



CITY OF MILPITAS

Economic Development and Trade Commission

MEETING MINUTES

4:30 PM

Monday, October 11, 2021

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CALL TO ORDER

Meeting called to order at 4:30 PM by Vice Chair Casey McNeil. He announced that Chair Chris Norwood will be in attendance today but is unable to chair the meeting, so as the Vice Chair he will step up to chair today's meeting.

PLEDGE of ALLEGIANCE

Vice Chair McNeil led the Pledge of Allegiance.

ROLL CALL

Economic Development Specialist Inamine called the roll.

PRESENT: Chair Chris Norwood, Vice Chair Casey McNeil, Commissioners Inderjit Mundra, Parkash Daryani; Marshall Jones; Alternate Commissioners Dipak Awasthi and Juliette Gomez; Assistant City Manager Ashwini Kantak, Economic Development Director Alex Andrade, Economic Development Coordinator Daniel Degu, Sr., and Economic Development Specialist Nicole Inamine.

ABSENT: Commissioner Lynne Rice

ALTERNATE SEATING

Alternate Commissioner No. 1 Dipak Awasthi was seated in place of the vacant and unfilled Real Estate seat.

Alternate Commissioner No. 2 Juliette Gomez was seated in place of Commissioner Lynne Rice (Business Representative).

APPROVAL of AGENDA

Motion: To approve the Economic Development and Trade Commission meeting agenda for October 11, 2021.

Motion/Second: Norwood/Awasthi

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

APPROVAL OF MINUTES

Motion: To approve the Economic Development & Trade Commission meeting minutes for September 13, 2021.

Motion/Second: Jones/Daryani

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

PUBLIC FORUM

No public comment.

ANNOUNCEMENTS

Commissioner Mundra shared an update on the Milpitas Chamber of Commerce's upcoming virtual job fair program.

Vice Chair McNeil shared news about a micro-transit pilot program introduced by the City and announced Amazon buying a large property across from FLEX. Commissioner Daryani asked if the Amazon property will be used for warehousing or office. The Economic Development team will get back to Commissioner Daryani to answer his question.

Chair Norwood announced that the Milpitas Adult Education Center is holding a job fair on campus with ten businesses participating; a flyer will be shared.

Director Andrade introduced the newest member of the Economic Development team, Eddie Truong, who will join as an Economic Development Specialist. Specialist Truong joined the meeting to introduce himself.

Specialist Inamine provided an update on the 5th Annual Milpitas Manufacturing Day, which took place on October 7, 2021.

BUSINESS ITEMS

A. Fiscal Benefits of Employment Lands Study

Director Andrade provided an overview of historical commercial inventory; occupational and wage data; the vision and geographic boundaries of the Innovation District; principles of development and a summary of findings from Phase 1 of this project.

Chair Norwood suggested providing tangible examples of an Innovation District, including field trips, so that Economic Development and Trade Commission (EDTC) members and the City Council can better understand what an Innovation District looks and feels like.

Coordinator Degu presented on Phase 1 findings regarding the fiscal impacts of existing land uses; fiscal impacts of new land uses; wage and occupation analysis; and methodology. He continued to share details of the four development scenarios and results of the residual land value analysis. A preview of Phase 2 work was also provided, including Innovation District case studies.

Commissioner Daryani asked how the City will create an environment in which Class A office development can be more attractive and what are the restrictions for building higher. Director Andrade responded with suggested policy changes that can help spur office development.

Commissioner Mundra asked whether the City would support mid-rise residential development, to which Coordinator Degu responded that all land uses are important in order to diversify the economy. Commissioner Mundra also asked if the calculations on investment returns were multi-faceted, giving hospitality as an example of a multiplier. Director Andrade emphasized the importance of hotel development; Coordinator Degu further clarified that TOT revenues were calculated using adopted Fiscal Year 2020-21 budget figures.

Commissioner Jones asked if there are any downsides to the suggested policy changes that incentivize development. Director Andrade pointed out that there was no new office development under the former Transit Area Specific Plan, and

so the added policy changes will only serve to increase the chances of spurring new development.

Chair Norwood commented that implementing the Innovation District framework will help reinvigorate other areas of Milpitas. Director Andrade responded that the Milpitas Metro Specific Plan and the Gateway/Main Street Specific Plan are meant to be complimentary; improvements around the transit center will help improve other areas as well, including the Southwestern Employment Area. Coordinator Degu added that the General Plan 2040 will help facilitate a future ecosystem in and around Milpitas.

Commissioner Daryani said if the objective is to bring high-paying jobs, then the primary objective should be to facilitate the development of Class A office.

Chair Norwood added that the Innovation District is not only a benefit to the transit center but to the city as a whole and is aligned with the Economic Development Strategy.

Vice Chair McNeil suggested promoting pedestrian-oriented streets and being sensitive to traffic mitigation as new employers bring in more commuters.

No public comment.

Motion: Receive a presentation from City staff and provide feedback.

Motion/Second: Norwood/Jones

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

B. Economic Development and Trade Commission Draft Work Plan Fiscal Year 2021-2022

Director Andrade provided an overview of the draft work plan and asked for feedback on how Commissioners would like to get involved.

Chair Norwood suggested that Commissioners choose an area of interest or expertise within the draft work plan and work with staff in a voluntary ambassador role. Director Andrade gave a few examples of how an “ambassador” could partner with staff in doing various activities like business outreach and webinars.

Commissioner Daryani commented that he has experience in international trade and hosting foreign delegations and trade events, so next time he can invite City staff to any events that his company will host in the future.

Commissioner Jones expressed interest in workforce development programs and partnering with the Milpitas Unified School District (MUSD). He also teaches at San Jose State University (SJSU) and can help facilitate welcoming delegations to study economic development in Milpitas.

Vice Chair McNeil asked if there needs to be further defining of Commissioner roles in the draft work plan; Director Andrade responded that the discussion can be had now and staff can work with the Commission to start small and quickly start on some of the work plan items.

Commissioner Gomez offered her assistance in doing business outreach. Director Andrade added that Commissioners can join corporate visits with staff as well, and staff is currently developing a Mayor's Business Roundtable event where a few Commissioners can attend as well.

Commissioner Awasthi also expressed an interest in walking Main Street as part of business outreach for the business improvement district. Director Andrade offered to create a list of talking points that Commissioners can use to gauge interest in the improvement district; he added that the business improvement district may be agendaized for a future EDTC meeting to develop a plan.

Director Andrade summarized some of the discussion points: a voluntary ambassador program to support the work plan and do business outreach; partnership for future Manufacturing Day events; Commissioner Jones helping in workforce development programs and leveraging his role at SJSU; Daryani helping with international trade matters; Chair Norwood helping with opportunities for collaboration with MUSD; Commissioner Gomez ensuring we have solutions to meet business needs and working with high school students; a few Commissioners joining the corporate visitation program; Commissioner Awasthi interested in doing business outreach on Main Street. Vice Chair McNeil expressed his continued support of Manufacturing Day. Director Andrade will make changes to the work plan to reflect these suggestions.

Motion: EDTC recommends that the City Council consider and approve the draft Fiscal Year 2021-2022 Economic Development and Trade Commission Work Plan with the proposed amendments.

Motion/Second: Daryani/Norwood

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

ADJOURNMENT

Commissioner Mundra motioned and seconded by Commissioner Daryani to adjourn the meeting at 6:29pm to the regularly scheduled commission meeting on Monday, November 8, 2021, at 4:30 PM.

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