



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING MINUTES

Monday, January 13, 2025
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

Councilmember William Lam led the pledge of allegiance.

ROLL CALL

Economic Development Coordinator Michael Thomas called the roll.

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

Alternate #1 Conrad Schapira, Alternate #2 Michael Nguyen

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 Commissioners Bimulkumar Bhagvat and Larry Ciardella

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 Bhagvat

APPROVAL OF AGENDA

Recommended Action: Approve January 13, 2025 regular meeting agenda of the Economic Development & Trade Commission as submitted.

Mover / Second: McNeil / Schapira

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

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

Noes: None **Abstentions:** None

APPROVAL OF MINUTES

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

Mover / Second: Rice / Nguyen

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

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

Noes: None **Abstentions:** None

PUBLIC FORUM

No speakers provided comments.

Mayor Carmen Montano arrived at 4:35 PM

ANNOUNCEMENTS

Commissioner McNeil expressed appreciation for Milpitas Fire Department for providing assets to help respond to the wildfires in Los Angeles

Commissioner Rice announced the Great Mall's Lunar New Year celebration event is scheduled for Saturday, February 8 from 11:00 AM to 7:00 PM. Commissioner Rice stated that 17 new retail and dining tenants are expected to open at the mall by August 2025. Chair Norwood requested that Commissioner Rice deliver a presentation regarding new Great Mall tenants be agendaized for a future EDTC meeting.

Mayor Montano announced that new Councilmember William Lam will serve as council liaison to the EDTC. Councilmember Lam was appointed by the City Council on January 7, 2025 to serve as council liaison. Mr. Lam introduced himself and requested EDTC members introduce themselves and briefly explain their professional backgrounds.

Economic Development Director Andrade, Coordinator Thomas, Specialist Zubair and Projects Associate Tamisiea introduced themselves.

Chair Norwood reported that Milpitas Unified School District (MUSD) has partnered with local employers to develop curriculum that includes internships, job training and classroom programming for MUSD students related to the Milpitas Alliance Partners for Future-ready Learners Program.

Mayor Carmen Montano informed the Commission stated that a closed session item is scheduled for the regular city council meeting on January 21 regarding authorizing use of City funds to purchase commercial property located at 174 and 176 S. Main Street envisioned as a museum about Milpitas. Chair Norwood asked the Commission to identify the economic impact of a museum and how can the Commission support this effort. Director Andrade offered to provide an update on this item at the next EDTC meeting.

Mayor Montano announced she was attending the 2025 U.S. Conference of Mayors winter meeting in Washington, DC from January 17 to 19.

Director Andrade welcomed Councilmember William Lam as the EDTC's new council liaison. Mr. Andrade thanked Mayor Montano for serving in this role since 2022, and invited her to make remarks. Mayor Montano thanked EDTC

members for their passion to improve Milpitas' economic profile and for their contributions to and accomplishments with the EDTC. Mayor Montano left the meeting at 4:55 PM.

BUSINESS ITEMS

9a. Election of Officers

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

Chairperson Norwood introduced this item and Coordinator Thomas presented a slide deck dated January 13, 2025 that summarized the roles, responsibilities and eligibility to serve as chairperson and vice-chairperson. Mr. Thomas provided a list of individuals who have served in these roles since 2014. 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.

Mr. Thomas also stated on behalf of Vice-Chair Daryani that he would accept nomination as chairperson or vice-chairperson should he be nominated *in absentia*.

Following the presentation, Chairperson Norwood provided remarks of his experience as chairperson and encouraged other members to be considered for chairperson.

Commissioner Ciardella arrived at 4:59 PM and was eligible to vote on Commission business because an alternate was not seated in his place.

Commissioner McNeil nominated Chair Norwood to continue serving as chairperson.

Student Commissioner Ramachandrani asked to continue this item to the Commission's February meeting so Vice-Chair Daryani and Commissioner Bhagvat could consider this item. The Commission members present agreed to proceed with the nomination process given seven voting members are present, which is the maximum number of voting members.

No public comment was provided.

After discussion, Chair Norwood was elected to serve as chairperson for the 2025 calendar year by the following vote:

Mover / Second: McNeil / Schapira

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

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

Noes: None **Abstentions:** None

Chair Norwood nominated Commissioner Rice for Vice-Chairperson.

