



CITY OF MILPITAS

ECONOMIC DEVELOPMENT & TRADE COMMISSION

REGULAR MEETING

AGENDA

[4:30 PM]

Monday, February 12, 2024
1ST 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:** February 12, 2024
6. **Approval of Meeting Minutes:**
January 8, 2024

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. **Election of Officers – Casey McNeil, Commission Chairperson (4:45 PM)**
Nominate and elect a chairperson and vice person to serve one-year terms. This item's nexus is the [Commissioners Handbook](#) and [Commission By-Laws](#).
Recommendation: Elect a chairperson and vice-chairperson to serve one-year terms.
- b. **Work Plan Prioritization – Michael Thomas, Economic Development Specialist (4:55 PM)**
Engage Commission members to help carry out action items in the Commission's FY 2023-24 Workplan. This item's nexus is [The Commissioners Handbook](#).
Recommendation: The Commission identifies events and activities to help members carry out action items in the Commission's FY 2023-24 Workplan and supports staff.

10. **Adjournment – Next Regular Meeting Scheduled for Monday, March 11, 2024**

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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 / 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.

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

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CITY OF MILPITAS

Economic Development and Trade Commission

DRAFT MEETING MINUTES

4:30 PM

Monday, January 8, 2024

First Floor Committee Conference Room

- CALL TO ORDER** Chairperson Casey McNeil called the meeting to order at 4:38 PM.
- PLEDGE OF ALLEGIANCE** Commissioner San Vicente led the pledge of allegiance.
- ROLL CALL** Economic Development Specialist Michael Thomas called the roll.
- PRESENT:** Chair Casey McNeil, Vice Chair Chris Norwood, Commissioner Victor San Vicente, Alternate Conrad Schapira, Student Commissioner Vasista Ramachandrani; Mayor Carmen Montano (Council Liaison), and City staff: Alex Andrade, Michael Thomas and Margaret Tamisiea
- ABSENT:** Commissioners Lynne Rice, Parkash Daryani, Cheri Romero and Alternate Michael Nguyen
- SEATING OF ALTERNATES** Alternate Member No. 1: Conrad Schapira was seated in place of Commissioner Rice
- Alternate Member No. 2: Michael Nguyen was absent
- APPROVAL OF AGENDA** **Recommended Action:** Approve January 8, 2024 regular meeting agenda of the Economic Development & Trade Commission as submitted.
- Mover/Second:** Norwood/Schapira
- Motion carried by a vote of:** AYES: 4 NOES: 0
- Ayes:** McNeil, Norwood, San Vicente, Schapira
- Noes:** None **Abstentions:** None
- APPROVAL OF MINUTES** **Recommended Action:** Approve August 14, 2023 regular meeting minutes and September 18, 2023 special meeting minutes of the Economic Development & Trade Commission as submitted. At least one member in attendance from said meeting dates is required to act on meeting minutes approval.
- Mover/Second:** Norwood/Schapira
- Motion carried by a vote of:** AYES: 3 NOES: 0
- Ayes:** McNeil, Norwood, Schapira
- Noes:** None **Abstentions:** San Vicente

Recommended Action: Approve November 13, 2023 regular meeting minutes of the Economic Development & Trade Commission as submitted. At least one member in attendance from said meeting dates is required to act on meeting minutes approval.

Mover/Second: Norwood/Schapira

Motion carried by a vote of: AYES: 3 NOES: 0

Ayes: Norwood, San Vicente, Shapira

Noes: None **Abstentions:** McNeil

PUBLIC FORUM

No public comment was submitted.

ANNOUNCEMENTS

Vice-Chair Norwood announced that the Milpitas Unified School District is scheduled to host a groundbreaking ceremony at Milpitas High School on January 31 in recognition of construction of a new on-campus performing arts theatre. Mr. Norwood announced role changes on the MUSD Board of Trustees. Mr. Norwood announced the Kiwanis Club's crab feed event is scheduled for February 9.

Commissioner San Vicente stated that the Milpitas Chamber of Commerce will host its annual crab feed event on a date to be determined.

Mayor Montano informed the Commission that she is scheduled to attend the U.S. Conference of Mayors the week of January 15.

Director Andrade informed the Commission of members' terms expiring in April 2024, and encouraged current members to request consideration for re-appointment by the City Council. Mr. Andrade introduced new Student Commissioner Vasista Ramachandruni who was appointed by the City Council on December 5, 2023. Mr. Ramachandruni delivered remarks about his extracurricular and community service activities and interests.

Specialist Thomas informed the Commission about the City's Microenterprise Assistance Program including eligibility requirements, application period and applicant resources.

