



CITY OF MILPITAS

Economic Development and Trade Commission

DRAFT REGULAR MEETING MINUTES

Monday, August 11, 2025
Committee Conference Room
Milpitas City Hall, First Floor
455 E. Calaveras Blvd. Milpitas

CALL TO ORDER

Chair Norwood called the meeting to order at 4:30 PM.

PLEDGE OF ALLEGIANCE

Councilmember Lam led the pledge of allegiance.

ROLL CALL

Economic Development Specialist Khaled Zubair called the roll.

PRESENT: Chair Norwood, Vice Chair Rice, Commissioners Bill Bhagvat, Larry Ciardella, Casey McNeil, Jacob Sanchez.

Alternate #1 Conrad Schapira

City Council Liaison Councilmember William Lam

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

ABSENT: Commissioner Parkash Daryani, Student Commissioner Vasista Ramachandruni, Alternate Michael Nguyen

SEATING OF ALTERNATES

Alternate Member No. 1: Conrad Schapira was seated in place of Commissioner Daryani

Alternate Member No. 2: Michael Nguyen - Absent

APPROVAL OF AGENDA

Recommended Action: Approve August 11, 2025 regular meeting agenda of the Economic Development & Trade Commission as submitted.

Mover / Seconder: Rice / Schapira

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

Ayes: Norwood, Rice, Schapira, Bhagvat, McNeil, Ciardella, Sanchez

Noes: None **Abstentions:** None

APPROVAL OF MINUTES

Recommended Action: Approve June 9, 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: Norwood, Rice, Schapira, Bhagvat, McNeil, Ciardella, Sanchez

Noes: None **Abstentions:** None

PUBLIC FORUM

No speakers provided comments.

ANNOUNCEMENTS

Commissioner McNeil announced his resignation due to his company moving to Fremont.

Vice Chair Rice reported that Pottery Barn, West Elm, and Williams-Sonoma, and Psycho Bunny opened locations at the Great Mall in the last month. Altitude Trampoline Park is expected to open later in August. The Great Mall hosted 10 musicians to perform and conduct meet and greets on August 9, which drove traffic to the mall. Ms. Rice also reported that the Great Mall will host an Indian Independence Day celebration on August 16 from 11 a.m. to 5 p.m., as well as the Touch a Truck event on August 23 between 12 p.m. and 4 p.m.

Chair Norwood announced that Milpitas Unified School District will start the school year with 10,000 students and 1,000 employees on Wednesday, August 13. MUSD had a high retention rate this year and was able to effectively manage the budget despite challenges at the federal level. Mr. Norwood also highlighted MUSD's partnership with the City and with Milpitas Alliance Partners on workforce development.

Councilmember Lam reported that City Council was on recess in July and that the next City Council meeting is scheduled for August 12.

Commissioner Jacob Sanchez arrived at 4:43 p.m.

Director of Economic Development Alex Andrade commented on Commissioner McNeil's time on the Economic Development and Trade Commission and thanked him for his service.

Economic Development Coordinator Michael Thomas announced the Sutter Health primary care facility's grand opening on Friday, August 8. Mr. Thomas reported that the current cycle of the Microenterprise Assistance Program has received 53 applications to date and the application window closes on August 12.

Economic Development Specialist Kal Zubair notified the Commission of the upcoming Milpitas Historic Downtown Business Association meeting on August 27. Mr. Zubair also formally introduced the Commission to Milpitas Youth Force Intern Saanvi Juneja.

BUSINESS ITEMS

9a. Economic Indicators Update – Saanvi Juneja, MYF Intern

Recommended Action: Receive a presentation on economic indicators.

Chair Norwood introduced the item and MYF Intern Juneja presented updates on a series of economic development-related indicators.

No public comment was provided.

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

Mover / Seconder: Rice / Schapira

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

Ayes: Norwood, Rice, Schapira, Bhagvat, McNeil, Ciardella, Sanchez

Noes: None **Abstentions:** None

9b. Impact of Economic Development Strategy – Kal Zubair, Econ. Dev. Specialist

Recommendation: Receive a presentation on the impact of the Economic Development Strategy (2020-2025), including a comparison on KPI's against other Silicon Valley cities.

Chair Norwood introduced the item and Director Andrade and Specialist Zubair gave a presentation on the fiscal impact of the Economic Development Strategy.

No public comment was provided.

Commissioners discussed the details of the presentation and asked clarifying questions. Chair Norwood suggested doing a 2025-2028 Environmental Scan to pre-empt the Office of Economic Development's next Economic Development Strategy.

Mover / Seconder: McNeil / Rice

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

Ayes: Norwood, Rice, Bhagvat, Ciardella, McNeil, Sanchez, Schapira

Noes: None **Abstentions:** None

9c. 2026 Sports Events Planning – Michael Thomas, Econ. Dev. Coordinator

Recommendation: Receive the presentation and provide suggestions on planning efforts.

