



CITY OF MILPITAS

Economic Development and Trade Commission

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

Commission 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 Tamsiea 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