



CITY OF MILPITAS

Economic Development and Trade Commission

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 Ramachandrani

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/Second: 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 agendaized 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 agendaized 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.

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/Second: 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