Commissioner McNeil nominated Commissioner Sanchez for Vice-Chairperson.

No public comment was provided.

Chairperson Norwood provided each nominee opportunity to explain their interest, experience and qualifications for the role of vice-chairperson. After discussion, Commissioner Rice was elected to serve as vice chairperson for the 2025 calendar year by the following vote:

Commissioner Rice received five votes from the following members:

Norwood, Rice, Ciardella, Schapira and Nguyen

Commissioner Sanchez received one vote from the following member:

McNeil

Abstention(s): Sanchez

9b. SVEDA Conference Debrief

Recommendation: Receive presentation.

Chairperson Norwood introduced this item and Director Andrade provided introductory comments. Specialist Zubair delivered a slide presentation dated January 13, 2025. Commissioner McNeil requested a debrief of this event during the Commission's special meeting on November 18, 2024.

The Silicon Valley Economic Development Alliance's (SVEDA) annual conference in Santa Cruz is attended by elected and appointed officials and economic development professionals from many Bay Area communities. Topics covered causes and solutions to issues including:

- Re-tenanting small and medium-sized downtown districts
- Economic and workforce development in sporting events and tourism
- Economic impact of working from home
- Business improvement districts

The Bay Area Host Committee is anticipating \$1.4 billion economic impact from Super Bowl 60 and FIFA World Cup soccer matches at Levi's Stadium in 2026. An estimated 500,000 fans are expected to attend FIFA World Cup matches in 2026.

No public comment was provided.

Commissioner Sanchez summarized his impressions and experience attending the SVEDA conference.

After discussion, the Commission took the following action:

Receive the presentation and agendize sports tourism promotion and employment pathways planning regarding sporting events for future Commission meetings in advance of Super Bowl 60 and FIFA World Cup events in 2026.

Mover / Second: Schapira / McNeil

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

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

Noes: None **Abstentions:** None

9c. Main Street Revitalization

Recommendation: Receive presentation and provide feedback to staff.

Chairperson Norwood introduced this item and Associate Tamisiea presented a slide deck dated January 13, 2025. Ms. Tamisiea thanked Commissioner Sanchez for collaborating with staff on outreach efforts to Main Street businesses about participating in a potential downtown business association. Ms. Tamisiea covered updates related to:

- The Gateway Main Street Specific Plan
- Establishing a Downtown Business Association
- Potential future food truck events

Coordinator Thomas provided a status update on the Storefront Improvement Grant program. Director Andrade summarized the Sense of Place Plan which includes streetscape, transportation and infrastructure improvements along Main Street funded by development impact fees.

No public comment was provided.

Alternate Schapira asked about realignment of and traffic calming along Main Street to entice visitors to visit the downtown area.

After discussion, the Commission took the recommended action by the following vote:

Mover / Second: Rice / Sanchez

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

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

Noes: None **Abstentions:** None

ADJOURNMENT

Motion to adjourn the meeting at 5:49 PM.

Mover/Second: McNeil / Schapira

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

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

Noes: None **Abstentions:** None

MEMORANDUM

Office of Economic Development



DATE: February 10, 2025
TO: Economic Development and Trade Commission
FROM: Kal Zubair, Economic Development Specialist
VIA: Alex Andrade, Director of Economic Development and Strategic Initiatives
SUBJECT: **Item 9a – Milpitas Commercial Real Estate Presentation**

BACKGROUND

The Economic Development and Trade Commission (EDTC) is made up of representatives from various business and economic sectors in Milpitas. Each commissioner is an expert in their respective fields and bring valuable insights into the specific challenges their sectors face. The dynamics of the commercial real estate (CRE) market have far-reaching effects and have an impact across all sectors. As highlighted during the Economic Indicators Update to the Commission on November 18, the CRE market activity serves as a key indicator for assessing overall economic performance. It is important for all commissioners to stay informed about indicators that have a broad effect on Milpitas to guide their work effectively.

