



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