



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING MINUTES

Monday, March 10, 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 4:30 PM.

PLEDGE OF ALLEGIANCE

Economic Development Coordinator Michael Thomas led the pledge of allegiance.

ROLL CALL

Economic Development Specialist Kal Zubair called the roll.

PRESENT: Chairperson Chris Norwood, Commissioners Casey McNeil, Jacob Sanchez, Larry Ciardella and Parkash Daryani and Bimulkumar Bhagvat (Arrived at 4:52 PM)

Alternate #1 Conrad Schapira and Alternate #2 Michael Nguyen

Student Commissioner Vasista Ramachandrani

City Council Liaison Councilmember William Lam

Staff: Director of Economic Development & Strategic Initiatives Alex Andrade, Economic Development Coordinator Michael Thomas, Economic Development Specialist Kal Zubair and Sr. Special Projects Associate Margaret Tamisiea

ABSENT: Vice-Chair Lynne Rice

SEATING OF ALTERNATES

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

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

APPROVAL OF AGENDA

Recommended Action: Approve March 10, 2025 regular meeting agenda of the Economic Development & Trade Commission as submitted.

Mover / Second: Schapira / Daryani

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

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

Noes: None **Abstentions:** None

APPROVAL OF MINUTES

Recommended Action: Approve February 10, 2024 special meeting minutes of the Economic Development & Trade Commission as submitted.

Mover / Second: McNeil / Schapira

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

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

Noes: None **Abstentions:** None

PUBLIC FORUM

No speakers provided comments.

ANNOUNCEMENTS

Commissioner Sanchez notified the Commission that SBA 504 loan rates have reduced to 6.24%. Mr. Sanchez believed that 50% of federal government buildings will be placed on the market over the next few years given current federal workforce adjustments.

Commissioner Ciardella reminded the Commission about the Milpitas Chamber of Commerce's upcoming Crab Feed event on March 14 at the Milpitas Community Center.

Commissioner Daryani commented that there have been too many recent robberies in Milpitas and expressed concerns about public safety.

Chair Norwood reported that the Milpitas Unified School District's (MUSD) Innovation Campus is prioritizing finding industry partners in Milpitas to collaborate on MUSD's workforce development initiatives. Mr. Norwood highlighted the importance of renewing the memorandum of understanding between MUSD and the City regarding workforce development.

In her absence, Vice-Chair Rice sent a list of announcements and events regarding the Great Mall read aloud by Chairperson Norwood that included new retailers, Coffee with a Cop, and the mall's annual Earth Day event for youth.

Councilmember Lam summarized the most recent City Council meeting of March 4, during which the Council approved a sales tax-sharing plan between EV automaker Rivian and the City. The City Council also received a mid-year financial status report and a report for Q2 FY 2024-25. Councilmember Lam invited EDTC members to an upcoming City Council meeting to discuss the efforts of a new fiber optic provider in Milpitas.

Senior Special Projects Associate Tamisiea announced that the Milpitas Youth Force summer intern program will return this year, and that applications are currently being accepted. Commissioner Daryani cited his positive experience with the program in the past.

Economic Development Coordinator Thomas provided an update on the Microenterprise Assistance Program.

Chair Norwood requested staff to agendaize regular updates regarding preparations for the Super Bowl and FIFA World Cup in 2026.

Commissioner Bhagvat arrived at 4:52 PM.

BUSINESS ITEMS

9a. Main Street Revitalization Update

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

Chair Norwood introduced the item and Sr. Projects Associate Tamisiea provided a presentation with Nathan Ulsh from Community Strong Strategies, which is the consultant regarding formation of the Downtown Business Association and Ryan Sebastian from food truck event provider Moveable Feast.

No public comment was provided.

After discussion, the Commission took the following action:

Received the presentation and provided feedback on staff's plan for a night market.

Mover / Second: McNeil / Daryani

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

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

Noes: None **Abstentions:** None

9b. Debrief of "AI Made Simple" Workshop

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

Chairperson Norwood introduced this item and Economic Development Specialist Zubair presented a slide deck dated March 10, 2025 regarding the "AI Made Simple" workshop event held February 10. Per staff's request, Commissioners Daryani and McNeil offered assistance in planning future business engagement events.

After discussion, the Commission took the following action:

Received the presentation and offered assistance in the planning of future business engagement events.

Mover / Second: Schapira / McNeil

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

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

Noes: None **Abstentions:** None

9c. Commissioner Member Name Badges

Recommendation: Receive cost estimates for name badges.

Chairperson Norwood introduced this item and Coordinator Thomas provided two cost estimates on magnetic name badges. Commissioner Daryani suggested that the EDTC replace traditional paper business cards with electronic business cards via a mobile app.

No public comment was provided.

After discussion, the Commission took the following action:

Proceed with the purchase of magnetic name badges.

Mover / Second: Sanchez / Daryani

Motion carried by a vote of: AYES: 5 NOES: 2

Ayes: Norwood, Sanchez, Daryani, Ciardella and Nguyen

Noes: McNeil and Schapira **Abstentions:** None

ADJOURNMENT

Motion to adjourn the meeting at 5:51 PM.

Mover/Second: McNeil / Schapira

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

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

Noes: None **Abstentions:** None