Commissioner Jacob Sanchez, a seasoned Commercial Real Estate (CRE) professional, is well-versed in current industry trends and is well-positioned to address the Commission on this topic. He will provide an in-depth presentation on the current state of Milpitas' CRE market, the factors influencing its current condition, and how it compares to the broader Silicon Valley region. This presentation aligns with the Milpitas General Plan 2040's [Economic Development Element Action ED-1b](#), which prescribes the regular reporting of economic development trends to the Economic Development & Trade Commission. This memorandum outlines the topics Commissioner Sanchez will cover in his presentation.

Commissioner Sanchez's presentation will cover the following topics as they pertain to the CRE market in Milpitas and the broader region including

- Zoning
- Interest Rates
- Land Use Forecast: Office, Industrial, Flex, Retail, Multifamily, Raw Land, and Specialty Uses

FISCAL / ECONOMIC ANALYSIS OR IMPACT

No costs outside of staff time to help prepare this item in collaboration with Commissioner Sanchez.

RECOMMENDATION

Receive presentation.

MEMORANDUM

Office of Economic Development



DATE: February 10, 2025
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Coordinator
VIA: Alex Andrade, Director of Economic Development & Strategic Initiatives
SUBJECT: **Item 9b – Commission Work Plan Prioritization**

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 during a 12-month period related to their advisory area. Staff works with commissions to develop their respective work plans for Council consideration in the fall. The Commission's FY 2024-25 Work Plan (Attachment A) was approved by the City Council November 19, 2024.

DISCUSSION

To help engage EDTC members carry out the Commission's annual work plan, staff recommends members to prioritize work plan action items that relate to members' professional background, experience and interests. Staff also recommends members identify leaders for each prioritized action item and to develop methods for completing action items. If multiple members wish to collaborate on action items, no more than three can work together outside of a duly noticed meeting to avoid Brown Act conflicts as quorum for this body is four members. The Work Plan Prioritization Summary Table (Attachment B) is provided to assist Commission members with the prioritization process.

FISCAL IMPACT

City Council allocates \$1,000 annually towards approved work plan tasks and projects, and administrative costs related to the Commission. Current fund balance as of the writing of this memo is \$425.00. Commissions that determine a need for additional funding shall return to City Council with a stated request for more funds and their purpose. City Council shall approve or deny any request for such expenditures.

Certain Commission work plans call for fundraising efforts. 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 works with commissions and advisory bodies to ensure proper accounting procedures and practices are followed to reflect compliance with City and state regulations.

RECOMMENDATION

Identify Work Plan action items to be prioritized in 2025.

ATTACHMENTS

1. FY 2024-25 Work Plan
2. Work Plan Prioritization Summary Table



ECONOMIC DEVELOPMENT & TRADE COMMISSION 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	Status
Economic Development Strategy	Implement Strategies and Actions: Economic indicators,-branding/marketing assets and demonstration project policy. - EDTC Commissioners may volunteer as ambassadors to assist in formal and informal business outreach as directed by staff including environmental friendliness for relocating businesses and green organizations and support targeted business attraction/creation - Develop policy for developing, testing and demonstrating innovative and sustainable solutions to City needs (EDS Action Item 21.1) such as “Green City” initiatives - Commissioners participate in small business workshops and events (EDS Action Item 5.2)	
Commissioner Engagement/ Ambassadorship	- Identify sector-based conferences and events that members and staff should attend (e.g., Biotech, AI, Automotive Tech, Cybersecurity, green tech/sustainability) for business attraction purposes - EDTC Commissioners participate and present at Chamber of Commerce events such as breakfast and lunch convenings	
Main Street Revitalization	Economic Development Strategy 31: Position Midtown as a community destination for independent retailers, restaurants and services to encourage economic vitality, enhance business marketability, increase property values, and attract people and new businesses. - EDTC Commissioners may volunteer as ambassadors to assist in formal and informal business outreach as directed by staff, particularly along Main Street - Serve on City Council <i>ad hoc</i> Main Street Revitalization Sub-Committee - Volunteer ambassadors assist city staff with business outreach for re-building Main Street and re-establishing a business association along Main Street - Advance placemaking concepts, activation of the Main Street area or related tasks - Participate in future potential Main Street Business Association	

