



# CITY OF MILPITAS

## ECONOMIC DEVELOPMENT & TRADE COMMISSION

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### REGULAR MEETING

### AGENDA

[4:30 PM]

Monday, August 14, 2023  
1<sup>ST</sup> Floor Committee Conference Room  
455 E. Calaveras Blvd., Milpitas

1. Call to Order (4:30 PM)
2. Pledge of Allegiance
3. Roll Call
4. Seating of Alternates
5. Approval of Agenda: August 14, 2023
6. Approval of Meeting Minutes: May 8, 2023
7. Public Forum

*Members of the audience are invited to address the Commission on any subject not on the agenda. Speakers must state their name (address is optional) for the record, and limit their remarks to three minutes or less. For items not listed on the agenda, no response is required of City staff or Commissioners. However, Commissioners may ask staff to place the item on a future meeting agenda.*

#### 8. Announcements

- a. Commissioners
- b. City Council Liaison
- c. City Staff

#### 9. Business Items

##### a. **City Bidding Process – Matt Cano, Deputy City Manager (4:45 PM)**

Identify best practices to inform, educate and engage local businesses about the City's bidding process and opportunities.

Nexus: Council Request.

Recommendation: Receive presentation and suggest methods and practices to engage the local business community in the City's bidding opportunities and process.

##### b. **Business Improvement District (BID) Feasibility Study Update – Daniel Degu Sr, Economic Development Coordinator, and Margaret Tamisiea, Sr. Special Projects Associate (4:55 PM)**

Receive a presentation on the status of the Business Improvement District (BID) Feasibility Study from City staff and consultant.

Nexus: [EDS Action 31.3](#): Technical support for property and business owners on Main Street to explore forming a property-based business improvement district.

Recommendation: Receive presentation

c. **Commission FY 24 Workplan – Alex Andrade, Economic Development Director (5:20 PM)**

Discuss and prepare annual work plan to identify anticipated topics, assignments and goals over a 12-month period for consideration by City Council in the fall.

Nexus: [The Commissioners Handbook](#)

Recommendation: Identify prospective topics, assignments and goals for development and consideration at a future Commission meeting in preparation of City Council consideration.

d. **New Business Item Discussion – Casey McNeil, Chairperson (5:40 PM)**

Commissioners are invited to introduce items the Commission may consider including or modifying in future EDTC Workplans.

Nexus: [The Commissioners Handbook](#)

Recommendation: Continue this item to a future Commission meeting as this item was addressed in this agenda (Item C).

**10. Adjournment – Next Regular Meeting Scheduled for Monday, September 11**

**KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE**

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review.

For more information on your rights under the Open Government Ordinance or to report a violation, contact the City Attorney's office at Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas, CA 95035  
e-mail: [mmutalipassi@milpitas.gov](mailto:mmutalipassi@milpitas.gov) / Phone: 408-586-3040

*The Open Government Ordinance is codified in the [Milpitas Municipal Code as Title I Chapter 310](#) and is available online at the City's website [www.milpitas.gov](http://www.milpitas.gov).*

Materials related to an item on this agenda submitted to the Commission after initial distribution of the agenda packet are available for public inspection at the City Clerk's office at Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas and on the City website. Commission agendas and related materials can be viewed online at

**APPLY TO SERVE ON A CITY COMMISSION**

Commission application forms are available online at [www.milpitas.gov](http://www.milpitas.gov) or at Milpitas City Hall. Contact the City Clerk's office at 408-586-3003 for more information.

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# CITY OF MILPITAS

## Economic Development and Trade Commission

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### DRAFT MEETING MINUTES

4:30 PM

Monday, May 8, 2023

First Floor Committee Conference Room

#### CALL TO ORDER

Chairperson Casey McNeil called the meeting to order at 4:34 PM.

#### PLEDGE OF ALLEGIANCE

Commissioner Romero led the pledge of allegiance.

#### ROLL CALL

Economic Development Specialist Michael Thomas called the roll.