BUSINESS ITEMS

9a. Election of Officers

Recommended Action: Elect a chairperson and vice-chairperson to serve one-year terms.

Chairperson McNeil introduced the item and Director Andrade explained the election process.

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

After discussion, the Commission agreed to continue this item to the Commission's regular meeting on February 12, 2024 so more members can participate in the election process.

Mover/Second: Schapira/Norwood

Motion carried by a vote of: AYES: 4 NOES: 0

Ayes: McNeil, Norwood, San Vicente, Shapira

Noes: None **Abstentions:** None

9b. Business Improvement District Feasibility Report

Recommended Action: Receive presentation.

Chair McNeil introduced the item and Director Andrade provided additional introductory remarks. Senior Special Projects Associate Tamisiea presented a slide deck dated January 8, 2024 covering project status to date.

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

Mayor Montano suggested a discount on permit fees to incentivize property owner participation in the Business Improvement District.

After discussion, the Commission received the presentation.

Mover/Second: Schapira/Norwood

Motion carried by a vote of: AYES: 4 NOES: 0

Ayes: McNeil, Norwood, San Vicente, Shapira

Noes: None **Abstentions:** None

9c. Brown Act Training

Recommended Action: Receive presentation.

Chairperson McNeil introduced this item and Specialist Thomas provided details regarding this training event. Vice Chair Norwood conveyed the value of attending Brown Act training in person.

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

After discussion, the Commission received the presentation.

Mover/Second: Norwood/Schapira

Motion carried by a vote of: AYES: 4 NOES: 0

Ayes: McNeil, Norwood, San Vicente, Shapira

Noes: None **Abstentions:** None

9d. Work Plan Prioritization

Recommended Action: Determine schedule to carryout action items in the Commission's FY 2023-24 Workplan.

Chairperson McNeil introduced the item and Specialist Thomas delivered a presentation on this item.

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

After discussion, the Commission requested that events and activities be tied to work plan action items to help Commissioners with carrying out action items. Vice-Chair Norwood suggested inclusion of artificial intelligence as part of workplan action items as appropriate.

Mover/Second: Norwood/Schapira

Motion carried by a vote of: AYES: 4 NOES: 0

Ayes: McNeil, Norwood, San Vicente, Schapira

Noes: None **Abstentions:** None

ADJOURNMENT

Motion to adjourn meeting at 6:00 PM

Mover/Second: Norwood/Schapira

Motion carried by a vote of: AYES: 4 NOES: 0

Ayes: McNeil, Norwood, San Vicente, Schapira

Noes: None **Abstentions:** None

MEMORANDUM

Office of Economic Development



DATE: February 12, 2024
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Specialist
VIA: Alex Andrade, Director of Economic Development
SUBJECT: Item 9a – Election of Officers

BACKGROUND

Once per year, commissioners nominate and vote to elect a chairperson and vice-chairperson of the Economic Development and Trade Commission (EDTC) among its voting members. The chairperson and vice-chairperson serve one-year terms. The chair is responsible for leading the regular meetings of the Commission. The Chair shall call the meeting to order, state items to be discussed on the agenda, permit all members with the opportunity to be heard, allow for public comment, call for votes when required and work directly with City staff liaisons to ensure successful meetings. The vice-chair serves the role of chairperson in the absence of the chairperson.

No City commissioner shall serve more than three consecutive years as either the chair or vice-chair of any Milpitas Commission. Alternate members are not eligible to serve as either chairperson or vice-chairperson because alternates serve only in the absence of voting members.

Commissioners serve as voluntary members from the community advising the City Council on policies related to the purpose of their Commission. Commissioners and alternates serve three-year terms or until vacant seats are filled following appointment by the City Council. A commission member or alternate is appointed for the term of the seat, which can be less than three years based on the time of appointment. A commission member can reapply at the end of each term. This item's nexus is the [Commissioners Handbook](#) and [Commission By-Laws](#).

EDTC Commissioners who have served as chairperson and vice-chairperson since 2014.

Year	Chairperson	Vice-Chairperson
2014	B. Michael Howard	Sumeet Ahuja
2015	Warren Wettenstein	Ricardo Ablaza
2016	Ricardo Ablaza	Dhaval Brahmbhatt
2017	Ricardo Ablaza	Warren Wettenstein
2018	Ricardo Ablaza Lynne Rice	Warren Wettenstein Jeffrey Chen
2019	Lynne Rice	Jeffrey Chen
2020	Lynne Rice	Chris Norwood
2021	Chris Norwood	Casey McNeil
2022	Chris Norwood	Casey McNeil
2023	Casey McNeil	Chris Norwood

RECOMMENDATION

Elect a chairperson and vice-chairperson to serve one-year terms.

