



# CITY OF MILPITAS

## Economic Development and Trade Commission

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### DRAFT MEETING MINUTES

**Monday, April 14, 2025**  
**Committee Conference Room**  
**Milpitas City Hall, First Floor**  
**455 E. Calaveras Blvd. Milpitas**

#### CALL TO ORDER

Vice-Chair Lynne Rice called the meeting to order at 4:01 PM. Chair Norwood arrived after the meeting was called to order and yielded the gavel to Vice-Chair Rice.

#### PLEDGE OF ALLEGIANCE

Commissioner Ciardella led the pledge of allegiance

#### ROLL CALL

Economic Development Specialist Zubair called the roll.

**PRESENT:** Chairperson Chris Norwood, Vice Chair Lynne Rice, Commissioners Casey McNeil, Larry Ciardella, Parkash Daryani, Bill Bhagvat, Jacob Sanchez (4:03 PM)

Alternate #1 Conrad Schapira

Student Commissioner Vasista Ramachandrani

City Council Liaison William Lam

Staff: Economic Development Director Alex Andrade, Economic Development Coordinator Michael Thomas, and Economic Development Specialist Khaled Zubair

**ABSENT:** Alternate #2 Michael Nguyen

#### SEATING OF ALTERNATES

Alternate Member No. 1: Conrad Shapira was seated in place of Commissioner Sanchez

#### APPROVAL OF AGENDA

**Recommended Action:** Approve April 14, 2025 regular meeting agenda of the Economic Development & Trade Commission as submitted.

**Mover / Seconder:** Norwood / Ciardella

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

**Ayes:** Norwood, Rice, McNeil, Schapira, Daryani, Ciardella, and Bhagvat.

**Noes:** None **Abstentions:** None

## APPROVAL OF MINUTES

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

Commissioner Jacob Sanchez arrived at 4:03 pm.

**Mover / Seconder:** McNeil / Daryani

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

**Ayes:** Norwood, McNeil, Schapira, Daryani, Ciardella, and Bhagvat.

**Noes:** None **Abstentions:** Rice

## PUBLIC FORUM

No speakers provided comments.

## ANNOUNCEMENTS

Vice-Chair Rice announced “The Imaginarium” opened on Saturday, April 12 and has had visitors from around the region. Retailer Marc Jacobs is now open at The Great Mall. The Pottery Barn Outlet signed a lease to occupy the former Neiman Marcus space beginning in May. Altitude Trampoline Park plans to open by Memorial Day weekend in the former Bed, Bath & Beyond location. Simon Properties will host 287 Milpitas Unified School District elementary students for Earth Day on Tuesday, April 22.

Councilmember Lam summarized recent City Council presentations on Property and Sales Tax data. Mr. Lam also provided updates on a bingo license application for the Senior Center, Council approval for art installation in city parks, and the Innovation District Branding Initiative brand development.

No announcements from city staff.

## BUSINESS ITEMS

### 9a. Development Review Process

**Recommendation:** Receive the presentation.

Director Andrade introduced this item and Permit Navigator Sandoval who facilitates projects through the development review process presented a slide deck dated April 14, 2025. Staff members from the Planning, Building, Fire and Public Works Departments explained their departments’ regulatory roles in the development review process including land uses permitted by right, conditionally permitted uses and prohibited uses relative to the City’s Zoning Code. Staff demonstrated review process via real project examples including a ground-up project for a new commercial building and tenant improvements to an existing commercial tenant space.

No public comment was provided.

Commissioner McNeil asked if permitting metrics are tracked to understand project review and permit approval timelines. Commissioner McNeil requested staff provide existing permit tracking metrics at a future commission meeting. Specialist Zubair discussed business-related metrics that could help indicate project value such as job creation resulting from attracting new businesses and expanding existing businesses.

After discussion, the Commission took the following action:

Receive the presentation.

**Mover / Seconder:** McNeil / Norwood

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

**Ayes:** Norwood, Rice, McNeil, Schapira, Daryani, Ciardella, and Bhagvat.

**Noes:** None **Abstentions:** None

### **9b. 2026 Sporting Events Planning**

Recommendation: Provide suggestions on planning efforts.

Economic Development Coordinator Thomas provided an update on staff's planning efforts for the global sporting events taking place in 2026 in the Bay Area. Mr. Thomas invited the Commission to provide suggestions on this topic:

- Commissioners Rice and Ramachandrani suggested shuttle service between hotels and VTA transit stops.
- Commissioner Ciardella suggested renting buses from Milpitas Unified School District to bolster the City's transportation assets.
- Chair Norwood encouraged staff to reach out to Economic Development staff and chambers of commerce in previous event host cities to inform the City's approach to the 2026 events.
- Commissioners Daryani and Bhagvat proposed that the City hold activations at the Great Mall and large venues including food trucks and musical acts to attract people.
- Create QR codes in promotional content directing people to visitor and tourism information

After discussion, the Commission took the following action:

Receive the presentation.

