



CITY OF MILPITAS

ECONOMIC DEVELOPMENT & TRADE COMMISSION

REGULAR MEETING AGENDA

[4:00 PM]

Monday, March 10, 2025
Committee Conference Room
Milpitas City Hall, First Floor
455 E. Calaveras Blvd., Milpitas

1. Call to Order (4:30 PM)
2. Pledge of Allegiance
3. Roll Call
4. Seating of Alternates
5. Approval of Agenda: March 10, 2025
6. Approval of Meeting Minutes: February 10, 2025
7. Public Forum

Members of the audience are invited to address the Commission on any subject not on the agenda. Speakers must state their name (address is optional) for the record, and limit their remarks to three minutes or less. For items not listed on the agenda, no response is required of City staff or Commissioners. However, Commissioners may ask staff to place the item on a future meeting agenda.

8. Announcements

- a. Commissioners
- b. City Council Liaison
- c. City Staff

9. Business Items

a. Main Street Revitalization Update

Receive a presentation on the formation of a Downtown Business Association and a placemaking/night market event. This item's nexus is [Economic Development Strategy 31](#), which focuses on positioning Midtown (Main Street) for business growth opportunity sites.

Recommendation: Receive the presentation and provide feedback on event planning.

b. Debrief of "AI Made Simple" Workshop

Receive a presentation regarding the "AI Made Simple" workshop on February 10. This item's nexus is the Milpitas General Plan 2040's [Economic Development Element's Action ED-5g](#), which prescribes programming that offers technical assistance to local business owners.

Recommendation: Receive the presentation and provide guidance on planning future business engagement events.

c. **Commission Member Name Badges**

Consider using funds from the Commission's annual budget to purchase permanent name badges for Commission members. This item's nexus is the [Commission Handbook](#) which allows use of funds for work plan tasks and projects, and administrative costs.

Recommendation: Request staff to purchase name badges.

10. Adjournment – Next Regular Meeting Scheduled for Monday, April 14, 2025

KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review.

For more information on your rights under the Open Government Ordinance or to report a violation, contact the City Attorney's office at Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas, CA 95035
e-mail: mmutalipassi@milpitas.gov / Phone: 408-586-3040

The Open Government Ordinance is codified in the [Milpitas Municipal Code as Title I Chapter 310](#) and is available online at the City's website www.milpitas.gov.

Materials related to an item on this agenda submitted to the Commission after initial distribution of the agenda packet are available for public inspection at the City Clerk's office at Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas and on the City website. Commission agendas and related materials can be viewed online at

APPLY TO SERVE ON A CITY COMMISSION

Commission application forms are available online at www.milpitas.gov or at Milpitas City Hall.
Contact the City Clerk's office at 408-586-3003 for more information.

If you need assistance, per the Americans with Disabilities Act, for a City of Milpitas public meeting, please call Alex Andrade at 408-586-3046 or send an e-mail to aandrade@milpitas.gov prior to the meeting. You may request a larger font agenda or arrange for mobility assistance. For hearing assistance, headsets are available in the City Council Chambers for all meetings