



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING MINUTES

4:30 PM

Monday, November 14, 2022

Milpitas City Hall

First Floor Committee Conference Room

CALL TO ORDER

Meeting called to order at 4:30 PM by Chair Norwood.

PLEDGE OF ALLEGIANCE

Chair Norwood led the Pledge of Allegiance.

ROLL CALL

Economic Development Specialist Michael Thomas called the roll.

PRESENT: Chair Chris Norwood, Vice Chair Casey McNeil; Commissioners Lynne Rice, Inderjit Mundra, Parkash Daryani and Cheri Romero; Alternate Commissioner Jennie Phan (5:24 PM); Student Commissioner Stephen Huang (non-voting member) (4:42 PM); Economic Development Director Alex Andrade, Economic Development Specialists Eddie Truong and Michael Thomas; Special Project Associate Travis Bell

ABSENT: None

ALTERNATE SEATING

Alternate Commissioner No. 1 Jennie Phan was seated in place of the vacant and unfilled Hospitality seat.

APPROVAL of AGENDA

Motion: To approve the November 14, 2022, agenda of the Economic Development and Trade Commission's meeting as submitted.

Motion/Second: Adopted by consensus as the motion and second was not documented.

Motion carried by a vote of AYES: 6, NOES: 0, ABSENT: 0 and ABSTAIN: 0

APPROVAL OF MINUTES

Motion: To table the approval of the Economic Development and Trade Commission's draft meeting minutes of September 12, 2022.

Motion/Second: Adopted by consensus as the motion and second was not documented.

Motion carried by a vote of AYES: 6, NOES: 0, ABSENT: 0 and ABSTAIN: 0

Motion: To approve the Economic Development and Trade Commission's special meeting minutes of October 3, 2022, as submitted

Motion/Second: Norwood/McNeil

Motion carried by a vote of AYES: 4, NOES: 0, ABSENT: 0 and ABSTAIN: 2 (Rice and Romero)

PUBLIC FORUM

Public comment was neither submitted nor presented.

ANNOUNCEMENTS

Chair Norwood asked the Commissioners if they would like to request items be agendaized for a future meeting Commission meeting. No requests for future agenda items were submitted.

Commissioner Mundra announced the results of the Milpitas Chamber of Commerce Board of Directors Election: Inderjit Mundra (President); John Agg (Vice President); Suraj Viswanathan (Treasurer). Board Members: Larry Ciardella, Chris Horton, Victor San Vicente, Warren Wettenstein, Kelly Yip-Chuan and Juliette Gomez

Commissioner Mundra reported that the Milpitas Chamber of Commerce held its annual awards banquet in October.

Commissioner Romero announced that the National Hispanic Organization for Real Estate Associates installation event on December 7, 2022, at the Mexican Heritage Plaza in San Jose.

Chair Norwood reported that the Milpitas Unified School District's Jack Emery Food Drive and fundraiser to support the Milpitas Food Pantry and other organizations that serve local families in need is in progress.

The Milpitas Unified School District teachers benefited from the Great Mall's classroom makeover program. Commissioner Rice reported that the *Mercury News* covered the event.

Chair Norwood moderated the panel discussion for the 7th Annual Manufacturing Day virtual event on October 13, 2022, and the event was well-received by students. Economic Development Specialist Thomas informed the Commission that 50 gift cards totaling \$1,000 donated by the Great Mall were delivered to the following schools to be distributed to students who participated in Manufacturing Day: Milpitas High School, Calaveras Hills High School, Milpitas Middle College High School and Milpitas Adult Education.

Commissioner Rice reported on events that occurred at the Great Mall including fundraisers and the Family Fall Festival in October. These events were well attended by community members. The Great Mall is closed on Thanksgiving Day but will open at 6:00 AM on Black Friday.

Assistant City Manager Ashwini Kantak joined the meeting at 4:45 PM.

Director Andrade introduced Economic Development Specialist Michael Thomas who reported that more than 300 students participated online in Manufacturing Day. Mr. Thomas distributed materials to teachers to facilitate in-class debrief activities with students. Chair Norwood requested that he be included in email communications to teachers regarding such activities.

Director Andrade reported that Marshall Jones resigned as Economic Development and Trade Commissioner and the City Council accepted his resignation at its regular meeting on November 1, 2022. This seat represents the hospitality sector. Director Andrade encouraged the Commissioner to inform representatives from the hospitality sector of this opportunity.

City Council approved the Commission's Fiscal Year 2022-23 Workplan at its regular meeting of October 18, 2022. Planning Department staff will present the proposed outdoor dining ordinance at the City Council's regular meeting on November 15, 2022. The Planning Commission recommended the City Council approve the proposed ordinance at its regular meeting of October 26, 2022. This ordinance would reduce parking requirements for eating and drinking establishments to allow outdoor dining space on private property.

Director Andrade reported that Becton, Dickinson and Company (BD Biosciences) has signed a lease for a 240,000 square foot building and 800 employees are expected to work at the Milpitas facility.

BUSINESS ITEMS

9a. Gateway-Main Street Specific Plan

No public comment.

