



CITY OF MILPITAS

Economic Development and Trade Commission

DRAFT REGULAR MEETING MINUTES

4:30 PM

Monday, June 10, 2024

First Floor Committee Conference Room

Milpitas City Hall

455 E. Calaveras Blvd., Milpitas

CALL TO ORDER

Vice-Chairperson Daryani called the meeting to order at 4:31 PM.

PLEDGE OF ALLEGIANCE

Alternate Schapira led the pledge of allegiance.

ROLL CALL

Economic Development Coordinator Thomas called the roll.

PRESENT: Vice-Chair Parkash Daryani, Commissioners Bimulkamar Bhagvat, Larry Ciardella, Casey McNeil, Cheri Romero, and Lynne Rice

Alternate #1 Conrad Schapira, Alternate #2 Michael Nguyen
Student Commissioner Vasista Ramachandrani

Staff: Alex Andrade, Michael Thomas, Margaret Tamisiea, Natkarn Sandoval

ABSENT: Chairperson Chris Norwood, Mayor Montano

SEATING OF ALTERNATES

Alternate Member No. 1: Conrad Shapira was seated in place of
Chairperson Norwood (Vice-Chair Daryani chaired
the meeting)

Alternate Member No. 2: Michael Nguyen (Not seated)

APPROVAL OF AGENDA

Recommended Action: Approve June 10, 2024 regular meeting agenda of
the Economic Development & Trade Commission as submitted.

Mover/Second: McNeil/Rice

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

Ayes: Daryani, Bhagvat, Ciardella, McNeil, Rice, Romero and Schapira

Noes: None **Abstentions:** None

APPROVAL OF MINUTES

Recommended Action: Approve May 13, 2024 regular meeting minutes of
the Economic Development & Trade Commission as submitted.

Mover/Second: McNeil/Schapira

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

Ayes: Bhagvat, Daryani, McNeil, Schapira

Noes: None **Abstentions:** Ciardella, Rice and Romero

PUBLIC FORUM

No public comment was submitted.
Mayor Montano arrived at 4:38 PM

ANNOUNCEMENTS

Commissioner Rice reported that 100,000 consumers visited and shopped at the Great Mall of Milpitas during Simon Properties' third annual National Outlet Shopping Day during the weekend of June 8 and 9. Simon Properties staff is preparing for its annual Touch-a-Truck community event scheduled for August in partnership with Milpitas Police and Fire Departments and Milpitas Sanitation.

Commissioner Ramachandrani reported 100 Bay Area high school students participated in the Milpitas Hacks hack-a-thon event at Milpitas High School on May 25 that helped students develop their coding skills. Commissioner Ramachandrani thanked the Office of Economic Development being an event sponsor.

Coordinator Thomas reported that the Milpitas Youth Force (MYF) kick-off event occurred on Friday, June 7 at the Barbara Lee Senior Center. MYF is the City-sponsored annual summer paid internship program for high school students living in Milpitas who will work at local businesses and city departments from June 17 to August 2.

Commissioner Ciardella announced that The Milpitas Chamber of Commerce's next mixer event is scheduled for Thursday, June 20 at Golfland. Chamber mixer events are scheduled for the third Thursday of each month.

Mayor Montano announced that the Milpitas City Council adopted the City's annual operating budget at its meeting on June 4. Mayor Montano announced that the State of the City Address is scheduled for Thursday, June 27 at 6:00 PM. Mayor Montano recognized Commissioner Ciardella's appointment to the Commission. Mayor Montano explained that the Commission's next regular meeting on August 12 is planned to occur at the Milpitas Library, which will include an update on Main Street revitalization efforts.

Coordinator Thomas informed the Commission that Natkarn Sandoval began work as permit navigator on May 28. Mr. Thomas informed the Commission about VTA's volunteer clean-up event on the Jacklin Road on-ramp to the southbound Interstate 680 Freeway. Mr. Thomas invited the Commissioners to attend San Jose State University's annual economic summit event on June 13.

Sr. Special Project Coordinator Tamisiea encouraged Commissioners to attend night market events in neighboring communities to learn about Main Street revitalization efforts in other communities.

BUSINESS ITEMS

9a. Gateway-Main Street Specific Plan Status Update

Recommended Action: Receive update and provide feedback to staff.

Vice-Chairperson Daryani introduced the item and Planning Director Jay Lee presented a slide deck dated June 10, 2024.

Director Lee explained the project scope, solutions, completed tasks, stakeholder engagement, project timeline and status. Director Lee focused on the Main Street and Crossroads focus areas that prioritize increased mixed use and high residential density uses given their proximity to accessible streets.

Director Lee provided examples of development incentives including increased residential density and increased floor area ratio for commercial space. Mayor Montano suggested waiving developers' permit fees to incentivize redevelopment of Main Street parcels.

Vice-Chair Daryani suggested analysis of fiscal benefits of development incentives.

After discussion, the Commission took the recommended action.

Mover/Second: Rice/Schapira

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

Ayes: Daryani, Bhagvat, Ciardella, McNeil, Rice, Romero and Schapira

Noes: None **Abstentions:** None

9b. Innovation District Branding Initiative Update

Recommended Action: Receive update and provide feedback on name and tagline options.

Vice-Chair Daryani introduced the item and Coordinator Thomas presented a slide deck dated June 10, 2024. Mr. Thomas provided the project scope, timeline, status, completed tasks and draft name and tagline options for consideration.

Vice-Chair Daryani opened the public forum.

