



# CITY OF MILPITAS

## Economic Development and Trade Commission

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### REGULAR MEETING MINUTES

**Monday, June 9, 2025**  
**Committee Conference Room**  
**Milpitas City Hall, First Floor**  
**455 E. Calaveras Blvd. Milpitas**

#### CALL TO ORDER

Vice-Chair Rice called the meeting to order at 4:31 PM.

#### PLEDGE OF ALLEGIANCE

Alternate Schapira led the pledge of allegiance.

#### ROLL CALL

Economic Development Specialist Khaled Zubair called the roll.

**PRESENT:** Vice Chair Rice, Commissioners Bill Bhagvat, Larry Ciardella, Parkash Daryani, Jacob Sanchez.

Alternate #1 Conrad Schapira, Alternate #2 Michael Nguyen

City Council Liaison Councilmember William Lam

Staff: Economic Development Coordinator Michael Thomas and Economic Development Specialist Kal Zubair

**ABSENT:** Chair Chris Norwood, Commissioner Casey McNeil

#### SEATING OF ALTERNATES

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

Alternate Member No. 2: Michael Nguyen was seated in place of Chair Norwood

#### APPROVAL OF AGENDA

**Recommended Action:** Approve June 9, 2025 regular meeting agenda of the Economic Development & Trade Commission as submitted.

**Mover / Seconder:** Schapira / Daryani

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

**Ayes:** Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

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

#### APPROVAL OF MINUTES

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

**Mover / Seconder:** Daryani / Schapira

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

**Ayes:** Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

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

## **PUBLIC FORUM**

No speakers provided comments.

## **ANNOUNCEMENTS**

Commissioner Sanchez reported that the SBA's interest rates for commercial real estate are holding steady at 6.4%.

Vice Chair Rice reported that the Great Mall will be holding the fourth annual National Outlet Day between June 12 and 15. This will include events and deals that all of the premium outlets will participate in. Ms. Rice also provided a summary of the Great Mall's Annual Earth Day in April, wherein 300 2<sup>nd</sup> and 3<sup>rd</sup> graders from Milpitas Unified School District learned about recycling, plants, sustainability, and had lunch at Dave and Busters.

Economic Development Coordinator Thomas explained Economic Development Director Alex Andrade's absence. Mr. Thomas also announced Deanna Santana as the Interim City Manager and provided an update on staffing changes that have taken place in the Office of Economic Development.

Councilmember Lam reported that City Council has approved the City's budget for Fiscal Year 2025-2026, the Community Development Block Grant Consolidated Plan 2025-2029 and Annual Action Plan 2025-2026, and Public Works' Capital Improvement program.

## **BUSINESS ITEMS**

### **9a. Emergency Alert System – Toni-Lynn Charlop, Emergency Management Coordinator**

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

Vice Chair Rice introduced the agenda item and Emergency Coordinator Charlop presented on the City's adoption of the new alert and warning app. Ms. Charlop walked the Commission through the Genasys Protect platform and explained its benefits.

No public comment was provided.

Commissioners discussed the details of the presentation and asked clarifying questions.

**Mover / Seconder:** Schapira / Ciardella

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

**Ayes:** Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

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

**9b. 2026 Sports Events Planning – Michael Thomas, Economic Development Coordinator**

Recommendation: Receive an update on staff's planning efforts regarding global sporting events scheduled for the Bay Area in 2026 and provide suggestions.

Vice Chair Rice introduced the agenda item and Economic Development Coordinator Thomas presented an update of staff's efforts to better understand the potential impact of the Super Bowl and FIFA World Cup.

No public comment was provided.

Vice Chair Rice suggested that staff include potential impact of Airbnb and VRBO to their considerations.

**Mover / Seconder:** Schapira / Daryani

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

**Ayes:** Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

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

**9c. Milpitas Historic Downtown Business Association – Kal Zubair, Economic Development Specialist**

Recommendation: Receive an update on staff's efforts to revitalize Main Street and provide suggestions.

Vice Chair Rice introduced the agenda item. Economic Development Specialist Zubair provided a presentation on the Milpitas Historic Downtown Business Association that highlighted relevant recent developments.

No public comment was provided.

Councilmember Lam asked about the cost of the video profiles that were discussed.

**Mover / Seconder:** Schapira / Daryani

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

**Ayes:** Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

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

**9d. New Business Item Discussion – Chris Norwood, Chairperson**

Vice Chair Rice introduced the item. Commissioners introduce items the Commission may consider including or modifying in future EDTC Workplans. Staff note and file Commissioners' suggestions.

Alternate Schapira commented on the positive impact that the Permit Navigator position had on the business community, specifically citing Los Jefe's Taqueria.

Commissioner Daryani asked for an update on the online marketplace proposal.

## **ADJOURNMENT**

Motion to adjourn the meeting.

**Mover/Secunder:** Daryani / Sanchez

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

**Ayes:** Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

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

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