between 2-3 months of review before a public hearing. The amendment eliminates the ZAP hearing, establishes a new streamlined process, and amends the Master Fee Schedule to a flat fee of \$500. The first reading was held on 12/17 and approved 5-0. Second reading should be on a City Council agenda by the end of the month.

ED's partnership with Alameda County Small Business Development Center (ACSBDC) has been rejuvenated. An MOU is currently being crafted to provide a series of workshops to be held in different business districts within Fremont.

5.3 Marketing / Branding

Staff shared Community and Investment Profile updates. Staff is working on getting the first draft created and moving forward. The primary focus is to perspective tenants, brokers, and developers.

Staff recapped on ABC7 news coverage on "Building a Better Bay Area" which started in Fremont. There was extended coverage, 30 original Fremont articles, reposting on Yahoo, and MSN with a total of over 370M impressions generated globally.

The Women in Manufacturing project launched on Think Silicon Valley website. Women CEOs in the manufacturing industries were highlighted. Interviews and additional information will be available on ED website.

Staff mentioned that there were two Fremont finalists in the East Bay Innovation Awards which is happening in March. Enovix was a finalist in the Engineering and Design category and Ohlone College was a finalist in the Education category for their Smart Manufacturing Technology program.

5.4 Chamber of Commerce Update

Commissioner Senekeremian shared that the B2B Summit event was a success with 70 in attendance. Speakers were from Kaiser, Alameda County Procurement Department, and Tesla. In collaboration with ED, a split role tax survey is now available. The information collected will help us better understand the business perspective. State of the City is scheduled for March and State of the State Breakfast is scheduled for May.

6 COMMISSIONER/STAFF REPORT ON CORPORATE SITE VISITS

Staff visited Dash Café located on Osgood Road (*administrative correction to correct street name provided at meeting*) in Skyway Plaza. The owner also does catering and will work with the client's budget. Staff also visited Nature's Ice Cream in Niles. The ice cream which is made on-site is made of natural ingredients. Staff encouraged a visit there to taste the unique and original flavors.

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

None

8 SCHEDULED ITEMS

Sheila Marquises, Senior Transportation Engineer, shared a presentation on the Mobility Action Plan and other transportation initiatives regarding innovation.

FUTURE AGENDA ITEMS

Next meeting will be March 5, 2020.

9 ADJOURNMENT

The meeting was adjourned at 9:26 a.m.