**PRESENT:** Chair Casey McNeil, Vice Chair Chris Norwood, Commissioners Michael Nguyen, Conrad Shapira, Paul Medawar, Cheri Romero, Parkash Daryani, and Stephen Huang (Student Commissioner). Mayor Carmen Montano (Council Liaison), and City staff: Alex Andrade, Daniel Degu and Michael Thomas

**ABSENT:** Commissioner Lynne Rice

#### SEATING OF ALTERNATES

Alternate Member No. 1: Conrad Shapira was seated in place of Commissioner Lynne Rice

Alternate Member No. 2: Michael Nguyen was seated in place of the vacant seat representing the Milpitas Chamber of Commerce

#### APPROVAL OF AGENDA

**Recommended Action:** Approve May 8, 2023 regular meeting agenda of the Economic Development & Trade Commission as submitted.

**Mover/Second:** Norwood/Romero

**Motion carried by a vote of:** AYES: 7 NOES: 0

**Ayes:** Nguyen, Shapira, Medawar, Romero, Daryani, McNeil, Norwood

**Noes:** None **Abstentions:** None

#### APPROVAL OF MINUTES

**Recommended Action:** Approve March 28, 2023 special meeting minutes of the Economic Development & Trade Commission as submitted.

**Mover/Second:** Shapira/Daryani

**Motion carried by a vote of:** AYES: 5 NOES: 0

**Ayes:** Nguyen, Shapira, Medawar, Daryani, McNeil

**Noes:** None **Abstentions:** Romero, Norwood

**Recommended Action:** Approve April 10, 2023 regular meeting minutes of the Economic Development & Trade Commission as submitted.

**Mover/Second:** Norwood/Daryani

**Motion carried by a vote of:** AYES: 6 NOES: 0

**Ayes:** Nguyen, Shapira, Romero, Daryani, Norwood, McNeil

**Noes:** None **Abstentions:** Medawar

## **PUBLIC FORUM**

No public comment was submitted.

## **ANNOUNCEMENTS**

Chairperson McNeil introduced the commissioner events and activities signup sheet.

Vice Chair Norwood reported that the Milpitas Unified School District (MUSD) is scheduled to host an elementary school Olympics event May 20 at Milpitas High School. The next MUSD School Board meeting is scheduled for May 9 at 5:30 PM.

Commissioner Romero offered to provide residential and commercial real estate data to the Commission on a monthly basis pending discussion with City staff.

Commissioner Huang reported that an Asian-American-themed night market featuring food and music is scheduled for May 19 at Milpitas High School.

Vice Chair Norwood asked for clarification on the status of the Commission's vacant seat representing the Milpitas Chamber of Commerce. Mayor Montano and Director Andrade stated the City is considering the Chamber's recommended candidate. Following review, Commission appointments are made by the Mayor and decided by the City Council.

Mayor Montano informed the Commission that an individual contacted her about hosting a skateboarding event in Milpitas on a future date. City staff is learning more about this event concept with the individual at this time.

The City Council will review the City's draft FY 24 Operating Budget at a study session scheduled for May 8 at 5:30 PM in the Council Chambers.

Economic Development Specialist Thomas reported that Milpitas' daytime population is approximately 118,000 people to follow up on Commissioner Rice's request from the Commission's regular meeting on April 10.

Chairperson McNeil requested to re-open the Public Forum to allow Milpitas Chamber of Commerce Interim President Kelly Yip-Chuan make announcements regarding Chamber business.

**Mover/Second:** Norwood/Daryani

**Motion carried by a vote of:** AYES: 7 NOES: 0

**Ayes:** Nguyen, Shapira, Medawar, Romero, Daryani, McNeil, Norwood

**Noes:** None **Abstentions:** None

Mrs. Yip-Chuan reported that the Chamber of Commerce sold 210 tickets to its annual Crab Feed event held April 14 at the Milpitas Community Center. The Chamber will host a business networking event at Casa Azteca on May 18. Mrs. Yip-Chuan offered to distribute the Asian-American night market event flyer among the Chamber's membership per Commissioner Huang's request.