Chair Norwood introduced the item and Coordinator Thomas provided an update on the City's planning for 2026 Super Bowl and the FIFA World Cup-related events. Mr. Thomas also provided information on the Bay Area Host Committee's recently released Watch Party Playbook.

No public comment was provided.

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

Mover / Seconder: McNeil / Rice

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

Ayes: Norwood, Rice, Bhagvat, Ciardella, McNeil, Sanchez, Schapira

Noes: None **Abstentions:** None

ADJOURNMENT

Motion to adjourn the meeting at 6:01 PM.

Mover/Seconder: Rice / Schapira

Motion carried by a vote of: AYES: 7 NOES: 1

Ayes: Norwood, Rice, Bhagvat, Ciardella, McNeil, Sanchez, Schapira

Noes: McNeil **Abstentions:** None

MEMORANDUM



Office of Economic Development

DATE: September 22, 2025
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Coordinator
VIA: Alex Andrade, Director of Economic Development & Strategic Initiatives
SUBJECT: **Item 9a – FY 2024-25 Work Plan Accomplishments**

BACKGROUND

Per the EDTC Bylaws, the Commission’s mission is to advise the City Council on business-related matters, international trade relationships, and the planning and implementation of economic development initiatives in Milpitas. In accordance with the Commissioners Handbook, each commission is required to develop an annual work plan outlining its goals, tasks, and projects for the upcoming 12-month period beginning in October.

DISCUSSION

The EDTC approved its FY 2024–25 Work Plan at its October 14, 2024 meeting followed by City Council approval on November 19, 2024. Over the past year, commissioners have provided valuable insights and recommendations to the Office of Economic Development and the City, in alignment with the adopted Work Plan. Economic Development staff have compiled and summarized the EDTC’s accomplishments related to the FY 2024–25 Work Plan below. Accomplishments will help inform the Commission on developing its FY 2025-26 Work Plan.

The table reflects that EDTC accomplished tasks related to 7 of the 8 approved Work Plan topic areas:

- Economic Development Strategy
- Commissioner Engagement
- Main Street Revitalization
- Workforce Development & Education
- Innovation District
- Zoning, Land Use, & Planning
- Manufacturing Day.

Progress was not made on the International Trade & Commerce program, which was largely paused due to City Manager direction and current budget constraints.

FY 2024-25 Work Plan Accomplishments	Nexus with Work Plan
Attended and supported Manufacturing Day 2024.	Manufacturing Day 2024.
Attended the Silicon Valley Economic Development Alliance (SVEDA) conference in Santa Cruz and provided a debrief.	Commissioner Engagement; Zoning, Land Use, & Permitting
Assisted City staff in outreach to Main and Abel Street businesses to promote the formation of the Milpitas Historic Downtown Business Association.	Main Street Revitalization; Commissioner Engagement

MEMORANDUM

Office of Economic Development



FY 2024-25 Work Plan Accomplishments	Nexus with Work Plan
Provided feedback on the Innovation District Branding Initiative logo.	Economic Development Strategy; Innovation District
Received Milpitas Youth Force Intern's Economic Indicators Report, asked clarifying questions, and provided recommendations.	Economic Development Strategy
Received a presentation on Main Street Revitalization and provided input on staff's strategy.	Main Street Revitalization
Attended Joint Venture's State of the Valley conference.	Commissioner Engagement
Received a debrief of February's AI Made Simple Workshop and provided guidance on the planning of future business engagement events.	Workforce Development & Education; Economic Development Strategy; Commissioner Engagement
Provided a presentation on Milpitas' Commercial Real Estate Profile.	Economic Development Strategy
Provided input on staff's planning for the 2026 Super Bowl and World Cup.	Economic Development Strategy; Commissioner Engagement
Received a presentation on the Development Review Process and provided recommendations on how permit approval metrics and timelines could be improved.	Economic Development Strategy
Received an Economic Indicators Report regarding return on investment related to the Economic Development Strategy and market performance, and provided recommendations.	Economic Development Strategy
Received a presentation on the impact of the Economic Development Strategy and provided recommendations on a subsequent Strategy.	Economic Development Strategy

RECOMMENDATION

Receive the presentation

ATTACHMENT

FY 2024-2025 Work Plan



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

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

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

MEMORANDUM

Office of Economic Development



DATE: September 22, 2025
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Coordinator
VIA: Alex Andrade, Director of Economic Development & Strategic Initiatives
SUBJECT: **Item 9b – FY 2025-26 Work Plan**

BACKGROUND

Per the EDTC's [Bylaws](#), the Commission's mission is to advise the City Council on business issues, international trade relationships, and make recommendations on the design, development, and implementation of economic development in Milpitas. [The Commissioners Handbook](#) requires that each commission prepare its own annual work plan to identify anticipated tasks, goals and projects to address related to their advisory area during the 12-month period beginning in October. Commissions can add, remove and modify action items. Staff works with commissions to develop their respective work plans and takes them to Council for review and approval in the fall. City Council is scheduled to consider advisory commission FY 2025-26 work plans during its regular meeting on October 21. The Commission's FY 2024-25 Work Plan (Attachment A) is included with this memo.

