



CITY OF MILPITAS

ECONOMIC DEVELOPMENT & TRADE COMMISSION

SPECIAL MEETING AGENDA

4:30 PM

Monday, November 3, 2025

Milpitas Unified School District Innovation Campus

Room A203

1331 E. Calaveras Blvd., Milpitas

1. **Call to Order** (4:30 PM)
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Seating of Alternates**
5. **Approval of Agenda:** October 13, 2025
6. **Approval of Meeting Minutes:** November 3, 2025
7. **Public Forum**

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. Commissioners
- b. City Council Liaison
- c. City Staff

9. **Business Items**

- a. **Tour of the Milpitas Unified School District's (MUSD) Innovation Campus – Chair Chris Norwood (4:45 PM)**

Receive a tour of the Innovation Campus and a presentation on MUSD's workforce development initiatives, including job fairs, adult education course offerings, and the construction of a third building. This item's nexus is the Commission's Work Plan (Workforce Development & Education) and Economic Development Element Policy ED 5: Increase community workforce preparedness and cultivate an entrepreneurial environment that fosters innovation.

Recommendation: Receive the presentation.

- b. **Small Business Development Strategy – Alex Andrade, Director of Economic Development (5:15 PM)**

Receive answers to Commissioners' questions from the Small Business Development Strategy presentation on October 13, 2025. This item's nexus is the Commission's Workplan and Economic Development Element Policy 5-3: Provide support to small businesses and entrepreneurs to help them start and expand their companies in Milpitas.

Recommendation: Receive the presentation and provide suggestions.

c. **Taste of Milpitas Event – Michael Thomas, Economic Development Coordinator (5:45 PM)**

Receive an overview of the City's plan to hold a Taste of Milpitas event at the City Hall rotunda on January 30, 2026. This item's nexus is Economic Development Element Policy ED 4-1: Enhance the City's economic vitality.

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

10. Adjournment – Next Regular Meeting Scheduled for Monday, January 12, 2026

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e-mail: cao@milpitas.gov / Phone: 408-586-3040

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CITY OF MILPITAS

Economic Development and Trade Commission

DRAFT SPECIAL MEETING MINUTES

Monday, October 13, 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 4:31 PM.

PLEDGE OF ALLEGIANCE

Commissioner Ciardella led the pledge of allegiance.

ROLL CALL

Economic Development Specialist Khaled Zubair called the roll.

PRESENT: Chair Chris Norwood, Vice Chair Rice, Commissioners Larry Ciardella, Jacob Sanchez, and Bill Bhagvat

Alternate #1 Conrad Schapira

Alternate #2 Michael Nguyen

Staff: Director of Economic Development and Strategic Initiatives Alex Andrade, Economic Development Coordinator Michael Thomas, and Economic Development Specialist Kal Zubair

ABSENT: Commissioners Parkash Daryani

SEATING OF ALTERNATES

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

Alternate Member No. 2: Michael Nguyen was seated in place of Commissioner Daryani

APPROVAL OF AGENDA

Recommended Action: Approve October 13, 2025 special meeting agenda of the Economic Development & Trade Commission as submitted.

Mover / Seconder: Rice / Schapira

Motion carried by a vote of: AYES: 6 NOES: 0

Ayes: Norwood, Rice, Ciardella, Sanchez, Schapira, Nguyen

Noes: None **Abstentions:** None

APPROVAL OF MINUTES

Recommended Action: Approve September 22, 2025 meeting minutes of the Economic Development & Trade Commission as submitted.

Mover / Seconder: Bhagvat / Schapira

Motion carried by a vote of: AYES: 5 NOES: 0

Ayes: Norwood, Ciardella, Sanchez, Schapira, Nguyen

Noes: None **Abstentions:** Rice

Commissioner Bhagvat arrived at 4:35 PM

PUBLIC FORUM

No speakers provided comments.