Chairperson McNeil closed the Public Forum.

## **BUSINESS ITEMS**

### **9a. American Rescue Plan Act (ARPA) Program Updates**

Recommended Action: Receive update.

Economic Development Director Alex Andrade and Economic Development Coordinator Daniel Degu presented status updates regarding the Milpitas Youth Force (MYF) and Business Improvement District (BID) feasibility study.

Mr. Degu stated that the City's BID feasibility consultant is scheduled to present during the Commission's regular meeting in June.

Mayor Montano asked if development impact fees would be considered for the BID. Director Andrade stated that development impact fees are applied to development projects during the entitlement process and are not included as a traditional BID component. Mr. Andrade stated the Gateway-Main Street Specific Plan would include development impact fees.

Director Andrade summarized the Milpitas Youth Force's purpose and scope, and reported that 21 local youth and 14 businesses applied to participate.

Chairperson McNeil opened the public forum and no comment was submitted on this item. Chairperson McNeil closed the public forum.

**Mover/Second:** Norwood/Daryani

**Motion carried by a vote of:** AYES: 7 NOES: 0

**Ayes:** Nguyen, Shapira, Medawar, Romero, Daryani, McNeil, Norwood

**Noes:** None **Abstentions:** None

### **9b. Job Fair Event**

Recommended Action: Receive update and determine Commissioner volunteer event roles.

Specialist Michael Thomas explained event purpose, scope, date and venue, as well as completed tasks and pending tasks, and how the Commission members can assist.

Commissioner Daryani asked who is eligible to attend the job fair. Mr. Thomas said the event would be open to the public, but allow Milpitas residents early entry with proof of residency.

Chairperson McNeil opened the public forum and no comment was submitted on this item. Chairperson McNeil closed the public forum.

Commissioners offered to distribute flyers to employers regarding the employment needs and interest survey.

**Mover/Second:** Norwood/Daryani

**Motion carried by a vote of:** AYES: 7 NOES: 0

**Ayes:** Nguyen, Shapira, Medawar, Romero, Daryani, McNeil, Norwood

**Noes:** None **Abstentions:** None

### **9c. Innovation District Branding Initiative**

Recommended Action: Receive presentation and provide input on Innovation District Branding Initiative draft scope of work.

Mayor Montano (Council Liaison) left the meeting at 5:35 PM.

Director Alex Andrade and Coordinator Daniel Degu presented a slide deck dated May 8, 2023. Mr. Degu explained the purpose, scope and deliverables of the Innovation District Branding Initiative. This initiative will include consultant services to develop a branding campaign to attract new businesses in emerging sectors like bioscience, R&D, artificial intelligence, and automated technology.

This branding initiative is included in the Council-adopted Innovation District Action Plan that builds upon the vision Council-adopted policies and plans including the Economic Development Strategy, Milpitas Metro Specific Plan, and the City's General Plan 2040.

Vice Chair Norwood asked if the Innovation District's Zoning standards are in place. Messrs. Andrade and Degu stated that the district's zoning standards will be updated as part of the Zoning Code Update process to reflect the General Plan 2040's land use vision and standards.

Chairperson McNeil asked if the yet-to-be-selected consultant and City will reach out to targeted industries. Mr. Degu confirmed that the chosen consultant would do so.

Chairperson McNeil opened the public forum and no comment was submitted on this item. Chairperson McNeil closed the public forum.

**Mover/Second:** Daryani/Romero

**Motion carried by a vote of:** AYES: 7 NOES: 0

**Ayes:** Nguyen, Shapira, Medawar, Romero, Daryani, McNeil, Norwood

**Noes:** None **Abstentions:** None

### **9d. Commissioner Roles and Responsibilities**

Recommended Action: Receive presentation and select a Commissioner to present at the Commission's regular meeting on June 12, 2023.

Vice Chair Norwood explained his entrepreneurial and professional background and community involvement experience.

Chairperson McNeil opened the public forum and no comment was submitted on this item. Chairperson McNeil closed the public forum.

