



CITY OF MILPITAS

Economic Development and Trade Commission

DRAFT SPECIAL MEETING MINUTES

Monday, November 18, 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 4:30 PM.

PLEDGE OF ALLEGIANCE

Student Commissioner Ramachandrani led the pledge of allegiance.

ROLL CALL

Economic Development Coordinator Thomas called the roll.

PRESENT: Chairperson Chris Norwood, Commissioners Casey McNeil, Lynne Rice, Bimulkumar Bhagvat and Jacob Sanchez.

Alternate #1 Conrad Schapira

Student Commissioner Vasista Ramachandrani

City Council Liaison: Mayor Carmen Montano

Staff: Economic Development Director Alex Andrade, Economic Development Coordinator Michael Thomas, Economic Development Specialist Khaled Zubair and Sr. Special Projects Associate Margaret Tamisiea

ABSENT: Vice-Chair Parkash Daryani and Commissioner Larry Ciardella
Alternate Michael Nguyen arrived at 4:37 PM

SEATING OF ALTERNATES

Alternate Member No. 1: Conrad Shapira was seated in place of Vice-Chair Daryani

Alternate Member No. 2: Michael Nguyen was seated in place of Commissioner Ciardella

APPROVAL OF AGENDA

Recommended Action: Approve November 18, 2024 special meeting agenda of the Economic Development & Trade Commission as submitted.

Mover / Second: Rice / Schapira

Motion carried by a vote of: AYES: 6 NOES: 0

Ayes: Norwood, McNeil, Rice, Bhagvat, Sanchez and Schapira

Noes: None **Abstentions:** None

APPROVAL OF MINUTES

Recommended Action: Approve October 14, 2024 regular meeting minutes of the Economic Development & Trade Commission as submitted.

Mover / Second: Schapira / McNeil

Motion carried by a vote of: AYES: 5 NOES: 0

Ayes: Norwood, McNeil, Bhagvat, Sanchez and Schapira

Noes: None **Abstentions:** Rice

PUBLIC FORUM

No speakers provided comments.

ANNOUNCEMENTS

Commissioner Sanchez summarized his experience at the Silicon Valley Economic Development Alliance (SVEDA) conference in Santa Cruz November 14 and 15. Commissioner McNeil requested additional noteworthy information of the event be presented at a future regular meeting of the Commission.

Commissioner Rice summarized the Great Mall of Milpitas' 30th anniversary event in September and new tenants opening in 2025 including Escape Game, Altitude Trampoline Park and Psycho Bunny. Ms. Rice also mentioned preparations and planning for Black Friday shopping in coordination with the Police and Fire Departments.

Alternate Michael Nguyen arrived at 4:37 PM

Commissioner McNeil motioned to re-open seating of alternates and the commission took the following action:

Mover / Second: McNeil / Norwood

Motion carried by a vote of: AYES: 6 NOES: 0

Ayes: Norwood, McNeil, Rice, Bhagvat, Sanchez and Schapira

Noes: None **Abstentions:** None

Alternate Nguyen was seated in place of Commissioner Ciardella

Chair Norwood summarized the purpose and goals of the Jack Emery Food Drive. Commissioner Rice requested contact info for the Milpitas Food Pantry.

Mayor Montano informed the Commissioner that a delegation from Milpitas' sister city Dagupan, Philippines is visiting Milpitas the week of November 18.

Director Andrade shared city election results including voter approval of Measure J, re-election of Mayor Montano and election of new Council Member William Lam. Mr. Andrade informed the Commission members that the next regular Commission meeting is scheduled for January 13, 2025.

BUSINESS ITEMS

City staff requested that Item 9c be the first business item considered and the Commission took the following action:

Mover / Second: McNeil / Rice

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

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

Noes: None **Abstentions:** None

9c. Innovation District Branding Initiative Update

Recommended Action: Receive update and make recommendations on logo design options.

Chairperson Norwood introduced this item and Coordinator Thomas presented a slide deck dated November 18, 2024. The presentation featured six design options consisting of three logo marks and three letter marks. Commission feedback will help inform the City Council on determining final decision on logo design. A logo mark is an image or icon while a letter mark is a logo comprised traditionally of abstract letters that contrast with the brand name font to avoid the letter mark and brand name appearing as a string of words.

Commissioner Ciardella arrived at 4:55 PM

Following the presentation, Commissioners provided feedback, asked questions and expressed their preferences regarding the six design options.