Principal Planner Jay Lee presented a slide presentation that updated the Economic Development and Trade Commission on development of the Milpitas Gateway-Main Street Specific Plan. Mr. Lee explained assessment of existing conditions, stakeholder input, project area and scope, key findings, timeline, completed tasks and next steps. Mr. Lee also explained how land use, zoning and urban form apply to this plan. Mr. Lee stated that the Gateway Plan will complement the Milpitas Metro Specific Plan which is also in development.

While most of the stakeholder engagement has been completed, stakeholder engagement will continue throughout this plan's development. Stakeholder feedback collected to date is informing staff in developing the plan's strategies which will serve as the plan's foundation.

In response to Commissioners' questions, Principal Planner Lee stated the following:

The specific plan's final report will reflect stakeholder input from interviews with specific stakeholders such as property owners, developers and business owners. Mr. Lee requested the Economic Development and Trade Commission suggest stakeholders to consider for subsequent outreach.

Planning staff considered the inclusion of east-west pedestrian crossings over the railroad tracks as connections to the plan area but deemed this approach very costly. Impact fees may be needed to fund pedestrian crossings.

The traffic analysis on Calaveras Boulevard can be included in the plan's final report.

Chair Norwood requested staff inform the public of future meetings and provide status updates at future Commission meetings. Mr. Lee offered to provide updates, strategies, and alternatives at future Commission meetings.

Chair Norwood left the meeting at 5:05 PM and handed the gavel to Vice Chair McNeil.

Commissioner Mundra stated that the plan should account for public access to businesses in the plan area.

In response to Commissioner Daryani's question, Mr. Lee stated that connecting Thompson Court and Abbott Avenue is of interest but stated that development impact fees may be the funding source for connecting the two streets.

Vice Chair McNeil requested traffic impacts on the Calaveras Boulevard corridor be considered in the plan's development. The Main Street crossroads could be a main attraction in Milpitas.

Mr. Lee responded to Vice Chair McNeil's request to explain parcel aggregation as developers purchasing small parcels to create larger parcels conducive to development. Director Andrade stated that a property owner has acquired three parcels in the last five years in the proposed plan area.

Commissioner Daryani asked if online retailers operate distribution facilities. Director Andrade stated that Amazon operates a facility and owns another facility not currently in operation.

Alternate Commissioner Jennie Phan joined the meeting at 5:24 PM

Vice Chair McNeil asked what is guiding the current three-story limit in the plan area. Mr. Lee stated that zoning standards are the reason and need to be revised to attract development because current development standards do not offer incentive for development. Therefore, the plan or a comprehensive zoning code update can call for new zoning and development standards.

Motion: 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

Motion/Second: Rice/Romero

Motion carried by a vote of AYES: 6, NOES: 0, ABSENT: 1 (Norwood) and ABSTAIN: 0

Commissioner Romero left the meeting at 5:31 PM

9b. Commissioner Roles and Involvement

No public comment.

Director Andrade introduced this item and Economic Development Specialist Michael Thomas summarized events and activities for consideration by the Economic Development and Trade Commissioner now that the City Council approved the Commission's Fiscal Year 2022-23 Workplan. Mr. Thomas explained how the Brown Act affects Commissioners' involvement outside of publicly noticed meetings.

Vice Chair McNeil requested inclusion of City Council meetings among the events and activities. Mr. McNeil also requested that a sign-up sheet be provided to Commissioners in lieu of discussion on each event and activity for the sake of expediency.

Commissioner Rice requested inclusion of larger events like retail and tourism conferences such as Urban Land Institute (ULI), Silicon Valley Economic Development Alliance (SVEDA), and Innovating Commerce Serving Communities (ICSC).

Commissioner Daryani requested clarification of the corporate visitation program. Director Andrade stated the program involves formal on-site visits between City representatives including council members, city executive leadership, department heads and staff to create and build mutual relationships with the Milpitas business community and identify and resolve issues including business retention and expansion.

Commissioner Mundra advocated for business outreach opportunities be included in future events and activities.

Director Andrade stated that an electronic sign-up form will be distributed to the Commissioners via blank courtesy copy email to avoid Brown Act violations.

Motion: The Commission (1) receives the memorandum, (2) select events to participate in via an electronic form via email, and (3) provide feedback to staff.

Motion/Second: Mundra/Daryani

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (Norwood, Romero)

C. EDTC January Meeting

No Public Comment.

Director Andrade stated that the Commission's next regularly scheduled meeting is on January 9, 2023. However, 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.

After discussion, the Economic Development and Trade Commission agreed to not set another date and time for its next meeting and meet as scheduled on January 9, 2023.

Motion: The Commission meet for its next regular meeting as scheduled on January 9, 2023.

Motion/Second: Rice/Mundra

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (Norwood, Romero)

ADJOURNMENT

Commissioner Daryani motioned and seconded by Commissioner Rice to adjourn this meeting at 5:57 PM to the next regularly scheduled Commission meeting on Monday, January 9, 2023, at 4:30 PM.

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (Norwood, Romero)