



CITY OF MILPITAS

ECONOMIC DEVELOPMENT & TRADE COMMISSION

SPECIAL MEETING AGENDA

4:30 PM

Wednesday, January 14, 2026

Committee Conference Room

Milpitas City Hall, First Floor

455 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: January 14, 2026
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. **Super Bowl 60 and FIFA World Cup Preparations – Michael Thomas, Economic Development Coordinator (4:45 PM)**

Receive an overview of the Office of Economic Development's preparations for the 2026 sporting events. 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.

- b. **MUSD Workforce Development Career Pathways Partnership – Kal Zubair, Economic Development Specialist (5:00 PM)**

Discuss MUSD's workforce development career pathways strategy and provide suggestions. This item's nexus is the Commission's Workplan and Economic Development Strategy 17.

Recommendation: Receive the presentation and provide suggestions.

c. **New Business Item Discussion – Chris Norwood, Chairperson (5:15 PM)**

Commissioners introduce items the Commission may consider including or modifying in future EDTC Workplans. This item's nexus is *The Commissioner's Handbook*.

Recommendation: Note and file Commissioners' suggestions.

10. Adjournment – Next Regular Meeting Scheduled for Monday, February 9, 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

SPECIAL MEETING MINUTES

Monday, November 3, 2025

Room A203

Milpitas Unified School District Innovation Campus

1331 E. Calaveras Blvd. Milpitas

CALL TO ORDER

Chair Norwood called the meeting to order at 4:31 PM.

PLEDGE OF ALLEGIANCE

A Milpitas Unified School District staff member led the pledge of allegiance.

ROLL CALL

Economic Development Specialist Kal Zubair called the roll.

PRESENT: Chair Chris Norwood, Vice Chair Rice, Commissioners Larry Ciardella, Parkash Daryani, Jacob Sanchez.

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: Commissioner Bill Bhagvat

SEATING OF ALTERNATES

Alternate Member No. 1: Conrad Shapira was seated in the Commission's technology seat.

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

APPROVAL OF AGENDA

Recommended Action: Approve November 3, 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, Daryani, Sanchez, Schapira

Noes: None **Abstentions:** None

APPROVAL OF MINUTES

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

Mover / Seconder: Schapira / Rice

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

Ayes: Norwood, Rice, Ciardella, Daryani, Sanchez, Schapira.

Noes: None **Abstentions:** Rice

PUBLIC FORUM

No speakers provided comments. Alternate Nguyen arrived at 4:36 PM

ANNOUNCEMENTS

Vice Chair Rice informed the Commission that the Great Mall's Diwali celebration that was held on Saturday, October 18 and noted its success.

Commissioner Ciardella reported that the Chamber of Commerce's Awards Banquet was a success. Mr. Ciardella notified the Commission that Dr. Tomo was awarded the Small Businessperson of the Year, and Debbie Giordano was awarded the Citizen of the Year.

Councilmember Lam reported that City Council approved the Gateway Main Street Specific Plan at the October 28 City Council meeting.

BUSINESS ITEMS

9a. Tour of the Milpitas Unified School District's (MUSD) Innovation Campus – Chair Chris Norwood

Recommended Action: 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.

Chair Norwood introduced the business item and MUSD Superintendent Cheryl Jordan led the tour. Superintendent Jordan and Principal Carl Stice provided a presentation after the tour.

No public comment was provided.

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

Mover / Seconder: Schapira / Daryani

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

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

Noes: None **Abstentions:** None

9b. Small Business Development Strategy – Alex Andrade, Director of Economic Development

Recommended Action: 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.

Chair Norwood introduced the business item, and Director Andrade and Specialist Zubair provided answers to Commissioners' questions.

No public comment was provided.

Mover / Secunder: Sanchez / Schapira

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

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

Noes: None **Abstentions:** None

Chair Norwood yielded the gavel to Vice-Chair Rice and left the meeting at 5:30 PM.

9c. Taste of Milpitas - Michael Thomas, Economic Development Coordinator

Recommendation: Receive an overview of the City's plan to hold a Taste of Milpitas event at the City Hall rotunda on January 30, 2026.

Vice Chair Rice introduced the business item, and Coordinator Thomas provided a presentation on the staff's preparations for the Super Bowl.

No public comment was provided.

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

Mover / Secunder: Schapira / Daryani

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

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

Noes: None **Abstentions:** None

ADJOURNMENT

Motion to adjourn the meeting.

Mover/Secunder: Daryani / Schapira

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

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

Noes: None **Abstentions:** None

MEMORANDUM

Office of Economic Development



DATE: January 14, 2026
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Coordinator
SUBJECT: **Item 9a – 2026 Sporting Events Planning**

BACKGROUND:

Staff has updated the Commission on preparations related to Super Bowl 60 and FIFA World Cup matches scheduled for Levi's Stadium in 2026 during EDTC meetings in 2025. Staff has made preparations based on direction from the City Manager's Office and recommendations from the 2026 sporting events working group and feedback from the Commission.

ANALYSIS:

Super Bowl 60

While there are no plans to host events related to Super Bowl 60, staff is collaborating with a lighting vendor to illuminate City Hall in the colors represented in the official Super Bowl 60 logo focusing on using blue, magenta, green and yellow hues. These colors will be projected on the façade of City Hall along Calaveras and Milpitas Boulevards similar to previous lighting displays. The display is scheduled from February 1 to 8. Cost for this light display is \$2,442 and is covered by existing general funds from the Office of Economic Development's adopted FY 2025-26 budget.



World Cup

City staff is obtaining quotes from vendors to provide event planning, preparation and execution for an event that would activate the following civic center locations: City Hall Rotunda, Veterans Plaza, Cesar Chavez Plaza, and Milpitas Community Center Auditorium. The event is scheduled for Saturday, June 20 with families as the target audience. The event will be a free, but ticketed event for crowd management purposes and comply with FIFA policy. FIFA policy prohibits charging admission fees and securing event sponsorships when showing live broadcasts of World Cup matches to the public. However, vendors can charge fees for food, beverages and merchandise so long as the goods sold do not indicate or imply affiliation with FIFA or the World Cup. The event is envisioned to include local restaurants, vendors, live entertainment and activities for guests of all ages. The composite World Cup schedule is available from [FIFA](#) while the match schedule for Levi's Stadium is included on the next page.

During its regular meeting on December 2, 2025, the City Council approved use of \$65,000 for the event planned for June 20. Appropriating these funds resulted from the city council prioritizing unassigned funds and reserves based on a process of voting and ranking city council referrals and approved priorities that include World Cup related programming.

MEMORANDUM

Office of Economic Development



2026 World Cup Match Schedule at Levis Stadium

Match times are Pacific Time

Date and Time	Opponents	Note
Saturday, June 13 12:00 PM	Qatar vs. Switzerland Group B	
Tuesday, June 16 6:00 PM	Austria vs. Jordan Group J	
Friday, June 19 6:00 PM	TBD* vs. Paraguay Group D	
Monday, June 22 5:00 PM	Jordan vs. Algeria Group J	
Thursday, June 25 4:00 PM	Paraguay vs. Australia	
Wednesday, July 1 2:00 PM	Group D #1^ vs. Group B, E, F, I, or J #3	Knockout Round Match

*Turkey, Kosovo, Slovakia or Romania will earn final Group D spot based on European playoff results on March 31

^USA will play in that knockout round match if it finishes in first place of Group D

RECOMMENDATION

Provide suggestions on planning efforts.