



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING

AGENDA

4:30 PM

Monday, November 14, 2022

Milpitas City Hall

First Floor Committee Conference Room

- 1. Call to Order (4:30 pm)**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Seating of Alternates**
- 5. Approval of Agenda:** November 14, 2022
- 6. Approval of Minutes:** September 12, 2022 and October 3, 2022 (Special Meeting)
- 7. Public Forum (4:35 pm)**

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. EDTC Commissioners
 - b. City Council Liaison
 - c. City Staff
- 9. Business Items**

- a. Gateway-Main Street Specific Plan – Jay Lee (Principal Planner) (4:45pm)**

Background: The Milpitas Midtown Specific Plan was originally adopted by City Council in 2002 to maximize land use, transportation, and economic opportunities along the City's historic Main Street and to energize and catalyze mixed-use, transit-oriented development in the Midtown area. Since adoption of the current Midtown Specific Plan, little of the community's vision for this area has been realized, and many potential development sites remain vacant and underutilized, especially along Main Street. Formerly known as the Midtown Specific Plan, the "Milpitas Gateway-Main Street Specific Plan" will provide a new vision and strategic policy framework to guide redevelopment and reinvestment in three focus areas and transform this important gateway into an attractive and vibrant destination for the City and the region.

Since initiating the plan update process, the project team has: (1) hosted a kick-off meeting; (2) reviewed relevant materials and conducted preliminary mapping; (3) assessed the existing conditions; and (4) initiated the community outreach process including developing an engagement strategy, attending the City-sponsored Holiday Magic event on Main Street, hosting a community workshop, interviewing key stakeholders, and presenting key findings to the Council Ad-Hoc Main Street Revitalization Subcommittee, Planning Commission, and City Council.

Recommendation: Receive Milpitas Gateway/Main Street Specific Plan progress report on Land Use, Zoning and Urban Form Analysis, Market Study and Transportation Analysis, discuss Plan objectives and priorities, and provide direction on key planning concepts and economic development strategies

b. Commissioner Roles and Involvement – Chris Norwood (EDTC Chair) (5:15 pm)

Background: As part of developing the Commission's FY 2022-23 Workplan, the Commission recommended inclusion of Commissioners assisting with formal and informal business outreach and participating at Chamber of Commerce events in support of the Commission's Economic Development Strategy. As a result, staff developed a draft calendar of events and activities in which Commissioners may participate. The City Council approved the Commission's FY 2022-23 Workplan at its regular meeting on October 18, 2022. The corresponding memo includes a draft Calendar of Activities and Events of planned and tentative events and activities for the Commission's consideration.

Recommendation: That the Commission (1) receives this memorandum, (2) select events to participate in, and (3) provide feedback to staff.

c. EDTC January Meeting – Chris Norwood (EDTC Chair) (5:30 PM)

Background: The Commission's next regularly scheduled meeting is January 9, 2023. The Commission may consider re-scheduling this meeting due to this date's proximity to the start of the calendar year so that quorum is achieved.

Recommendation: That the Commission schedule the date and time for the Commission's next meeting in January 2023.

10. Adjournment – Next meeting to occur at a date and time determined by the Commission per Item 9c.

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