Chairperson Norwood opened the public forum on this item and Council Member-elect William expressed his opinion on design enhancements of letter mark one. Chairperson Norwood closed the public forum.

After discussion, the Commission received the update and provided feedback with a preference for logo mark one and letter mark two.

Mover / Second: Rice / Schapira

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

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

Noes: None **Abstentions:** None

9a. Economic Indicators

Recommendation: Receive presentation.

Chairperson Norwood introduced this item followed by additional introductory comments from Director Andrade and a slide presentation dated November 18, 2024 delivered by Milpitas Youth Force Intern Arnav Pahuja.

Commissioner McNeil requested clarification on sales tax decline from FY 2021-22 through FY 2023-24. Staff stated that rising inflation and interest rates were contributing factors especially decline in sales of motor vehicles for example. Director Andrade stated that the City receives one cent for every sales taxable dollar.

Chairperson Norwood opened the public forum and Council Member-elect William Lam asked how sales tax dollars from online transactions are collected by the City. Director Andrade stated that products purchased either via the Internet or elsewhere and obtained by consumers via “last-mile” hubs are subject to sales tax. Alternate Schapira, who serves on the Measure F Oversight Committee, said products sold online are not always reported properly to the California Department of Fee and Tax Administration (CDTFA) by sellers so that tax dollars are collected by the correct local jurisdiction and are instead redistributed via county sales tax pools to municipalities. Director Andrade encouraged commission members to attend or watch the Economic Development presentation scheduled for the November 19, 2024 City Council meeting for more details on sales tax revenue.

Mover / Second: McNeil / Schapira

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

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

Noes: None **Abstentions:** None

9b. Manufacturing Day Debrief

Recommendation: Receive presentation regarding the 2024 event and provide feedback on planning and execution for future Manufacturing Day events.

Chairperson Norwood introduced this item and Coordinator Thomas presented a slide deck dated November 18, 2024. Chairperson Norwood envisions pathways to future internships and employment opportunities for Milpitas Unified School District students and adult learners. The Commission viewed a brief video conveying the Manufacturing Day experience.

After discussion, the Commission took the recommended action.

Mover / Second: McNeil / Rice

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

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

Noes: None **Abstentions:** None

ADJOURNMENT

Motion to adjourn the meeting at 5:55 PM.

Mover/Second: McNeil / Schapira

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

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

Noes: None **Abstentions:** None

MEMORANDUM

Office of Economic Development



DATE: January 13, 2025
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Coordinator
VIA: Alex Andrade, Director of Economic Development
SUBJECT: Item 9a – Election of Officers

BACKGROUND

Once per year, commissioners nominate and vote to elect a chairperson and vice-chairperson of the Economic Development and Trade Commission (EDTC) among its voting members. The chairperson and vice-chairperson serve one-year terms. The chairperson is responsible for leading the Commission's regular meetings. The chairperson shall call the meeting to order, state items to be discussed on the agenda, permit all members with the opportunity to be heard, allow for public comment, call for votes when required and work directly with city staff liaisons to ensure successful meetings. The vice-chairperson handles these duties in the absence of the chairperson.

No commissioner shall serve more than three consecutive years as either the chair or vice-chair of any Milpitas Commission. Alternate members are not eligible to serve as either chairperson or vice-chairperson because alternates serve only in the absence of voting members.

Commissioners serve as voluntary members from the community advising the City Council on policies related to the purpose of their commission. Commissioners and alternates serve three-year terms or until vacant seats are filled following appointment by the Milpitas City Council. A commission member or alternate is appointed for the term of the seat, which can be less than three years based on the time of appointment. A commission member can reapply at the end of each term. This item's nexus is the [Commissioners Handbook](#) and [Commission By-Laws](#).

EDTC Commissioners who have served as chairperson and vice-chairperson since 2014.

Year	Chairperson	Vice-Chairperson
2014	B. Michael Howard	Sumeet Ahuja
2015	Warren Wettenstein	Ricardo Ablaza
2016	Ricardo Ablaza	Dhaval Brahmabhatt
2017	Ricardo Ablaza	Warren Wettenstein
2018	Ricardo Ablaza Lynne Rice	Warren Wettenstein Jeffrey Chen
2019	Lynne Rice	Jeffrey Chen
2020	Lynne Rice	Chris Norwood
2021	Chris Norwood	Casey McNeil
2022	Chris Norwood	Casey McNeil
2023	Casey McNeil	Chris Norwood
2024	Chris Norwood	Parkash Daryani

RECOMMENDATION

Elect a chairperson and vice-chairperson to serve one-year terms.

