



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING MINUTES

4:30 PM

Monday, May 9, 2022

Facebook: <https://www.facebook.com/CityofMilpitas/>

YouTube: <https://www.ci.milpitas.ca.gov/youtube>

Web Streaming: <https://www.ci.milpitas.ca.gov/webstreaming>

CALL TO ORDER

Meeting called to order at 4:34 PM by Chair Norwood.

PLEDGE of ALLEGIANCE

Chair Norwood led the Pledge of Allegiance.

ROLL CALL

Economic Development Director Alex Andrade called the roll.

PRESENT: Chair Chris Norwood; Vice Chair McNeil; Commissioners Lynne Rice, Parkash Daryani, Inderjit Mundra; Alternate Commissioner Jennie Phan; Student Commissioner Stephen Huang (non-voting member); Councilmember Karina Dominguez; Economic Development Director Alex Andrade and Economic Development Specialist Eddie Truong.

ABSENT: Commissioner Marshall Jones

ALTERNATE SEATING

Alternate Commissioner No. 1 Jennie Phan was seated in place of a vacant Commissioner seat.

APPROVAL of AGENDA

Motion: To approve the May 9, 2022 agenda of the Economic Development & Trade Commission.

Motion/Second: Rice/Phan

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

APPROVAL OF MINUTES

Motion: To approve the March 14th minutes for the meeting of the Economic Development & Trade Commission, as submitted.

Motion/Second: Rice/Phan

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

Motion: To approve the April 9th minutes for the meeting of the Economic Development & Trade Commission, as submitted.

Motion/Second: Rice/Daryani

Motion carried by a vote of AYES: 5, NOES: 0, ABSTAIN: 1 (McNeil), and ABSENT: 1 (Jones)

PUBLIC FORUM

No public comment.

ANNOUNCEMENTS

Commissioner Mundra shared that the Milpitas Chamber of Commerce has added two new Board Members. They hosted a Crab Feed event, an in-person Business Mixer at their office, a Job Fair, and a FAREPA ADU presentation for Milpitas residents. They are doing aggressive Board planning to bring more events to Milpitas such as an Art and Wine Festival and Golf Tournament.

Student Commissioner Huang announced that the Asian Night Market has been scaled down to a school event to be coordinated on May 20, 2022. Small businesses and vendors have been invited to enjoy the event from 4-7pm. The event will happen prior to Senior Award Night.

Commissioner Rice shared that Great Mall welcomed 140+ students, teachers, and staff to celebrate Earth Day. For many of the students, this was their first trip post-COVID and it was a nice community event. Chair Norwood and Economic Development Director Alex Andrade were in attendance.

Chair Norwood reported that the Milpitas Unified School District (MUSD) is preparing for graduation. MUSD kept education going throughout all of COVID, while other school districts had long breaks. Their teachers are tired and have earned a well-deserved rest. MUSD is hosting their first in-person graduation event since the beginning of the COVID-19 pandemic.

Councilmember Karina Dominguez thanked City staff and EDTC Commissioners for “knocking it out of the park.” The councilmember commended EDTC’s work to support night markets and her next focus will be to bring Milpitas to the Norman Y. Mineta San Jose International Airport as a branding opportunity, which could be as simple as doing Great Mall activities at the airport. Councilmember Dominguez encouraged EDTC to think of new opportunities for this partnership.

Economic Development Director Alex Andrade reported two updates: 1) updates on the City’s Innovation District which was approved by the City Council unanimously on April 14th and 2) recruitment for a new Economic Development Specialist. 17 applications were received for the recruitment and the City expects to conduct interviews within the next 1-2 weeks.

BUSINESS ITEMS

A. Commissioner Roles and Involvement

No public comment.

Chair Norwood stated the purpose of the agenda item is to leverage existing EDTC Commissioners to support the City’s economic development goals. Potential opportunities are “Ambassadorships”, guest speakers, canvassing businesses, and to generally partner between EDTC Commissioners and City Staff.

Economic Development Director Alex Andrade shared that City Staff is especially interested in partnering with EDTC Commissioners and Ambassadorships. He noted that the EDTC is likely ahead of other Commissions on this topic.

Vice Chair McNeil emphasized how economic development staff's bandwidth is limited and this topic can be helpful. He noted that Ambassadors are not necessarily representatives of the City, but they have the ear of the right people to push economic development goals and to encourage Commissioners to be more active.

Commissioner Daryani commented that Ambassadors can potentially support international delegations to encourage more businesses to invest in Milpitas and workforce development opportunities.

Alternate Commissioner Ha encouraged each EDTC Commissioner to be Ambassadors. She would like to propose there be more mixers for the public to meet with Commissioners/Ambassadors/City representatives.

Councilmember Dominguez encouraged EDTC Commissioners to be empowered to represent the City at events like Rotary, etc. Councilmember Dominguez encouraged EDTC to think about regional brand development, because otherwise Milpitas is often forgotten.

