



**Regular Meeting of the
Cupertino Economic Development Committee
10300 Torre Avenue, Cupertino California
Wednesday, August 9, 2017 at 10:00 a.m.
City Hall Conference Room A**

MEETING MINUTES

1. CALL TO ORDER

At 10:09am Angela Tsui called the meeting to order in City Hall Conference Room A.

2. ROLL CALL

City Staff: Aarti Shrivastava, Chad Moseley for Timm Borden, Angela Tsui

Business & Chamber: Rick Kitson for Anjali Kausar, Jason Lundgaard, Kevin McClelland,

City Council: Savita Vaidhyanathan, Steven Scharf

Planning Commission: Geoff Paulsen

3. NEW BUSINESS

a. Economic Development Strategic Plan (EDSP) Update: Assistant City Manager Aarti Shrivastava and Economic Development Manager Angela Tsui updated the group on working with a consultant, The M-Group, to finalize the scope of work for developing ordinances for mobile services, converting underutilized retail space to incubator space, and guidelines for creating an innovation district. Kevin McClelland asked to include the term “accelerator” with “incubator.” He gave the example of The Forager project in San Jose on which he is working in his role as an SBDC advisor. The building is being renovated into a food hall which will provide kitchen and retail space to new restaurant businesses and concepts. The goal is to help accelerate these businesses into permanent spaces elsewhere. Jason Lundgaard raised concerns regarding the change of use from retail to incubator. Aarti explained the incubator space would be an added approved use in order to retain flexibility if the market no longer supports incubator space. Kevin asked the scope of work to include possible costs associated with converting retail space to restaurant space (e.g., fees, facility requirements and upgrades, etc.). The group discussed the pros and cons of allowing food trucks to operate within the city. There were concerns about taking business away from brick and mortar businesses. The benefit of generating foot traffic was also raised. The weekly Off the Grid event at Whole

The Scandinavian Design Center was discussed as an example of underutilized retail space possibly being a candidate for incubator space conversion. Group discussion about what constitutes “mobile services.” When discussing an innovation district Planning Commissioner Geoff Paulsen raised the idea of amending the Heart of the City plan to allow street closures, and the correlation of slower traffic and increased spending at local businesses. He also raised questions regarding home proto-type testing. Senior Planner Piu Ghosh explained the ordinances regarding allowed uses at home and explained how an

innovation district would allow this type of small prototype assembly/light industrial work. Kevin McClelland shared a concern of the time required to permit restaurants. He'd like to have an expedited process for restaurants and to allow for outdoor seating.

- b. "Creating Community Together" Summer Speaker Series
- c. New Activity in Cupertino: Project Matrix

4. GOOD OF THE ORDER

5. ADJOURNMENT

Adjourn to Regular Quarterly Meeting of the Cupertino Economic Development Committee on November 8, 2017.

In compliance with the Americans with Disabilities Act (ADA), anyone who is planning to attend the next Economic Development Committee meeting who is visually or hearing impaired or has any disability that needs special assistance should call the City Clerk's Office at 408-777-3223, 48 hours in advance of the Economic Development Committee meeting to arrange for assistance. Upon request, in advance, by a person with a disability, the Economic Development Committee meeting agendas and writings distributed for the meeting that are public records will be made available in the appropriate alternative format. Also upon request, in advance, an assistive listening device can be made available for use during the meeting.