



CITY OF MILPITAS

Economic Development and Trade Commission

SPECIAL MEETING MINUTES

4:30 PM

Wednesday, April 17, 2024

First Floor Committee Conference Room

1. **CALL TO ORDER** Chairperson Norwood called the meeting to order at 4:31 PM.
2. **PLEDGE OF ALLEGIANCE** Commissioner Rice led the pledge of allegiance.
3. **ROLL CALL** Economic Development Coordinator Michael Thomas called the roll.

PRESENT: Chairperson Chris Norwood; Commissioners Casey McNeil, Lynne Rice and Cheri Romero; Alternates Conrad Schapira and Michael Nguyen; Student Commissioner Vasista Ramachandruni. City staff: Economic Development Director Alex Andrade, Economic Development Coordinator Michael Thomas and Sr. Special Projects Associate Margaret Tamisiea

ABSENT: Vice-Chairperson Parkash Daryani and Commissioner Victor San Vicente; City Council Liaison Carmen Montano
Alternate No. 1: Conrad Schapira seated in place of Commissioner San Vicente
Alternate No. 2: Michael Nguyen seated in place of Vice-Chair Daryani
4. **SEATING OF ALTERNATES**
5. **APPROVAL OF AGENDA**
Recommended Action: Approve April 17, 2024 special meeting agenda of the Economic Development & Trade Commission as submitted.
Mover/Second: Rice/McNeil
Motion carried by a vote of: AYES: 6 NOES: 0
Ayes: Norwood, McNeil, Rice, Romero, Schapira and Nguyen
Noes: None **Abstentions:** None
6. **APPROVAL OF MINUTES**
Recommended Action: Approve February 12, 2024 meeting minutes of the Economic Development & Trade Commission as submitted.
Mover/Second: Schapira/Norwood
Motion carried by a vote of: AYES: 4 NOES: 0
Ayes: Norwood, McNeil, Schapira and Nguyen
Noes: None **Abstentions:** Rice & Romero
7. **PUBLIC FORUM** No public comment was submitted.

8. ANNOUNCEMENTS Commissioner Rice stated that The Great Mall will hosts its annual Earth Day event on April 26 for students from Rose Elementary School. Ms. Rice informed the EDTC of a temporary evening light show attraction known as Imaginarium occurring in the Great Mall's south parking lot through Memorial Day.

Vice-Chair Daryani arrived at 4:34 PM.

Student Commissioner Ramachandrani reported that members of Milpitas High School's Student Technology Association finished in third place in a statewide competition in science and mathematics during its first time competing in this event.

Director Adrade noted the following:

- Assistant City Manager Matt Cano is attending the meeting
- Michael Thomas was promoted to economic development coordinator on April 1
- Candidate interviews are in progress for the vacant permit navigator position with the Office of Economic Development
- The Milpitas Small Business Expo hosted by Social Ground Foundation is scheduled for Saturday, April 20.
- City Council confirmed Mayor Montano's appointment of Bimalkumar Bhagvat as the commissioner representing the hospitality industry at it's regular meeting on April 16, 2024

Sr. Special Projects Associate Tamisiea noted that the application period for local businesses to host high school students during the Milpitas Youth Force summer employment program closes May 3.

Chair-person Norwood requested clarification on the information provided by City staff and its relevance to the Commission.

Commissioner Rice requested the status update on members' reappointment requests. Director Andrade stated updated information would be shared via email communication consistent with the Brown Act.

Commissioner McNeil requested to re-open the Public Form (Item 7) in light of a business owner wishing to address the Commission.

Mover/Second: McNeil/Schapira

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

Ayes: Norwood, McNeil, Rice, Romero, Schapira and Nguyen

Noes: None **Abstentions:** None

Sean Meta, owner of a lodging facility in Milpitas requested information about prospective housing development projects on Valley Way. Chair-person Norwood asked city staff to follow up with Mr. Meta via email and phone communication.

Mayor Montano joined the meeting at 4:50 PM.

BUSINESS ITEMS

9a. Receive an update on Phase I of the property-based improvement district (P-BID) feasibility study results and next steps.

Recommended Action: Receive feasibility study and provide feedback to staff

Director Andrade introduced this item and Sr. Special Projects Associate Tamisiea presented a slide deck dated April 17, 2024.

Chairperson Norwood expressed support for a Main Street business association. Mayor Montano expressed support for a Main Street business association if Main Street business owners do not support establishing a business-based business improvement district.

Commissioner Rice supports a business association approach and that marketing is best served when promoting events and amenity improvements for example. Alternate Nguyen expressed support for attracting anchor businesses to Main Street

After discussion, Chairperson Norwood requested to continue this item to the Commission's regular meeting on May 13 to allow members to answer remaining questions and provide feedback.

Mover/Second: McNeil /Rice

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

Ayes: Norwood, McNeil, Rice, Romero, Schapira and Nguyen

Noes: None **Abstentions:** None

9b. Milpitas High School Hack-a-Thon Event

Recommended Action: Receive report and determine the Commission's support of this event.

Chairperson Norwood introduced this event and Student Commissioner Ramachandrani presented a slide deck dated April 17, 2024. Mr. Ramachandrani requested financial and/or local business support to help cover costs for food, beverages and prizes for event participants. After discussion, the Commission requested staff to look into using Commission funds, City Council funds or other applicable City funds for this purpose based on one of the event sponsorship options provided. No motion was made on this item.

Motion to adjourn meeting at 5:35 PM

Mover/Second: Rice/McNeil

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

Ayes: Norwood, McNeil, Rice, Romero, Schapira and Nguyen

Noes: None **Abstentions:** None

ADJOURNMENT