

MINUTES OF THE
FREMONT ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
THURSDAY, November 5, 2015, 8:00 A.M. – 9:30 A.M.
ARDENWOOD CONFERENCE ROOM
3300 CAPITOL AVENUE, BUILDING A

The City of Fremont does not discriminate on the basis of disability. Reasonable auxiliary aids are provided upon request to persons with disabilities to afford an equal opportunity to services, programs, and activities. Inquiries may be forwarded to the Director of the Human Services Department, P.O. Box 5006, Fremont, California, 94537-5006 (510) 494-4551 or (510) 494-4862.

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, Chang, Alternate Commissioner Ebner for Drury, Alternate Commissioner Jimenez for Gaeta, Lee, Tran

Commissioners Absent: Cardenas, Cox, and Duarte

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

3. **APPROVAL OF MINUTES**

The regular minutes of September 3, 2015 were approved. Tran 1st/Goldsmith 2nd, all ayes

4. **PUBLIC COMMUNICATIONS**

None

Director Kline thanked Commissioner Lee for her service on the Economic Development Advisory Commission.

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

Industrial/Manufacturing

BART has not provided an opening date for the South Fremont/Warm Springs station, but have indicated it

will be in Spring 2016.

Consultant is finishing contact with major employers in the Innovation District and should have recommendations, including potential routes, shortly. An open house will be held soon inviting all businesses in the area to share their input.

Advanced Manufacturing/Emerging Technology

Manufacturing Day 2015 – Fremont had 10% of all manufacturing tours in California.

Signage for the Innovation District is being customized to meet new Federal regulations.

Three Fremont Startup Grind chapter events have been held at DeVry campus in Ardenwood.

October unemployment rate was 3.3%.

Downtown

Capitol Avenue Phase 1 completion celebration was held on October 16. Phase 2 is well underway.

Fremont's 60th Anniversary – Time Capsule Burial will be held on January 23rd.

Commercial/Retail

Cream opened October 3rd – over 4,000 people attended opening and received a free ice cream sandwich. Bennigan's, Ono Hawaiian BBQ, and Bowl of Heaven will open soon.

Six teams visited 50 businesses during the Irvington District Walkabout. Attendees included representatives from Economic Development, Police, Planning, Environmental Services, and the Fremont Chamber of Commerce.

Marketing/Branding

SVEDA Broker Breakfast will be held on 12/10 at DeVry. Economic Development staff from Union City, Newark, Hayward, and Milpitas will all have time to pitch development opportunities in their respective cities.

Fremont Chamber of Commerce

The Chamber is putting together an event focused on County Transportation on November 18th.

6. COMMISSIONER/STAFF REPORT ON CORPORATE SITE VISITS

There were seven visits: Western Digital, Cogenra, Myoscience, Avidex, Eden Foods, DCG Systems, and SolarEdge Technologies.

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

The Cleantech Open Western Regional Finals was held at the Fremont Marriott on October 15 – 16. Dan Shugar from Nextracker was one of the keynote speakers. This event brought in dozens of startup entrepreneurs as well as investors in the cleantech industry.

8. SCHEDULED ITEMS

8.1 Business Appreciation Visits – 2014/2015 Summary

From July 2014-October 2015 there have been 50 visits. Targeted companies show signs of potential growth based on factors such as Venture Capital award, a recent IPO, or a change of leadership.

Economic Development (ED) staff visited companies to learn about their needs and to connect them to resources. For example, Evolve was able to purchase their building with Industrial Development Bond. Tesla & Excelitas received California Competes incentives for new job growth. Enovix received sales tax rebate on their purchase of new equipment.

ED provides recognition to companies in various industries through programs such as the East Bay Economic Development Alliance “Innovation Awards.”

ED has helped companies with demonstration projects such as the Prologis/Gridscape/Fremont Chamber partnership for charging station installation.

Project entitlement facilitation is done daily for companies such as Seagate, Thermo Fisher, Delta, and Tesla.

The ThinkSiliconValley.com website has won the 2015 Hermes Creative Awards. It has had a 65% increase in visits. Commissioner Tran asked how people were finding the website. The main mechanism is the Takes From Silicon Valley East blog that is sent out 2 times per week.

Twitter has 789 followers with 608 following. There were 2,343 tweets.

Facebook had 107 posts with 477 likes. The most liked posts were on Downtown Rising and Tesla job fair.

150 small businesses were visited in the Business District Walkabouts.

The Annual Small Business Survey showed that businesses are doing better and hiring employees. New workshops are being offered based on the survey results – Attracting Employees and Advanced Social Media.

9. FUTURE AGENDA ITEMS

- Next meeting will be January 12, 2016.

10. ADJOURNMENT

The meeting was adjourned at 9:28 a.m.