**Mover / Seconder:** Norwood / Schapira

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

**Ayes:** Norwood, Rice, McNeil, Schapira, Daryani, Ciardella, and Bhagvat.

**Noes:** None **Abstentions:** None

### **9c. New Business Item Discussion**

Recommendation: Note and file Commissioners' suggestions.

Chair Norwood requested the Commission continue this item to the commission's next regular meeting. After discussion, the Commission took the following action to continue this item:

**Mover / Secunder:** Norwood / McNeil

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

**Ayes:** Norwood, Rice, McNeil, Schapira, Daryani, Ciardella, and Bhagvat.

**Noes:** McNeil, Schapira **Abstentions:** None

## **ADJOURNMENT**

Motion to adjourn the meeting at 6:00 PM.

**Mover/Secunder:** Rice / Norwood

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

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

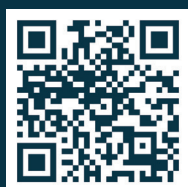
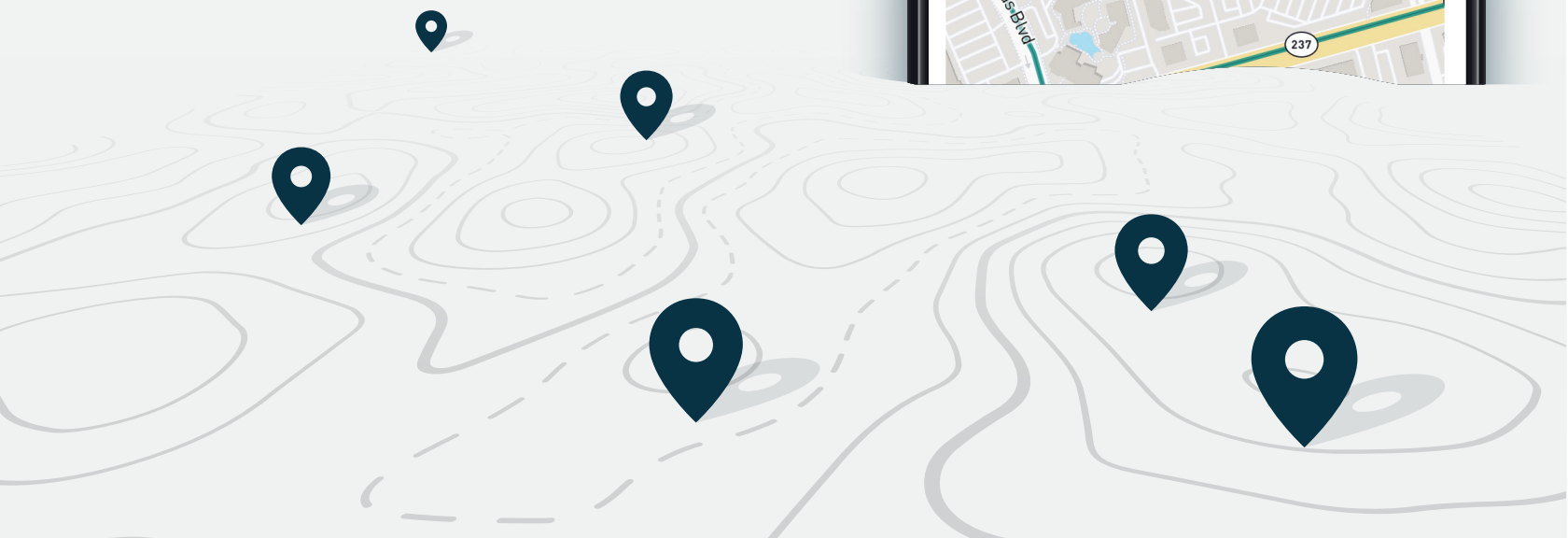
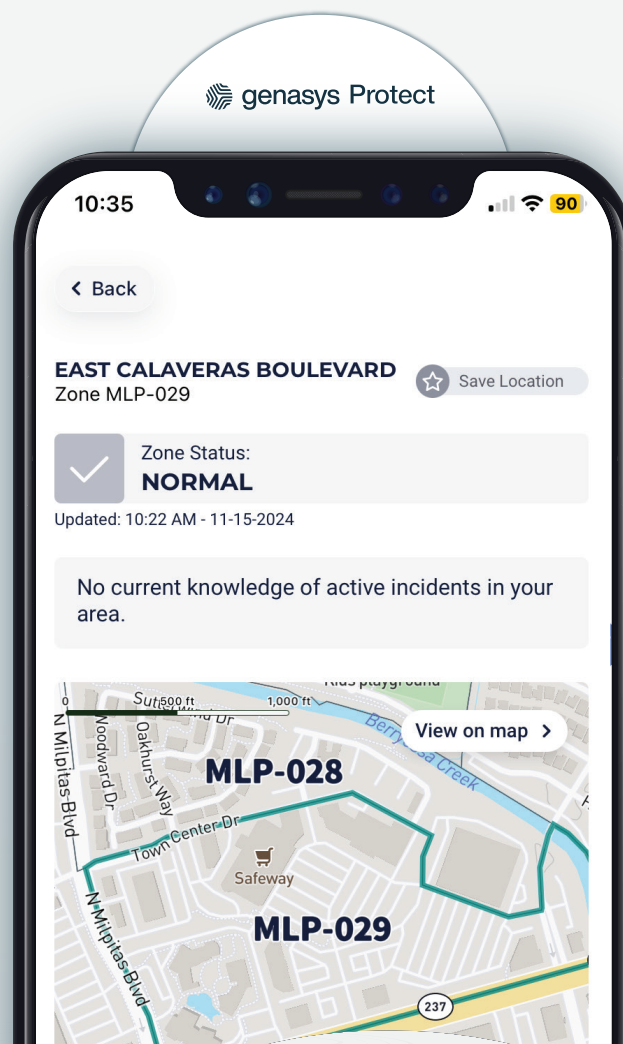
**Noes:** None **Abstentions:** None