ANNOUNCEMENTS

Vice Chair Rice notified the Commission of a Diwali celebration on Saturday, October 18 at the Great Mall, which would feature cultural dances and giveaway items.

Chair Norwood announced that the Milpitas Unified School District will be hosting a job and resource fair on September 24. Mr. Norwood stated that MUSD plans to hold large-scale, in-person job fairs twice a year as a part of its effort to further a work local / live local ethos. Mr. Norwood also reminded the Commission about the Manufacturing Day event on October 17.

Economic Development Specialist Kal Zubair provided an overview of the Office of Economic Development's social media strategy workshop for small businesses on September 26 and thanked Mr. Schapira for attending. Mr. Zubair invited Commissioners to attend the October 23 workshop that will cover how small businesses can leverage AI in their marketing efforts.

BUSINESS ITEMS

9a. Small Business Development Strategy – Alex Andrade, Director of Economic Development & Strategic Initiatives

Recommended Action: Receive a presentation on the Office of Economic Development's Small Business Development Strategy.

Chair Norwood introduced the business item and Director Andrade presented a slide deck dated October 13, 2025.

No public comment was provided.

Commissioners discussed the details of the presentation and asked clarifying questions. This item will be agendaized for the next EDTC meeting so that staff can address Commissioners' questions further.

Mover / Seconder: Rice / Schapira

Motion carried by a vote of: AYES: 6 NOES: 0

Ayes: Norwood, Rice, Ciardella, Sanchez, Schapira, Nguyen

Noes: None **Abstentions:** None

9b. Manufacturing Day 2025 Update – Michael Thomas, Economic Development Coordinator

Recommended Action: Receive a status update regarding preparations for the ninth annual Manufacturing Day event and provide suggestions on event preparation.

Chair Norwood introduced the business item and Coordinator Thomas summarized completed tasks, costs and event schedule and logistics.

No public comment was provided.

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

Mover / Seconder: Schapira / Rice

Motion carried by a vote of: AYES: 6 NOES: 0

Ayes: Norwood, Rice, Ciardella, Sanchez, Schapira, Nguyen

Noes: None **Abstentions:** None

9c. 2026 Super Bowl and FIFA World Cup - Michael Thomas, Economic Development Coordinator

Recommendation: Receive an update on recent developments related to the City's plan for the 2026 Super Bowl and FIFA World Cup.

Chair Norwood introduced the business item, and Coordinator Thomas provided a slide presentation dated October 13, 2025.

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: 6 NOES: 0

Ayes: Norwood, Rice, Ciardella, Sanchez, Schapira, Nguyen

Noes: None **Abstentions:** None

9d. November 10 EDTC Meeting Date and Time – Kal Zubair, Economic Development Specialist

Recommendation: Discuss and determine the location, date, and time of the November 10 EDTC meeting.

Chair Norwood introduced the business item and Specialist Zubair provided context for the item's discussion.

No public comment was provided.

Commissioners agreed to cancel the EDTC's regular meeting scheduled for November 10, 2025 at 4:30 PM in the Committee Conference Room at Milpitas City Hall, due to scheduling conflicts related to the Veterans Day holiday on November 11 and schedule a special meeting at Milpitas Unified School District's Innovation Campus located at 1331 E. Calaveras Blvd. in Milpitas on November 3 at 4:30 PM. The nexus of hosting the special meeting at the Innovation Campus is its function as a workforce development facility offering training and courses to prepare students and adult learners for jobs in the modern labor force.

Mover / Seconder: Schapira / Ciardella

Motion carried by a vote of: AYES: 6 NOES: 0

Ayes: Norwood, Rice, Ciardella, Sanchez, Schapira, Nguyen

Noes: None **Abstentions:** None

ADJOURNMENT

Motion to adjourn the meeting.

Mover/Seconder: Schapira / Ciardella

Motion carried by a vote of: AYES: 6 NOES: 0

Ayes: Norwood, Rice, Ciardella, Sanchez, Schapira, Nguyen

Noes: None **Abstentions:** None