Commercial real estate broker Jacob Sanchez preferred including "district" in the final name because people understand what the term means.

Milpitas resident Paarth Gupta prefers the term "Tech Nest" because it evokes borders and is inclusive of community members.

Vice-Chair Daryani closed the public forum.

After discussion, the Commission reached consensus and recommended "Milpitas Innovation District: Reimagining work, connection, and community" as the name and tagline.

Mover/Second: Rice/Schapira

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

Ayes: Daryani, Bhagvat, Ciardella, McNeil, Rice, Romero and Schapira

Noes: None **Abstentions:** None

ADJOURNMENT

Motion to adjourn meeting at 5:39 PM

Mover/Second: McNeil/Rice

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

Ayes: Daryani, Bhagvat, Ciardella, McNeil, Rice, Romero and Schapira

Noes: None **Abstentions:** None

DRAFT

MEMORANDUM

Office of Economic Development



DATE: August 12, 2024

TO: Economic Development and Trade Commission

FROM: Alex Andrade, Director of Economic Development & Strategic Initiatives
Margaret Tamisiea, Sr. Special Projects Associate

SUBJECT: Main Street Revitalization Update

EXECUTIVE SUMMARY:

The August 12, 2024 Economic Development and Trade Commission (EDTC) meeting is scheduled to occur at the Milpitas Library (160 North Main Street) at 4:30 pm in the Auditorium. The purpose of this meeting is for Office of Economic Development and Commissioners to discuss Main Street revitalization efforts underway. Specifically, Commissioners will visit North Main Street to obtain updates on revitalization efforts and tour the following locations:

1. 230 N. Main Street (Southeast corner of Weller Lane & North Main Street)
2. 82 & 86 N. Main Street
3. 70 N. Main Street (Former Quincy's BBQ Location)
4. Public parking lot under Calaveras Boulevard overpass

BACKGROUND:

The City of Milpitas has prioritized Main Street revitalization through several initiatives including:

- Economic Development Strategy – Strategy 31 focuses on positioning Midtown (Main Street) for business growth opportunity sites and through Action 31.3 to support Main Street property and business owners in assisting with the exploration and scoping of a property-based business improvement district (P-BID).
- 2040 General Plan Update Economic Development Element Action ED-2c. Evaluate the feasibility of creating business improvement districts (BID) to fund improvements and maintenance that supports economic development.
- Gateway-Main Street Specific Plan – The vision is to transform the area into a vibrant, mixed-use, and pedestrian-oriented community with planning efforts on revitalization of historic Main Street.
- ARPA Funding – Main Street Revitalization with funds allocated for the P-BID and Storefront Improvement Grant Program.

Business Improvement District

On April 17, 2024, the Economic Development and Trade Commission held a special meeting to receive the P-BID Feasibility Study report and to provide feedback to staff. On May 13, 2024, EDTC discussed possible recommendations outlined in the P-BID Feasibility Study report. Findings from the report concluded that there was not enough support from property owners to move forward with a P-BID.

MEMORANDUM

Office of Economic Development



The consultants, Civitas Advisors and Community Strong Strategies, recommended that the Office of Economic Development explore the establishment of a Business-based Improvement District focused on the business community instead of a property-based business improvement district. The Commissioners reached consensus to proceed with the recommendation of establishing a business-based Business Improvement District, and to establish a Downtown Business Association. Staff is finalizing a contract with the consultant, Community Strong Strategies, to conduct community outreach, develop support for a Downtown Business Association and determine if a BID is feasible.

Storefront Improvement Grant Program

Staff is making progress on the Storefront Improvement Grant Program. Two property owners have commenced improvements at 82 N. Main Street (commercial office building) and 408 to 414 S. Main Street (medical/dental office building) totaling \$45,000 in eligible grant funds. Two other applicant projects located at 1 N. Main Street (professional office building) and 81 to 91 South Main Street (commercial strip center) have been approved for eligible building and site improvements including painting buildings; replacing doors, windows and awnings, installing exterior lighting and landscaping improvements. Requested improvements for these projects are eligible for a combined \$50,000 with grant agreements to be prepared pending additional documentation provided by the applicants. Staff has reached out to the program's contracted licensed design professional Aetypic to request design services on behalf of interested applicants.

Staff has received applications from the property owners of the commercial strip centers at 380 to 396 S. Main Street and 418 to 454 S. Main Street for various building and site improvements such as monument sign repairs and replacement, painting of buildings, and installation of new lighting and landscaping. These applications are under review. Staff has reached out to the program's contracted licensed design professional Aetypic to request design services on behalf of interested applicants. Staff has received an application for the restaurant building at 167 S. Main Street for painting and landscaping improvements that is also under review.

\$75,000 of the \$365,000 allocated for the storefront grant program are allocated for design services and offered in addition to applicants' grant awards. Grant funds are issued via a reimbursement basis based on completion of project milestones. Program information is available at www.milpitas.gov.

Events on Main Street

The Economic Development Strategy calls for improvements along Main Street that includes the creation of a more vibrant, walkable corridor, with new businesses and development adding to local economic vitality. Mayor Carmen Montano, EDTC members, and the consultants have recommended promoting and marketing Main Street to the community. One of the ways to market the area is to create an event that will attract community members and local businesses. Staff is exploring hosting a food truck/night market event in spring 2025. Staff has researched several consultants that produce such events featuring various food offerings, vendors, and entertainment, as well as cost of pop-up retail events and potential sites for the community gathering event. The August 12, 2024 EDTC meeting will include a staff presentation on the potential event as well as a potential location.