



CITY OF MILPITAS

ECONOMIC DEVELOPMENT & TRADE COMMISSION

REGULAR MEETING AGENDA

[4:30 PM]

Monday, June 10, 2024

First Floor Committee Conference Room
Milpitas City Hall
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: June 10, 2024
6. Approval of Meeting Minutes: May 13, 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. **Gateway-Main Street Specific Plan Status Update – Jay Lee, Planning Director (4:45 PM)**

Receive status update on The Gateway-Main Street Specific Plan with emphasis on the Main Street area. This item's nexus includes [Economic Development Strategy 31](#) to position Midtown as a community destination for local, independent retail and restaurants.

Recommendation: Receive update and provide feedback to staff.

b. **Innovation District Branding Initiative Update – Michael Thomas, Economic Development Coordinator (5:15 PM)**

Receive status update and provide feedback on draft name and tagline: options to help determine one name and tagline. This item's nexus is Action #11 of [The Fiscal Benefits of Employment Lands' Final Report's Innovation District Action Plan](#).

Recommendation: Receive update and provide feedback on name and tagline options.

10. Adjournment – Next Regular Meeting Scheduled for Monday, August 12, 2024

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 / 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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