



CITY OF MILPITAS

Economic Development and Trade Commission

MEETING MINUTES

4:30 PM

Monday, September 14, 2020

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

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CALL TO ORDER

Meeting called to order at 4:38 pm by Chair Rice.

PLEDGE of ALLEGIANCE

Chair Rice led the pledge of allegiance.

ROLL CALL

Economic Development Director Alex Andrade called the roll.

PRESENT: Chair Lynne Rice; Vice Chair Chris Norwood; Commissioners Casey McNeil, Victor San Vicente, Inderjit Mundra; Councilmember Karina Dominguez, Economic Development Director Alex Andrade, and Economic Development Specialist Nicole Inamine.

ALTERNATE SEATING

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

Alternate Commissioner No. 2 Juliette Gomez was seated in place of the vacant and unfilled Real Estate seat.

APPROVAL of AGENDA

Economic Development Director Andrade proposed to move Item 9a to the October EDTC meeting, then begin with Item 9c followed by Item 9b, continued by 9d.

Motion: To approve the Economic Development & Trade Commission meeting agenda for September 14, 2020.

Motion/Second: McNeil/Mundra

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

PUBLIC FORUM

No public comments for this meeting.

ANNOUNCEMENTS

Director Andrade invited the Commission to a roundtable discussion of how the Commissioners perceive COVID-19 is affecting the economy, the local Milpitas business, or the Commissioners' own businesses.

Councilmember Dominguez started by sharing her shop local campaign in partnership with the Police Officers Association.

Chair Rice gave a brief update about Great Mall, which opened at the beginning of July but had to close again two weeks later. Reopened again on 9/1/20 at 25% capacity, then up to 50% capacity on 9/9 overall. Working with retailers to offer curbside pickup and takeout.

Commissioner Mundra said the Milpitas Chamber is promoting a Shop Milpitas Campaign.

Commissioner McNeil reported FLEX has begun manufacturing masks to distribute to their 70,000 employees worldwide, making about 40,000 masks a day.

Alternate Commissioner Awasthi praised the Shop Milpitas campaign. He thinks things are getting better slowly.

Alternate Commissioner Gomez emphasized the importance of how businesses can prepare for winter, particularly for restaurants who may lose outdoor dining customers due to colder weather.

BUSINESS ITEMS

A. Election of Officers – Lynne Rice (Chair of Economic Development and Trade Commission)

Item postponed to October 12 meeting.

B. Economic Development Strategy Update – Alex Andrade (Director of Economic Development)

Public comment received from Urvish Mehta: it is important to implement an insurance system for small businesses to recover from the pandemic. Request to the Commission and Council that a set of guidelines be established for each kind of business.

Director Andrade provided an overview of the approved Economic Development Strategy, ongoing City branding and marketing efforts, and improving permitting processes.

Commissioner Mundra asked how much of this Strategy reflects the effects of COVID-19. Director Andrade responded that most of the Strategy was based on moving the work plan forward within a 5 year period, but the final Strategy includes a COVID-19 cover page and actions to help small businesses during COVID-19.

Commissioner Mundra asked for clarification about allowing for higher densities in new developments.

Another public comment received from Mr. Mehta: important that businesses can provide feedback to Council and be recognized; provide further digital marketing to Great Mall; attract more grocery stores to Milpitas.

C. COVID-19 Business Assistance, Resiliency, and Recovery Update – Alex Andrade (Director of Economic Development)

Director Andrade provided updates on business assistance efforts undertaken by the Office of Economic Development in collaboration with other City Departments: COVID-19 Business Resources Website; Small Business Assistance Subcommittee; Business Survey; Business Resilience and Recovery Webinar; Grocery store outreach; Shop Local campaign; Temporary Outdoor Dining Program marketing; Hotel Industry white paper; Small Business Spotlight program.

Commissioner San Vicente mentioned the Discover Milpitas campaign hosted by the Chamber to promote local hotels.

D. Manufacturing Day 2020 (Special Projects Coordinator, Margaret Tamisiea)

Special Projects Coordinator Margaret Tamisiea presented on the upcoming 4th annual Manufacturing Day on October 9, 2020. She asked Commissioners to participate by promoting the event to their networks. Alternate Commissioner Gomez expressed interest in participating. Commissioners Norwood and McNeil also committed to participating in the event.

Motion: to approve Commissioners' participation in the event. Motion/Second: McNeil/Gomez

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

ADJOURNMENT

Commissioner Mundra motioned and seconded by Alternate Commissioner Awasthi to adjourn the meeting to the regularly-scheduled commission meeting on Monday, October 12, 2020, at 4:30 PM. The motion carried unanimously.