Innovation District	• Support staff in outreach and promotion to business owners regarding development opportunities in the district and MID branding • Cultivate incubator partnerships	
Workforce Development & Education	Promote a diversified workforce and provide training opportunities for Milpitas residents. • FlexFactor Initiative - Workforce dev./training to MUSD high school students • City/MUSD MOU - Workforce/Educ., career fair, business employment opportunities outreach • EDTC Commissioners help facilitate opportunities with MUSD to engage high school students, and leverage networks at local colleges, universities, trade schools and organizations.	
Zoning, Land Use & Permitting	• Provide expertise and feedback re: the relationship between land-use regulations, planning, zoning, permitting and economic development for a diverse and optimized economy	
Manufacturing Day 2024	• Manufacturing Day 2024: Focus on career opportunities in tech/advanced manufacturing for MUSD high school students. • 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	Completed
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	

Economic Development & Trade Commission
FY 2024-25 Work Plan Prioritization Summary Table

ATTACHMENT 2

Topic	Action Item	Event or Activity	EDTC Member Lead
Economic Development Strategy	Commissioners may volunteer as ambassadors to assist in formal and informal business outreach as directed by staff including environmental friendliness for relocating businesses and green organizations and support targeted business attraction/creation		
	Develop policy for developing, testing and demonstrating innovative and sustainable solutions to City needs (EDS Action Item 21.1) such as “Green City” initiatives		
	Commissioners participate in small business workshops and events (EDS Action Item 5.2)		
Commissioner Engagement/ Ambassadorship	Identify sector-based conferences and events that members and staff should attend (e.g., Biotech, AI, Automotive Tech, Cybersecurity, green tech/sustainability) for business attraction purposes		
	EDTC Commissioners participate and present at Chamber of Commerce events such as breakfast and lunch convenings		
Main Street Revitalization	Commissioners may volunteer as ambassadors to assist in formal and informal business outreach as directed by staff, particularly along Main Street		
	Volunteer ambassadors assist city staff with business outreach for re-building Main Street and re-establishing a business association along Main Street		
	Advance placemaking concepts, activation of the Main Street area or related tasks		
	Participate in future potential Main Street Business Association		

Topic	Action Item	Event or Activity	EDTC Member Lead
Innovation District	Support staff in outreach and promotion to business owners regarding development opportunities in the district and MID branding		
	Cultivate incubator partnerships		
Workforce Development & Education	Provide training opportunities for residents and students		
	FlexFactor Initiative - Workforce dev./training to MUSD high school students		
	City/MUSD MOU - Workforce/Educ., career fair, business employment opportunities outreach		
	Help facilitate opportunities with MUSD to engage high school students, and leverage networks at local colleges, universities, trade schools and organizations		
Zoning, Land Use & Permitting	Provide expertise and feedback re: the relationship between land-use regulations, planning, zoning, permitting and economic development for a diverse and optimized economy		
International Trade & Commerce	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		

MEMORANDUM

Office of Economic Development



DATE: February 10, 2025
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Coordinator
VIA: Alex Andrade, Director of Economic Development & Strategic Initiatives
SUBJECT: **Item 9c – Regular Meeting Schedule**

BACKGROUND

Per the [EDTC's Bylaws](#) and [Bylaws Addendum](#), the Commission's mission conducts regular meetings during the second Monday of each month in the calendar year except for the months of July for summer recess and December for holiday recess. Regular meetings begin at 4:30 PM. This Commission has conducted regular meetings commencing at 4:30 PM since February 2022. Up to that time, the Commission's regular meeting start time was 4:00 PM. The adjustment was made to enable the then council liaison to meet at a more convenient time.

DISCUSSION

This item is an opportunity for the Commission to discuss adjusting the start time for future regular meetings if desired relative to members' availability and commitments beyond their responsibilities to this advisory body, for instance. If there is support to adjust the start time for future regular meetings, staff will agendize regular meeting start time for the Commission's consideration at a future regular EDTC meeting.

The remaining scheduled regular meeting dates for the 2025 calendar year are included for reference:

March 10	August 11
April 14	September 8
May 12	October 13
June 9	November 10

FISCAL IMPACT

No fiscal impact associated with this item.

RECOMMENDATION

Determine if there is support to adjust meeting start time for future regular meetings and agendize such consideration at a future regular Commission meeting.