MEMORANDUM

Office of Economic Development



DATE: January 13, 2025

TO: Economic Development and Trade Commission

FROM: Kal Zubair, Economic Development Specialist

VIA: Alex Andrade, Director of Economic Development

SUBJECT: **Item 9b – Silicon Valley Economic Development Alliance Conference Debrief**

BACKGROUND:

City staff and Commissioner Sanchez attended the annual Silicon Valley Economic Development Alliance meeting in Santa Cruz on November 14 and 15, along with economic development professionals, as well as elected and appointed officials from across the region. Staff and Commissioner Sanchez received a series of presentations on various economic development topics from subject matter experts and economic development professionals over two days. This memorandum summarizes several of the conference's presentations, serving as a debrief of the conference for the Economic Development and Trade Commission. Commissioner McNeil requested a debrief of this event during the Commission's special meeting on November 18, 2024.

ANALYSIS:

Challenges of Re-Tenanting Small and Medium-Sized Downtowns

The presentation from the International Council of Shopping Centers (ICSC) addressed some of the challenges of filling vacancies in downtown areas. Headwinds to leasing for brokers include zoning restrictions that limit tenant types, inadequate utilities, insufficient parking for larger retailers, low ceiling heights, high rents, and high triple net (NNN) costs. Triple net refers to money a landlord "nets" after deducting expenses paid by the tenant in addition to rent and utilities such as real estate taxes, building insurance and maintenance.

Challenges for property owners include the owner not being local, high costs of bringing the building up to code and building improvements to improve competitiveness being financially unviable. Vacancies in downtowns translate into blight issues, reduced activation of the area, additional expenditures on beautification, and reduced general fund revenue. Possible solutions include supporting business associations in the area, activation events, and revising zoning codes to be more flexible in the types of uses that are allowed in the area.

Economic and Workforce Development in Sports Tourism

The Bay Area Host Committee (BAHC) is coordinating the region's preparation for major upcoming sports events, namely the NBA All-Star Game (February 2025) in San Francisco, and Super Bowl 60 (February 2026) and six FIFA World Cup matches (June 2026) in Santa Clara. The BAHC is estimating a total of \$1.4 billion in economic impact across the nine Bay Area counties. This includes an estimated 500,000 visitors from outside the Bay Area, 400,000 room nights booked in local lodging facilities, and 13,000 full-

MEMORANDUM

Office of Economic Development



time equivalent jobs across supporting industries. FIFA has predicted a shortage of available hotel rooms within a 100-mile radius during the World Cup events. Strategies should be developed to retain momentum from these events, including workforce development initiatives to convert temporary event staff into long-term employment opportunities. BAHC's Bridge to Work program is a targeted workforce intervention designed to provide pre-event training and post-event pathways to longer-term employment opportunities to retain momentum locally.

The Economic Impact of Working from Home

The work-from-home (WFH) trend has stabilized at around 25% of working days, with office occupancy reaching approximately 50% of pre-pandemic levels. WFH is particularly prevalent in the tech and finance sectors, where employees average over two days working remotely each week. Studies show that hybrid work styles do not negatively impact productivity and can enhance work-life balance for certain segments of the population. Additionally, the "donut effect" is benefiting small cities, as more people are now choosing to live further away from major urban centers. This increases property values in surrounding areas, driving property tax growth and increases in consumer spending. Staff spoke with the presenter point out that sales tax revenues in many Bay Area municipalities are down year over year.

Business Improvement Districts Panel Discussion

This presentation on business improvement districts (BID) provided insights into the experiences of successful and unsuccessful BIDs and is instructive for the ongoing Downtown Milpitas Business Association initiative. Businesses in San Jose identified that the city was not providing the services they wanted, which led them to form a business association to fill this gap. This initiative highlighted the importance of bottom-up leadership, open communication, and practicality. Elected officials played an important role in supporting this effort. Conversely, the business improvement district in Fruitvale failed to renew during the COVID-19 pandemic due to insufficient community engagement, emphasizing that management plans need to be dynamic and services must evolve.

The City of Milpitas is exploring the feasibility of establishing a business association among businesses along the Main Street and Abel Street corridor following efforts to create a property-based business improvement district (P-BID) did not materialize in 2024.

RECOMMENDATION

Receive presentation.