



CITY OF MILPITAS

Economic Development and Trade Commission

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 Schapira was seated in place of Vice-Chair Daryani Alternate Member No. 2: Michael Nguyen was seated in place of Commissioner Ciardella
APPROVAL OF AGENDA	<u>Recommended Action:</u> 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