



CITY OF MILPITAS

Economic Development and Trade Commission

SPECIAL MEETING MINUTES

4:00 PM

Monday, October 3, 2022

CALL TO ORDER

Meeting called to order at 4:03 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 Norwood, Vice Chair McNeil; Commissioners Inderjit Mundra, Parkash Daryani; Student Commissioner Stephen Huang (non-voting member); Councilmember Karina Dominguez Economic Development Director Alex Andrade, Economic Development Specialists Eddie Truong and Michael Thomas

ABSENT: Commissioners Lynne Rice, Marshall Jones, and Cherri Romero

ALTERNATE SEATING

Alternate Commissioner No. 1 Jennie Phan was seated as a voting commissioner at 4:10 PM after the meeting was called to order in place of the vacant Business Representative seat.

APPROVAL of AGENDA

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

Motion/Second: McNeil/Mundra

Motion carried by a vote of AYES: 4, NOES: 0, and ABSENT: 3 (Rice, Jones, and Romero)

APPROVAL OF MINUTES

Motion: To approve the May 9, 2022, meeting minutes for the Economic Development and Trade Commission's regular meeting, as submitted

Motion/Second: McNeil/Daryani

Motion carried by a vote of AYES: 4, NOES: 0, and ABSENT: 3 (Rice, Jones, and Romero)

Motion: To defer consideration of approving the Economic Development and Trade Commission's meeting minutes for May 9, 2022, to the next regularly scheduled meeting of the Economic Development and Trade Commission.

Motion/Second: McNeil/Mundra

Motion carried by a vote of AYES: 4, NOES: 0, and ABSENT: 3 (Rice, Jones, and Romero)

PUBLIC FORUM

Public comment was neither submitted nor presented.

ANNOUNCEMENTS

Vice Chair McNeil requested future Commission meetings be hosted via hybrid format instead of in-person participation to avoid cancelling future Commission meetings due to a lack of quorum.

Commissioner Daryani inquired about whether homeless shelter and/or housing be discussed at the October 3, 2022, special meeting. It was suggested that the discussion be taken offline or agendaized for a future meeting of the Homelessness Task Force per Councilmember Dominguez who recommended homeless concerns be provided to the City Council for consideration. Director Andrade recommended homelessness concerns be submitted via the City's *My Milpitas* app and City staff will provide public safety information to the Commission previously presented at a previous City Council meeting regarding the Home Key project.

Councilmember Dominguez, Chair Norwood and Director Andrade clarified the purpose for announcements is simply informing the Commission on economic development related events and activities, but not items requiring Commission action. Commissioners may also vote on items be agendaized for a future meeting agenda.

Commissioner Mundra updated the Commission on the Milpitas Chamber of Commerce's board elections. Of the 15 open Board positions, 13 applications were received, and 12 applications were approved. The names of the board members will be announced after the balloting process is complete.

The Milpitas Chamber is hosting its annual awards banquet in October and honorees include Citizen of The Year. More information will be provided on the Chamber's website in the coming days.

Chairperson Norwood indicated no items to report on behalf of the Milpitas Unified School District regarding economic development.

Councilmember Dominguez ceded her presentation time to Director Andrade.

Director Andrade provided an overview of the American Rescue Plan Act (ARPA) update presentation to the City Council. City staff is scheduled to present an item to the City Council on October 4, 2022, recommending approval of an agreement for real estate services regarding the sale of City-owned property per previous Council direction.

Economic Development Specialist Truong provided an update on the ARPA-funded Catalytic Converter Theft Deterrent Program. The City Council approved \$200,000 to fund this program and seven automotive repair businesses are registered to-date. Staff will continue canvassing automotive repair businesses to participate in the program and encouraged Commissioners to participate in canvassing efforts.

BUSINESS ITEMS

A. Commissioner Roles and Involvement

Public comment was neither submitted nor presented.

Chair Norwood stated that Commissioners can be Economic Development Ambassadors and support City staff in the Commission's work plan. Chair Norwood asked Director Andrade if the time was appropriate to discuss this item. Director Andrade confirmed so as this item relates to the agenda item regarding the Commission's Fiscal Year 2022-23 Workplan. Chairperson Norwood requested that fellow Commissioners respond to the following items:

1. Is there support for commissioners serving as ambassadors
2. Role(s) of interest
3. Annual time commitment

Alternate Commissioner Phan volunteered to participate in the Milpitas Chamber of Commerce's events, share information on the Commission's efforts and an exchange of ideas between the Commission and Chamber.