DRAFT

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# MEMORANDUM

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Office of Economic Development



**DATE:** May 12, 2025  
**TO:** Economic Development and Trade Commission  
**FROM:** Michael Thomas, Economic Development Coordinator  
**VIA:** Alex Andrade, Director of Economic Development & Strategic Initiatives  
**SUBJECT:** **Item 9d – New Business Item Discussion**

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## **BACKGROUND**

In 2023, the Commissioners agreed to allow time to generate and discuss new ideas related to the Commission's annual workplan and purview. As a result, the Commission voted to agendize a new standing business item known as *New Business Item Discussion* limited to a total of 10 minutes. Each year, the Commission develops a draft Work Plan recommended for City Council adoption. Commissioners are invited to introduce items the Commission may consider including or modifying in future EDTC Workplans.

At its regular meeting on March 10, the Commission requested that this item be agendized as a standing item going forward.

## **RECOMMENDATION**

Note and file Commissioners' requests.

## **ATTACHMENT**

FY 2024-2025 Work Plan



**ECONOMIC DEVELOPMENT & TRADE COMMISSION  
WORK PLAN FY 2024-2025**

<b>EDTC Mission Statement:</b>		
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.		
<b>Topic/Overall Goal</b>	<b>Specific Action(s) Required</b>	<b>Status</b>
Economic Development Strategy	<p>Implement Strategies and Actions: Economic indicators,-branding/marketing assets and demonstration project policy.</p> <ul style="list-style-type: none"> <li>• 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</li> <li>• Develop policy for developing, testing and demonstrating innovative and sustainable solutions to City needs (EDS Action Item 21.1) such as “Green City” initiatives</li> <li>• Commissioners participate in small business workshops and events (EDS Action Item 5.2)</li> </ul>	
Commissioner Engagement/ Ambassadorship	<ul style="list-style-type: none"> <li>• 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</li> <li>• EDTC Commissioners participate and present at Chamber of Commerce events such as breakfast and lunch convenings</li> </ul>	
Main Street Revitalization	<p>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.</p> <ul style="list-style-type: none"> <li>• EDTC Commissioners may volunteer as ambassadors to assist in formal and informal business outreach as directed by staff, particularly along Main Street</li> <li>• Serve on City Council <i>ad hoc</i> Main Street Revitalization Sub-Committee <ul style="list-style-type: none"> <li>○ Volunteer ambassadors assist city staff with business outreach for re-building Main Street and re-establishing a business association along Main Street</li> <li>○ Advance placemaking concepts, activation of the Main Street area or related tasks</li> <li>○ Participate in future potential Main Street Business Association</li> </ul> </li> </ul>	

Innovation District	<ul style="list-style-type: none"> <li>• Support staff in outreach and promotion to business owners regarding development opportunities in the district and MID branding</li> <li>• Cultivate incubator partnerships</li> </ul>	
Workforce Development & Education	<p>Promote a diversified workforce and provide training opportunities for Milpitas residents.</p> <ul style="list-style-type: none"> <li>• FlexFactor Initiative - Workforce dev./training to MUSD high school students</li> <li>• City/MUSD MOU - Workforce/Educ., career fair, business employment opportunities outreach</li> <li>• EDTC Commissioners help facilitate opportunities with MUSD to engage high school students, and leverage networks at local colleges, universities, trade schools and organizations.</li> </ul>	
Zoning, Land Use & Permitting	<ul style="list-style-type: none"> <li>• Provide expertise and feedback re: the relationship between land-use regulations, planning, zoning, permitting and economic development for a diverse and optimized economy</li> </ul>	
Manufacturing Day 2024	<ul style="list-style-type: none"> <li>• Manufacturing Day 2024: Focus on career opportunities in tech/advanced manufacturing for MUSD high school students.</li> <li>• 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</li> </ul>	Completed
International Trade & Commerce	<p>Support business expansion into global markets, attract foreign investment through information gathering, needs assessment, &amp; cultivate relationships with service providers.</p> <ul style="list-style-type: none"> <li>• Provide expertise and feedback on the OED’s International Trade and Commerce efforts</li> <li>• Help facilitate trade events, including hosting dignitaries, trade missions, attending trade shows or participating in related tasks</li> <li>• Develop advisory report detailing an approach to better market Milpitas as a destination for Foreign Direct Investment</li> </ul>	