Economic Development Director Alex Andrade responded that City staff will return with a mock-up of events. He also challenged EDTC to recruit more members of the public to observe future EDTC meetings as it improves democracy when more people are engaged.

Motion: (1) Accept the presentation, discussion, and ideas; (2) proceed with a joint mixer, to be coordinated by the City and Milpitas Chamber of Commerce; and (3) for City staff to develop and bring back a draft calendar of events.

Motion/Second: Rice/McNeil

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

B. American Rescue Plan Act (ARPA) Update

No public comment.

Chair Norwood suggested that the City seek out local non-profit organizations for future partnerships.

Motion: Accept the staff presentation.

Motion/Second: Rice/Mundra

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

ADJOURNMENT

Commissioner Daryani motioned and seconded by Vice Chair McNeil to adjourn the meeting at 5:56 PM to the regularly scheduled commission meeting on Monday, June 13, 2022, at 4:30 PM.

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



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING MINUTES

4:30 PM

Monday, September 12, 2022

Facebook: <https://www.facebook.com/CityofMilpitas/>

YouTube: <https://www.ci.milpitas.ca.gov/youtube>

Web Streaming: <https://www.ci.milpitas.ca.gov/webstreaming>

CALL TO ORDER

Meeting called to order at 4:34 PM by Vice Chair McNeil.

PLEDGE OF ALLEGIANCE

Vice Chair McNeil led the Pledge of Allegiance.

ROLL CALL

Economic Development Specialist Michael Thomas called the roll.

PRESENT: Vice Chair McNeil; Commissioners Inderjit Mundra; Cheri Romero
Alternate Commissioner Jennie Phan; Student Commissioner Stephen Huang
(non-voting member); Assistant City Manager Ashwini Kantak; Economic
Development Director Alex Andrade, Economic Development Specialists Eddie
Truong and Michael Thomas.

ABSENT: Chair Chris Norwood; Commissioners Marshall Jones, Lynne Rice,
Prakash Daryani; and Councilmember Karina Dominguez

ALTERNATE SEATING

Alternate Commissioner No. 1 Jennie Phan was seated as a voting commission
for the meeting.

APPROVAL of AGENDA

Motion: To approve the September 12, 2022 agenda of the Economic
Development & Trade Commission and to defer agenda item 9(a) to the next
regularly scheduled Commission meeting.

Motion/Second: Romero/Phan

Motion carried by a vote of AYES: 4, NOES: 0, and ABSENT: 4 (Jones, Rice,
Daryani, Norwood)

APPROVAL OF MINUTES

Motion: To table the approval of the May 9, 2022 minutes to the next regularly
scheduled meeting of the Economic Development & Trade Commission.

Motion/Second: Mundra/Phan

Motion carried by a vote of AYES: 4, NOES: 0, and ABSENT: 4 (Jones, Rice,
Daryani, Norwood)

PUBLIC FORUM

No public comment.

ANNOUNCEMENTS

Commissioner Mundra shared that there was a free networking mixer event attended by 15 chambers of commerce in Santa Clara.

The Milpitas Chamber's election process has started for new board members and all Chamber members are invited to apply for a board position. Non-members may join and then apply for a position. The application deadline is September 22.

Vice-Chair McNeil expressed concern about the lack of quorum for previously canceled Commission meetings since the resumption of in-person meetings earlier this year.

Director Andrade introduced the newest member of the Commission: Cheri Romero. Director Andrade also introduced the new Economic Development Specialist Michael Thomas.

Specialist Truong shared an update on programs funded by the American Rescue Plan Act (ARPA). The City is in the process of concluding the Small Business Assistance Grant Program and the Hotels Assistance Grant Program. In all, 343 small businesses will receive \$5,000 grants and 13 hotels have received \$10,000 grants to facilitate economic recovery. The next ARPA program on the horizon is the Catalytic Converter Theft Deterrent program and the City expects to formally launch the program by early October. The Office of Economic Development will reach out to register automotive businesses for the program and encourage Commissioners to participate in the outreach efforts.

BUSINESS ITEMS

A. Commissioner Roles and Involvement

No public comment.

This agenda item was not heard and will be continued to the next regular meeting of the Economic Development & Trade Commission.

B. Economic Development and Trade Commission FY 2022-23 Workplan

No public comment.

Director Andrade summarized the 2021-2022 work plan for the Commission. Major accomplishments are related to programs under the categories: 1) Economic Development Strategy; 2) American Rescue Plan Act; 3) Workforce Development & Education; 4) Innovation District; 5) International Trade & Commerce; and 6) Manufacturing Day 2021.

Vice Chair McNeil expressed support to include the Innovation District work into Main Street Revitalization.

Commissioner Mundra expressed support that a Milpitas Chamber Business Breakfast in partnership with the Economic Development & Trade Commission be included. It was suggested that November ¹⁶, 2022 could be a new date for the event.