Chairperson McNeil nominated Commissioner Daryani to present at the Commission's regular meeting on June 12.

**Mover/Second:** Norwood/Medawar

**Motion carried by a vote of:** AYES: 7 NOES: 0

**Ayes:** Nguyen, Shapira, Medawar, Romero, Daryani, McNeil, Norwood

**Noes:** None **Abstentions:** None

#### **9e. New Business Item Discussion**

Recommended Action: None. Staff note and file Commissioners' suggestions.

Chairperson McNeil introduced this item and invited Commissioners to make suggestions related to economic development. Commissioner Daryani asked if an overpass connecting Interstate 880 and 680 is under consideration.

Acting City Manager Ashwini Kantak stated that such an overpass would be a better fit in Fremont where the two freeways are closer together. Widening Highway 237 / Calaveras Blvd. is on VTA's projects list and the next steps include preparing construction documents, securing right-of-way access and obtaining additional federal funding.

Chairperson McNeil requested that Highway 237 widening be considered as a future workplan item. Vice Chair Norwood encouraged fellow commissioners to read the Economic Development Strategy document.

Chairperson McNeil opened the public forum and no comment was submitted on this item. Chairperson McNeil closed the public forum.

#### **ADJOURNMENT**

Motion to adjourn meeting at 6:02 PM

**Mover/Second:** Daryani/Nguyen

**Motion carried by a vote of:** AYES: 7 NOES: 0

**Ayes:** Nguyen, Shapira, Medawar, Romero, Daryani, McNeil, Norwood

**Noes:** None **Abstentions:** None



# Small and Local Business Participation in City of Milpitas Procurements – Initial Discussion

**August 14, 2023**

1



## Purpose of Potential Program

- A major part of delivering services to our residents is to ensure that we are not only providing them an excellent final product, but we also strengthening our community along the way;
- By financially involving our local and small local businesses and contractors in our procurements, we allow our residents and businesses greater opportunities.

2

2

## Current Status: We are just getting started!



- ▶ Meeting with stakeholders to identify potential vendors and contractors
- ▶ Evaluating options for future programs

3

3

## Next Phase – Program Development



- ▶ Potential programs could include:
  - Opportunity awareness events and outreach
  - Connections to education programs & resources (prevailing wage, insurance, etc..)
  - Local preference adjustments

4

4

## Questions for Today



- Are there specific industries or organizations within Milpitas that you feel we should outreach to?
- Are there barriers to public bidding for small and local businesses/contractors that you would suggest we review?
- Do you have any additional feedback for us as we start the process to review how to involve more local and small/local businesses into our procurement processes?

# MEMORANDUM

Office of Economic Development



**DATE:** August 14, 2023  
**TO:** Economic Development and Trade Commission  
**FROM:** Michael Thomas, Economic Development Specialist  
**VIA:** Alex Andrade, Director of Economic Development  
**SUBJECT:** Item 9c – FY 24 Workplan

## **BACKGROUND**

The Commission's mission is to advise the City Council on business issues, international trade relationships, and make recommendations on the design, development, and implementation of economic development in Milpitas. [The Commissioners Handbook](#) requires that each commission prepare its own annual workplan to identify anticipated topics, assignments and goals to address during a 12-month period. Commission workplans are traditionally considered by City Council in the fall annually. The Commission's FY 23 Workplan is attached.

At its special meeting on March 28, 2023, the Commission voted to add a standing item to its regular meeting agenda so Commissioners may introduce items the Commission may consider including or modifying in future work plans. Ideas suggested during the Commission's previous meetings are included to help with discussing the FY 24 Workplan:

| Meeting Date   | Suggested Item                                                      | Commissioners      |
|----------------|---------------------------------------------------------------------|--------------------|
| April 10, 2023 | Explore the nexus between zoning and economic development           | Norwood            |
|                | Subsidized Housing for unhoused individuals, educators and students | Daryani            |
|                | Home affordability and financial assistance education               | Romero             |
|                | Student scholarships                                                |                    |
|                | Commercial and residential real estate activity and data            |                    |
| May 8, 2023    | Highway 237 / Calaveras Blvd. widening                              | Daryani and McNeil |

## **DISCUSSION**

Since commissioners' new business item suggestions focus on new or modifying workplan items are being covered in this item, the Commission may elect to continue the standing agenda item regarding *New Business Item Discussion* to a future meeting.

