



CITY OF MILPITAS

ECONOMIC DEVELOPMENT & TRADE COMMISSION

REGULAR MEETING AGENDA

[4:30 PM]

Monday, June 9, 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: June 9, 2025
6. Approval of Meeting Minutes: April 14, 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. **Emergency Alert System - Toni-Lynn Charlop, Emergency Management Coordinator (4:45 PM)**

Receive a presentation on the City's implementation of the alert and warning app Genasys Protect.

Recommendation: Receive presentation.

- b. **2026 Sports Events Planning – Michael Thomas, Econ. Dev. Coordinator (5:00 PM)**

Receive an update on staff's planning efforts regarding global sporting events scheduled for the Bay Area in 2026. This item's nexus is [Economic Development Element Policy ED 4-1](#): Enhance the City's economic vitality

Recommendation: Provide suggestions on planning efforts.

c. **Milpitas Historic Downtown Business Association – Kal Zubair, Econ. Dev. Specialist (5:30 PM)**

Receive update on Main Street revitalization efforts. This item's nexus is [Economic Development Strategy 31](#) and the Commission's annual work plan.

Recommendation: Receive presentation and provide suggestions on planning efforts.

d. **New Business Item Discussion – Chris Norwood, Chairperson (5:45 PM)**

Commissioners introduce items the Commission may consider including or modifying in future EDTC Workplans. This item's nexus is [The Commissioners Handbook](#).

Recommendation: Note and file Commissioners' suggestions.

10. Adjournment – Next Regular Meeting Scheduled for Monday, August 11, 2025

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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.

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e-mail: cao@milpitas.gov / Phone: 408-586-3040

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