

**CITY OF SANTA CLARA**  
**CITY COUNCIL ECONOMIC DEVELOPMENT COMMITTEE**  
**"Mission City 21"**  
**Minutes for July 19, 2006 Meeting**

**Attendance:** Council Member Pat Kolstad, Chair  
Council Member Dominic Caserta  
Ron Garratt, Assistant City Manager  
Kevin Riley, Director of Planning & Inspection  
Pam Morrison, Administrative Analyst to the City Manager  
Denise Harris, Santa Clara Chamber of Commerce and Convention-Visitors Bureau

**Guests:** Alex Hull, Silicon Valley Korean-American Chamber of Commerce  
Tak S. Chang, Silicon Valley Korean-American Chamber of Commerce

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**Matters for Council Action:** None.

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- I. The Chair called the meeting to order at 5:35 p.m. Introductions were made.
- II. Silicon Valley Korean America Chamber of Commerce. Alex Hull of the Silicon Valley Korean-American Chamber of Commerce showed a brief video about the history of Korean-Americans in this area.

There are a growing number of Korean businesses in Santa Clara. In 2005, there were 199 businesses; the number has grown by 100 since that time. Several businesses are located on El Camino Real, and some people have expressed a desire to have the area designated as "Korea Town," with a monument sign on El Camino Real. Mr. Hull expressed an interest in working with the City to improve Santa Clara as a tourist destination, as he said that Korean tourists visit Santa Clara when traveling between San Francisco and the Los Angeles area. A question was raised about how non-Korean businesses feel about having an area designated as "Korea Town;" Mr. Hull said that he believed it had a positive effect by creating synergy and reciprocal business. He said he doesn't want to create a sense of exclusion, but rather wants non-Koreans to feel welcome. Mr. Hull said he was also interested in having freeway signs placed on Highway 101, and having some sort of symbol like a gazebo or statue, funded by Koreans, to mark "Korea Town."

Council Member Caserta made a motion to refer to this matter to staff to review and come back to the Committee with possible options within eight weeks, with Mr. Hull providing a list of suggestions to the City Manager for staff review; Council Member Kolstad seconded the motion and it was approved.

- III. Miscellaneous Economic Development Updates
- A. Yahoo! Purchase of 42.5 acres in Santa Clara. The site is located between Old Ironsides Drive and Patrick Henry Drive off Tasman Boulevard. This is a great opportunity to turn Class B space into Class A space, and it is an indicator that the area is still growing.
  - B. Cedar Fair Completes Purchase of Paramount Parks. Paramount Parks has been sold to Cedar Fair, L.C., a publicly traded partnership that owns and operates seven amusement parks and five water parks nationwide. Staff met with the executives from Cedar Fair.

C. Commercial Broker's Workshop Held June 13, 2006. A workshop was held on June 13, 2006 because of the high number of requests. Fourteen brokers attended, and there are now 60 certified brokers on website. This continues to be a very popular program.

IV. Public Presentations. No public presentations were made.

V. Schedule Next Meeting – Fall 2006 (date to be determined).

VI. Adjourn. There being no further business, the meeting was adjourned at approximately 6:25 p.m.

Prepared by:

Approved:

Pam Morrison  
Administrative Analyst to the City Manager

Jennifer Sparacino  
City Manager