DISCUSSION

EDTC members should identify and develop events and activities that relate to members' professional background and experience to give members ownership and control of the work plan. Given annual work plan activities are to be completed by Commissioners per the Commission Handbook, staff recommends approving a work plan that is achievable in the next 12-months. The City Council may request annual work plan reports, which are typically submitted to the City Council as part of the annual work plan adoption process in the fall.

The Commission should review tasks from the FY 2024-25 Work Plan and determine which items need to be carried over or modified in the FY 2025-26 Work Plan. The Commission may also recommend new items for inclusion in the FY 2025-26 Work Plan. Work plan items may include items that occur outside of regularly scheduled meetings including joint events with other commissions if identified in the annual work plan.

FISCAL IMPACT

City Council allocates \$1,000 annually for each Commission. Funds are to be used towards City Council approved work plan tasks and projects, and administrative costs related to the Commission. During FY2025-26, \$575.00 was expended for conference and event registrations.

Commissions that determine a need for additional funding shall return to City Council with a stated request for more funds and their purpose. City Council shall approve or deny any request for such expenditures.

Certain Commission work plans call for fundraising efforts and those funds may be used for events, contributions to non-profits, or for other City services. Money raised on behalf of the City of Milpitas will

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be held by the City as part of and in accordance with best practices of the Finance Department. Disbursement of those funds require City Council approval. City staff will work with commissions to ensure proper accounting procedures and practices are followed to reflect compliance with City and state regulations.

RECOMMENDATION

Note and file Commissioners' requests.

ATTACHMENT

FY 2024-2025 Work Plan



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

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

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

MEMORANDUM



Office of Economic Development

DATE: September 22, 2025
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Coordinator
VIA: Alex Andrade, Director of Economic Development
SUBJECT: **Item 9d – Manufacturing Day 2025**

BACKGROUND

Each year in October since 2017, The City of Milpitas in collaboration with Milpitas Unified School District (MUSD) and local manufacturing businesses host [Manufacturing Day](#) (MFG Day) to inform and educate local high school-aged students about the manufacturing industry. Manufacturing Day is an initiative of the Manufacturing Institute to inspire and build the future manufacturing workforce and generate awareness about the manufacturing industry. While Manufacturing Day occurs on October 3 this year, educational institutions, manufacturers and community partners around the country host events throughout October. Manufacturing Day in Milpitas is scheduled for Friday, October 17. The City Council-adopted [Economic Development Strategy](#) calls for annual participation in and funding assistance for Manufacturing Day (EDS Action 17.1)

Manufacturing Day events in Milpitas traditionally include facility tours, product and process demonstrations, and Q&A sessions between manufacturing employees and students. During the COVID-19 pandemic, virtual events like panel discussions among manufacturing industry representatives, educational leaders, workforce development representatives and community partners occurred in lieu of in-person events from 2020 to 2022 due to gathering restrictions and emergency declarations. With such temporary measures since rescinded, in-person events resumed in 2023.

Previous Site Hosts and Collaborators

2017: Cordis, Flex, KLA, and MUSD
2018: Nanosys, View Inc., and MUSD
2019: Flex, Onanon, TDK Headway Technologies, and MUSD
2020: Onanon, Flex, Evergreen Valley College, and MUSD
2021: NOVAworks, TDK Headway Technologies, SEMI Foundation, and MUSD
2022: Flex, NOVAworks, SEMI Foundation, and MUSD
2023: Flex, KLA, and MUSD
2024: BD Biosciences, Corsair and MUSD

DISCUSSION

City and MUSD staff are marking preparations with this year's site hosts Flex LTD and Venture Enterprise for this year's event. Flex is a trusted global product manufacturer that designs, builds, and supports products consumers use in their daily lives like smart phones and gaming consoles.

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Venture provides technology services, products and solutions to over 100 global brands across the world.

This event will be a private and invite-only event due to facility capacity limits and enhancing student enrichment. For reference, 90 students, city and school district officials and community members participated during last year's event. This year's capacity limit is 100 people. The goal of this event is to make MFG Day relatable to high school-aged students by discussing career path, employment opportunities, job training and requirements. While event programming is in development, activities have traditionally included product building and demonstrations, use of equipment and products, and tours.

Other event elements include catered box lunches for students and guests, and event-branded t-shirts for students. T-shirts are in development. Draft event details are as follows:

Date: Friday, October 17

Time: 9:00 AM to 2:30 PM

Student Count: Up to 70 high school-aged students

Other Attendees: MUSD administrators, teachers and staff, city and district elected/appointed officials, administrators and staff

RECOMMENDATION

Receive a status update regarding planning and preparation for the ninth annual Manufacturing Day event, and provide suggestions on event preparation.