Student Commissioner Huang stated his role is primarily learning policy development and be the student voice on the Commission. During discussion, it was suggested that there could be a role for a student ambassador to his peers at school.

Vice Chair McNeil suggested that a Commissioner attend City Council meetings to be informed on items of interest to the Commission especially Commission recommendations to the Council. Vice Chair McNeil also suggested that ambassadors be aware of opportunities to engage stakeholders, such as conducting business outreach for the ARPA Catalytic Converter Theft Deterrent Program.

Commissioner Daryani also supported Commissioners attending City Council meetings and apply Council direction to further business assistance and economic development efforts. Commissioners could also serve as a collective conduit to the business community in workforce development.

Commissioner Mundra requested that bylaws be performance-oriented and define how Commissioners can participate that result in measurable outcomes. Chairperson Norwood supports clarifying Commissioner roles that complement City staff resources yet avoid liability.

Councilmember Dominguez commended the Commission on its response to serving the business community during the COVID-19 pandemic, encouraged Commissioners to be ambassadors that result in actionable items (e.g., promotional and marketing content), but reminded Commissioners be mindful of City staff time and comply with the Brown Act when serving as ambassadors.

Director Andrade discussed various opportunities for Commissioners to participate as ambassadors and engage economic development work tasks. Mr. Andrade noted that economic development is the "business of people and relationship management" and suggested one commissioner attend meetings and events on a rotational basis.

Vice Chair McNeil requested a sign-up sheet listing activities, meetings and events from which Commissioners can participate. Director Andrade informed the Commission that ambassador items be agendaized for future meetings.

Director Andrade summarized the corporate visitation program per Commissioner Daryani's request for clarification.

Motion: No action required on this item. City staff noted Commission feedback for consideration at a future meeting.

B. Economic Development and Trade Commission Fiscal Year 2022-23 Workplan

No public comment.

Director Andrade presented the Commission's draft Fiscal Year 2022-23 workplan, which reflected revisions directed by the Commission during its previous regular meeting on September 12, 2022. Revisions included commissioners delivering presentations at Milpitas Chamber of Commerce events and Main Street revitalization.

The Commission may provide additional direction and revisions into the draft workplan in preparation of City Council consideration at the Council's regular meeting on October 18, 2022. Commissioners asked questions regarding specific workplan items and their associated performance metrics. Councilmember Dominguez asked if micro-business attraction and pop-up retail activities are included in the revitalization scope of work.

Director Andrade clarified that the Economic Development Strategy includes a strategy addressing micro-enterprises "micro-businesses" while the Business Improvement District feasibility analysis scope would apply to improvements to a geographically defined area. Director Andrade read the Main Street Gateway Specific Plan's land use policy goals.

Director Andrade stated that tasks should be clearly defined in preparation of Council consideration.

Motion: Approve the draft Fiscal Year 2022-2023 Economic Development and Trade Commission Workplan be recommended for City Council approval as presented without modifications.

Motion/Second: McNeil/Daryani

Motion carried by a vote of AYES: 4, NOES: 0, and ABSENT: 3 (Rice, Jones, and Romero)

C. Sixth Annual Manufacturing Day 2022 Update

No Public Comment.

Economic Development Specialist Thomas updated the Commission on event planning, format, logistics and next steps for Manufacturing Day 2022. Chair

Norwood requested that event content be engaging, relatable and understandable to the student audience that can lead to future manufacturing job opportunities in Milpitas. Staff will prepare event materials and content as directed by the Commission.

Commissioners supported obtaining with their personal funds, prize giveaways to students participating in Manufacturing Day 2022.

Motion: Receive staff update and obtain Commission feedback.

ADJOURNMENT

Motion/Second: McNeil/Phan

Motion carried by a vote of AYES: 4, NOES: 0, and ABSENT: 3 (Rice, Jones, and Romero)

Vice Chair McNeil motioned and seconded by Commissioner Mundra to adjourn this meeting at 5:45 PM to the next regularly scheduled Commission meeting on Monday, November 14, 2022 at 4:30 PM.

Motion carried by a vote of AYES: 4, NOES: 0, and ABSENT: 3 (Rice, Jones, and Romero)