MEMORANDUM

Office of Economic Development



DATE: February 12, 2024
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Specialist
VIA: Alex Andrade, Director of Economic Development
SUBJECT: **Item 9b – Work Plan Prioritization**

BACKGROUND

Per the EDTC's Bylaws, 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 work plan to identify anticipated tasks, goals and projects to address during a 12-month period related to their advisory area. Staff works with commissions to develop their respective work plans for Council consideration in the fall. The Commission's FY 2023-24 Work Plan (Attachment A) was approved by the City Council October 17, 2023.

DISCUSSION

To help engage EDTC members to carry out its annual work plan, staff recommends, members identify events and activities that relate to the work plan action items members' professional background and experience. Members can collaborate with City staff in integrating events and activities into the work plan. The Work Plan Prioritization Summary Table (Attachment B) is provided to help Commission members organize events, activities, and leaders for each item.

FISCAL IMPACT

City Council allocates \$1,000 annually towards approved work plan tasks and projects, and administrative costs related to the Commission. Commissions that determine a need for additional funding shall return to City Council with a stated request for more funds and their purpose. City Council shall approve or deny any request for such expenditures.

Certain Commission work plans call for fundraising efforts. Those funds may be used for events, contributions to non-profits, or for other City services. Money raised on behalf of the City of Milpitas will be held by the City as part of and in accordance with best practices of the Finance Department. Disbursement of those funds require City Council approval. City staff will work with commissions to ensure proper accounting procedures and practices are followed to reflect compliance with City and state regulations.

RECOMMENDATION

The Commission identifies events and activities to help members carry out action items in the Commission's FY 2023-24 Workplan and supports staff.



**ECONOMIC DEVELOPMENT & TRADE COMMISSION (EDTC)
WORK PLAN FY 2023-2024**

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. - EDTC Commissioners may volunteer as ambassadors to assist in formal and informal business outreach as directed by staff, particularly along Main Street - EDTC Commissioners may participate and present at Chamber of Commerce events such as breakfast and lunch convenings	
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. - EDTC Commissioners may provide expertise and feedback on hospitality and workforce development matters - Volunteer ambassadors may help with business outreach for re-building the Milpitas economy	
Main Street Revitalization	Main Street Revitalization will encourage economic vitality, enhance business marketability, increase property values, and attract people and new businesses. - Economic Development Strategy 31: Position Midtown as a community destination for independent retail & restaurants and Implementation Action 9.1: Implement Pilot Storefront Improvement Grant Program under Retail and Restaurant Strategies - Business Improvement District Feasibility Analysis	
Workforce Development & Education	Promote a diversified workforce and provide training opportunities for Milpitas residents. - FlexFactor Initiative - Workforce dev./training to Milpitas High School students - City/MUSD MOU - Workforce/Educ., MFG Day, career fair, business outreach - 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.	

Innovation District	Market development opportunities with the real estate development & brokerage communities & business attraction in the emerging technologies arena.	
International Trade & Commerce	Support business expansion into global markets, attract foreign investment through information gathering, needs assessment, & cultivate relationships w/service providers. • Provide expertise and feedback on the draft International Trade and Commerce work effort • Help facilitate trade events, including hosting dignitaries, trade missions, attending trade shows, etc.	
Manufacturing Day 2023	Manufacturing Day 2023: 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. • Continue to partner with the Office of Economic Development to support Manufacturing Day 2023 by participating as program speakers; event promotion and marketing; leveraging networks, and/or providing feedback.	Oct. 13, 2023

Economic Development & Trade Commission
Work Plan Prioritization Summary Table

Topic	Action Item	Event or Activity	EDTC Member Lead
Economic Development Strategy	Marketing and Outreach to the business community		
	Serve as Volunteers / Ambassadors to Business Community		
	Collaborate with the Chamber of Commerce		
Main Street Revitalization	Position Midtown Area as a community destination		
Workforce Development & Education	Provide training opportunities for residents and students		
	Collaborate with local colleges, universities and businesses for education and career preparation		
Innovation District	Market development opportunities with the real estate development & brokerage communities		
	Business attraction in AI, Bio Sciences, Automotive, and STEM sector		
International Trade & Commerce	Support business expansion into global markets, attract foreign investment through information gathering, needs assessment,		
	Cultivate relationships with service providers.		
	Help facilitate trade events, host dignitaries, trade missions, attend trade shows		
2024 Manufacturing Day	Support event planning, preparation and execution		