Motion: Receive the presentation from staff and provide feedback to staff regarding the draft work plan directing City Staff to return with a final draft during a Special Meeting of the Economic Development & Trade Commission meeting in early October so that City Council may consider the recommended workplan at its regular meeting of October 18, 2022. This direction includes creating a new workplan category for the Gateway/Main Street Specific Plan, Main Street Revitalization, and to add a joint Commission/Milpitas Chamber Business Breakfast event to the work plan.

Motion/Second: Romero/Mundra

Motion carried by a vote of AYES: 4, NOES: 0, and ABSENT: 4 (Jones, Rice, Daryani, Norwood)

C. Sixth Annual Manufacturing Day 2021 Update

No Public Comment.

Economic Development Specialist Thomas made a presentation on the upcoming Manufacturing Day event scheduled for October 13, 2022.. Partners include Milpitas Unified School District, SEMI Foundation, and more. Staff requested feedback from Commissioners regarding program implementation and execution.

Vice Chair McNeil suggested the program topics include supply chain issues and manufacturing production in Silicon Valley. Vice-Chair McNeil expressed interest in the event resuming in-person events on-site at manufacturing facilities in the future.

Commissioner Mundra inquired about the feasibility of hosting in-person events at City facilities. Staff responded that hosting such events requires long range planning and logistics that current staffing and resources cannot support at this time.

ADJOURNMENT

Motion: Receive staff update and obtain Commission feedback.

Motion/Second: Romero/Phan

Motion carried by a vote of AYES: 4, NOES: 0, and ABSENT: 4 (Jones, Rice, Daryani, Norwood)

Commissioner Mundra motioned and seconded by Commissioner Phan to adjourn the meeting at 5:53 PM to the regularly scheduled commission meeting on Monday, October 10, 2022, at 4:30 PM.

Motion carried by a vote of AYES: 4, NOES: 0, and ABSENT: 4 (Jones, Rice, Daryani, Norwood)

MEMORANDUM

Office of Economic Development



DATE: October 3, 2022

TO: Economic Development and Trade Commission

FROM: Alex Andrade, Economic Development Director
Michael Thomas, Economic Development Specialist

SUBJECT: **Manufacturing Day 2022 – Item 9c**

BACKGROUND:

October is Manufacturing Month in California highlighted by Manufacturing Week from October 7 through October 14. The City of Milpitas will host its sixth annual Manufacturing Day since 2017.

This public event's purpose is to introduce and inform Milpitas youth to the manufacturing industry and related careers. The City and the Milpitas Unified School District (MUSD) have collaborated on this annual event since its inception in 2017, and most recently via the City's MUSD Alliance Partners (MAP) for Future Ready Learners membership. In addition, this year's event aligns with MUSD's Strategic Plan Goal to "Develop educational pathways that allow students to apply their passion in learning for their future careers."



Traditionally, this public event was held on-site at various manufacturing facilities in Milpitas that included tours, demonstrations by employees and presentations from company management. Since 2020, Manufacturing Day has been a virtual event due to the COVID-19 pandemic, which has featured panel discussions with representatives from the industry, workforce development and government sectors.

ANALYSIS:

This year's event is scheduled for Thursday, October 13 from 9:00 AM to 10:15 AM to best align with MUSD bell schedules. While this event is intended for high school and adult education students, the public can attend this virtual event. This year's theme is *Adjusting to Impacts & Changes in Milpitas* due to on-shoring of manufacturing jobs to the United States and supply chain disruption. This year's panel discussion topics will cover the following:

- Education and training for manufacturing jobs in Milpitas/Silicon Valley
- Impact and response to on-shoring of jobs on Milpitas/Silicon Valley
- Impacts and response to supply chain disruption and the federal government's CHIPS Act

Staff has secured panelists from industry and workforce development partners and one representative from Milpitas' manufacturing sector. Staff is awaiting confirmation of one more industry representative for a total of four panelists. Economic and Development and Trade Commission Chair Chris Norwood has agreed to moderate the panel discussion. Ten minutes is allotted for each of the three panel discussions

MEMORANDUM

Office of Economic Development



followed by a ten-minute Q and A session between the panelists and public. The tentative event schedule is as follows:

- Welcome Message
- Introduction of Manufacturing Day
- Panel Discussions led by Moderator
- Summarize conclusions and key points
- Q and A session
- Closing remarks

Staff have met with MUSD school principals, teachers and staff to coordinate event scheduling and feedback on event planning and discussion topics content. Staff has also met with panelists to discuss event planning and panel discussion logistics, as well as develop panel discussion questions. Staff is preparing to promote the event including developing the event flyer.

NEXT STEPS:

Staff has the remaining steps to complete:

1. Finalize panelists
2. Create event registration page
3. Finalize and distribute promotional material
4. Finalize panel logistics with panelists
5. Prepare and distribute event primer for panelists and students
6. Confirm event logistics with MUSD

Staff will provide a status update during the special meeting on October 3.

RECOMMENDATION:

Receive staff update and obtain Commission feedback.