



CITY OF MILPITAS

Economic Development and Trade Commission

SPECIAL 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 / Second: 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 / Second: 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 / Second: 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 Ramachandruni 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 / Second: 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 / Second: 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/Second: 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