## **RECOMMENDATION**

Identify prospective topics, assignments and goals for development and consideration at a future Commission meeting in preparation of City Council consideration.



**ECONOMIC DEVELOPMENT & TRADE COMMISSION (EDTC)  
WORK PLAN FY 2022-2023**

| Topic/Overall Goal                                          | Specific Action(s) Required                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Schedule |
|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Economic Development Strategy                               | Implement Strategies and Actions: Storefront Improvement Grant Program, Business Improvement District (BID), economic indicators, branding/marketing assets, improving & updating website, & demonstration project policy. <ul style="list-style-type: none"><li>• EDTC Commissioners may volunteer as ambassadors to assist in formal and informal business outreach as directed by staff, particularly along Main Street</li><li>• EDTC Commissioners may participate and present at Chamber of Commerce events such as breakfast and lunch convenings</li></ul>                                                                                                   |          |
| American Rescue Plan Act (ARPA) Economic Vitality Framework | Economic Vitality: support re-building the Milpitas economy through a Small Business Assistance Grant Program, Workforce Development, Financial Assistance to Chamber & Hotels, Main St. Revitalization & Limited Term Economic Development Specialist. <ul style="list-style-type: none"><li>• EDTC Commissioners may provide expertise and feedback on hospitality and workforce development matters</li><li>• Volunteer ambassadors may help with business outreach for re-building the Milpitas economy</li></ul>                                                                                                                                                |          |
| Main Street Revitalization                                  | Main Street Revitalization will encourage economic vitality, enhance business marketability, increase property values, and attract people and new businesses. <ul style="list-style-type: none"><li>• Economic Development Strategy 31: Position Midtown as a community destination for independent retail &amp; restaurants and Implementation Action 9.1: Implement Pilot Storefront Improvement Grant Program under Retail and Restaurant Strategies</li><li>• Business Improvement District Feasibility Analysis</li></ul>                                                                                                                                       |          |
| Workforce Development & Education                           | Promote a diversified workforce and provide training opportunities for Milpitas residents. <ul style="list-style-type: none"><li>• COVID-19 Workforce Recovery implementation, education/outreach on Phase II</li><li>• FlexFactor Initiative - Workforce dev./training to Milpitas High School students</li><li>• City/MUSD MOU - Workforce/Educ., MFG Day, career fair, business outreach</li><li>• As directed by staff, EDTC Commissioners may help facilitate opportunities with MUSD, engage with Milpitas High School students, and leverage networks at San Jose State University, San Jose City College, Evergreen Valley College, NextFlex, etc.</li></ul> |          |

|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Innovation District            | Market development opportunities with the real estate development & brokerage communities & business attraction in the emerging technologies arena.                                                                                                                                                                                                                                                                                                                                  |               |
|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |
| International Trade & Commerce | <p>Support business expansion into global markets, attract foreign investment through information gathering, needs assessment, &amp; cultivate relationships w/service providers.</p> <ul style="list-style-type: none"> <li>• Provide expertise and feedback on the draft International Trade and Commerce work effort</li> <li>• Help facilitate trade events, including hosting dignitaries, trade missions, attending trade shows, etc.</li> </ul>                               |               |
|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |
| Manufacturing Day 2022         | <p>Manufacturing Day 2022: Focus on career opportunities in tech/advanced manufacturing, impacts of on-shoring of jobs and supply chain disruption on Milpitas and Silicon Valley manufacturing industry.</p> <ul style="list-style-type: none"> <li>• Continue to partner with the Office of Economic Development to support Manufacturing Day 2022 by participating as program speakers; event promotion and marketing; leveraging networks, and/or providing feedback.</li> </ul> | Oct. 13, 2022 |
|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |