CITY OF MILPITAS
Economic Development and Trade Commission

DRAFT REGULAR MEETING MINUTES

4:30 PM
Monday, September 9, 2024
Committee Conference Room
Milpitas City Hall, First Floor
455 E. Calaveras Blvd. Milpitas

CALL TO ORDER Chairperson Norwood called the meeting to order at 4:32 PM.

PLEDGE OF ALLEGIANCE Sr. Special Project Associate Tamisiea led the pledge of allegiance.

ROLL CALL Economic Development Coordinator Thomas called the roll.

PRESENT: Chair Person Chris Norwood, Commissioners Casey McNeil, Bimulkamar Bhagvat and Larry Ciardella.

Alternate #1 Conrad Schapira and Alternate #2 Michael Nguyen

Student Commissioner Vasista Ramachandruni

City Council Liaison: Mayor Carmen Montano

Staff: Assistant City Manager Matt Cano, Director Alex Andrade, Economic Development Coordinator Michael Thomas, Permit Navigator Natkarn Sandoval and Sr. Special Projects Associate Margaret Tamisiea

ABSENT: Commissioners Lynne Rice, Parkash Daryani and Jacob Sanchez

SEATING OF ALTERNATES Alternate Member No. 1: Conrad Shapira was seated in place of Commissioner Rice

Alternate Member No. 2: Michael Nguyen was seated in place of Vice-Chair Daryani

APPROVAL OF AGENDA **Recommended Action:** Approve September 9, 2024 regular meeting agenda of the Economic Development & Trade Commission as submitted. Director Andrade requested Item 9c (Economic Indicators) be continued to the Commission's next regular meeting on October 14. Chairperson Norwood requested a motion for the amended agenda.

Mover/Seconder: McNeil/Schapira

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

Ayes: Norwood, McNeil, Bhagvat, Ciardella, Sanchez, Schapira and Nguyen

Noes: None **Abstentions:** None

APPROVAL OF MINUTES

Recommended Action: Approve August 12, 2024 regular meeting minutes of the Economic Development & Trade Commission as submitted.

Mover/Seconder: Schapira/Nguyen

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

Ayes: Norwood, McNeil, Bhagvat, Ciardella, Sanchez, Schapira and Nguyen

Noes: None **Abstentions:** None

Commissioner Sanchez arrived at 4:36 PM

PUBLIC FORUM

Milpitas resident Robert Jung asked about the plan and process for updating the City's Economic Development Strategy. Director Andrade briefly summarized the prospective approach to include an assessment of the efficacy of the current strategy and an RFP process for a consultant to develop the strategy update in partnership with city staff. This item will be agendized for a future Commission meeting.

Chairperson Norwood asked if the Commission will participate in the Economic Development Strategy update process. Director Andrade stated the update process will be a public process that would include the Commission, City Council and community involvement.

Planning Commissioner Parveen Gupta informed the Commission that negotiations are in progress to operate a food truck event at 50 Serra Way. Mr. Gupta stated that grocery store Apni Mandi Farmers' Market desires to host a food truck event at Park Town Plaza shopping center. Mr. Gupta offered to identify a food truck operator to operate at the city-owned parking lot on N. Main Street beneath the Calaveras Blvd. overpass.

Mayor Montano encouraged two EDTC members to serve on the City Council's *ad hoc* Main Street Revitalization Subcommittee. Chairperson Norwood requested selection of two members to serve on said subcommittee be agendized for the Commission's next regular meeting.

ANNOUNCEMENTS

Commissioner Bhagvat would like to reach out Milpitas hotel owners to assess their needs, fiscal status and occupancy trends and how the City can assist.

Commissioner Ciardella announced and distributed flyers regarding upcoming community events including the Milpitas Chamber of Commerce's annual awards dinner on October 4.

Commissioner Sanchez announced that SBA 504 loan rates have declined to 5.74%. Chairperson Norwood requested that members identify their professional backgrounds and how they relate to their roles on the commission to inform fellow members about their peers.

Chairperson Norwood announced that Milpitas Unified School District (MUSD) continues to partner with the City on scheduling more bike to school days. The next MUSD School Board meeting is scheduled for September 10. Innovation Campus Phase II ribbon cutting event is scheduled for September

20. The Innovation Campus houses MUSD's Adult Education and high school extension programs, and Calaveras Hills High School.

BUSINESS ITEMS

9a. Measure J: Milpitas Public Services Reauthorization Measure

Recommended Action: Receive presentation.

Chairperson Norwood introduced this item and Assistant City Manager Matt Cano presented a slide deck dated September 9, 2024 regarding Measure J. Mr. Cano summarized the purpose, goals, planning needs related to the ballot measure. If approved by a majority of Milpitas voters, Measure J would continue the current voter-approved ¼ cent sales tax for an additional eight year period from 2029 to 2037. If approved, Measure J would fund street and sidewalk repairs, emergency services and response, parks and public safety.

Commissioners asked questions about the ballot measure survey process, specific public infrastructure improvements, police call response and economic impacts to businesses.

Chairperson Norwood opened the public forum for comment.

Planning Commissioner Parveen Gupta asked what Measure J revenue projections would be. Mr. Cano responded that approximately $7 million in annual estimated revenue.

After discussion, the Commission took the recommended action.

Mover/Seconder: McNeil/Schapira

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

Ayes: Norwood, McNeil, Bhagvat, Ciardella, Sanchez, Schapira and Nguyen

Noes: None **Abstentions:** None

9b. Manufacturing Day 2024

Recommended Action: Receive presentation and provide event planning feedback.

Chairperson Norwood introduced this item and Coordinator Thomas presented a slide deck dated September 9, 2024 that summarized the planning and preparation of the event in partnership with Milpitas Unified School District and event site hosts BD Biosciences and Corsair.

Commissioners had neither comments nor questions.

Chairperson Norwood opened the public forum following the presentation

Milpitas resident Robert Jung asked how student success would be measured and how the event is promoted to the community. Mr. Jung suggested *The Milpitas Beat* staff shadow students during the event or city staff provide event videos and photos for posting on the *Milpitas Beat's* website.

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Staff will explore issuing a post-event survey to gather event feedback from students.

Milpitas resident Anu Nakka asked if the event is promoted to county youth programs. This event has been a local initiative due to capacity restrictions and focusing on MUSD high school students.

After discussion, the Commission took the recommended action.

Mover/Seconder: McNeil/Schapira

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

Ayes: Norwood, McNeil, Bhagvat, Ciardella, Sanchez, Schapira and Nguyen

Noes: None **Abstentions:** None

ADJOURNMENT

Chairperson Norwood adjourned the meeting at 6:17 PM

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MEMORANDUM

Office of Economic Development

DATE: October 14, 2024

TO: Economic Development and Trade Commission

FROM: Michael Thomas, Economic Development Coordinator

VIA: Alex Andrade, Director of Economic Development

SUBJECT: **Item 9a – FY 2024-25 Work Plan**

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 related to their advisory area during the 12-month period beginning in October. Commissions can add, remove and modify action items. Staff works with commissions to develop their respective work plans and takes them to Council for review and approval in the fall. City Council is scheduled to consider advisory commission FY 2024-25 work plans during its regular meeting on November 5, 2024. The Commission's FY 2023-24 Work Plan (Attachment A) is included with this memo.

DISCUSSION

To help EDTC members develop the work plan, staff prepared a draft work plan for consideration (Attachment B), but members should identify and develop events and activities that relate to members' professional background and experience to give members ownership and control of the work plan. Given annual work plan activities are to be completed by Commissioners per the Commission Handbook, staff recommends approving a work plan that is achievable in the next 12-months. The City Council may request annual work plan reports, which are typically submitted to the City Council as part of the annual work plan adoption process in the fall.

The Commission should review tasks from the FY 2023-24 Work Plan and determine which items were accomplished, need to be carried over or modified in the FY 2024-25 Work Plan. The Commission may also recommend new items for inclusion in the FY 2024-25 Work Plan. Work plan items may include items that occur outside of regularly scheduled meetings including joint events with other commissions if identified in the annual work plan. To prepare for this agenda item, please complete this four-question survey after reading this memo. Commission accomplishments during the past 12 months include:

Accomplishments

- Provide recommendations on city bidding process
- Provided recommendations on property-based business improvement district feasibility study
- Provided suggestions to proposed Business Park/Research & Development (BPRD) Zoning standards
- Participated in 7th and 8th annual Manufacturing Day events
- Attended Brown Act Training
- Gateway-Main Street Specific Plan recommendations
- Milpitas Hacks hack-a-thon funding
- Approved exploration of a Main Street business association and business-based improvement district
- Innovation District name and tagline recommendations

The following list includes Economic Development Strategy and Action Items for the Commission's consideration for inclusion in the FY 24-25 Work Plan:

- Resume business outreach program (Action 5.1)
- Restart International Trade & Commerce Program (Action 19.4)
- Leverage trade organizations to diversify R&D/MFG product and technology mix (Action 20.1)
- Promote city resources, services and events for brokers and site selectors (Action 22.1)
- Assist in the marketing, promotion, and tenanting of vacant office and flex/R&D spaces (Strategy 22)
- Develop strategies of city-owned properties (Action 32.2)

FISCAL IMPACT

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

Certain Commission work plans call for fundraising efforts and 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

Approve the Commission's FY 2024-25 Work Plan in preparation of City Council's consideration at its regular meeting on November 5, 2024.

ATTACHMENTS

- A: Council-Adopted FY 2023-24 Work Plan
- B: Draft FY 2024-25 Work Plan

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.	

Approved by City Council October 17, 2023

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
DRAFT WORK PLAN FY 2024-2025

EDTC Mission Statement:

Advise the City Council on business issues, cultivate international trade and commerce opportunities, and make recommendations on the design, development, and implementation of economic development in Milpitas.

Topic/Overall Goal	Specific Action(s) Required	Schedule	Project Status
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 • ~~EDTC Commissioners may participate and present at Chamber of Commerce events such as breakfast and lunch convenings~~ • Develop policy for developing, testing and demonstrating innovative solutions to City needs with innovative businesses (EDS Action Item 21.1) • Commissioners participate in small business workshops and events (EDS Action Item 5.2)		
Commissioner Engagement	• Identify sector-based conferences that members and staff should attend (E.g., Biotech, AI, Automotive Tech, Cybersecurity) for business attraction purposes • EDTC Commissioners 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	Economic Development Strategy 31: Position Midtown as a community destination for independent retailers, restaurants and services ~~and Main Street Revitalization will~~ to encourage economic vitality, enhance business marketability, increase property values, and attract people and new businesses.		

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	• EDTC Commissioners may volunteer as ambassadors to assist in formal and informal business outreach as directed by staff, particularly along Main Street • ~~Implement Pilot Storefront Improvement Grant Program under Retail and Restaurant Strategies (Action 9.1)~~ • ~~Business Improvement District Feasibility Analysis~~ • Volunteer ambassadors assist city staff with business outreach for re-building Main Street and re-establishing a business association along Main Street • Form event sub-committee to advance placemaking concepts, activation of the Main Street area or related tasks. • Participate in future potential Main Street Business Association		
Workforce Development & Education	Promote a diversified workforce and provide training opportunities for Milpitas residents. • ~~COVID-19 Workforce Recovery implementation, education/outreach on Phase II~~ • FlexFactor Initiative - Workforce dev./training to ~~Milpitas~~ MUSD high school students • City/MUSD MOU - Workforce/Educ., ~~MFG Day~~, career fair, business employment opportunities outreach • ~~As directed by staff,~~ EDTC Commissioners help facilitate opportunities with MUSD to engage high school students, and leverage networks at local colleges, universities and organizations. ~~San Jose State University, San Jose City College. Evergreen Valley College, NextFlex, etc.~~		
Innovation District	• Market development opportunities with real estate development and brokerage representatives & business attraction in emerging technologies. • Support staff in outreach and promotion to property owners regarding development opportunities in the district		
International Trade & Commerce	Support business expansion into global markets, attract foreign investment through information gathering, needs assessment, & cultivate relationships with service providers. • Provide expertise and feedback on the OED's International Trade and Commerce efforts • Help facilitate trade events, including hosting dignitaries, trade missions, attending trade shows or participating in related tasks • Develop advisory report detailing an approach to better market Milpitas as a destination for Foreign Direct Investment		
Zoning, Land Use & Permitting	• Learn the relationship between land-use regulations, planning, zoning, permitting and economic development for a diverse economy		

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Manufacturing Day 2025	Manufacturing Day 2025: Focus on career opportunities in tech/advanced manufacturing for MUSD high school students, ~~impacts of onshoring of jobs and supply chain disruption on Milpitas and Silicon Valley manufacturing industry.~~ • Continue partnering with the Office of Economic Development to support Manufacturing Day 2025 event by participating as event speakers; promoting and marketing event; leveraging networks and resources ~~/or providing feedback.~~		

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