



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING

AGENDA

Zoom Webinar

Monday, September 13, 2021

4:30PM

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

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

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

1. **Call to Order** (4:30pm)
2. **Pledge of Allegiance** (4:31pm)
3. **Roll Call** (4:32pm)
4. **Seating of Alternates**
5. **Approval of Agenda:** September 13, 2021 (4:33pm)
6. **Approval of Minutes:** August 16, 2021
7. **Public Forum** (4:35pm)

Oral public comments may be provided live during the Commission meeting by first registering for the Zoom meeting in advance by providing an email address (not disclosed) and a name.

Register in advance for this webinar:

https://ci-milpitas-ca-gov.zoom.us/webinar/register/WN_qNQJAN2SUGcoVevxHopHw

After registering, you will receive a confirmation email containing information about joining the webinar. All registered meeting attendees who wish to speak must click on the "Raise Hand" icon when the Commission Chair calls for public comments. If participating by calling in, dial *9 to use the "Raise Hand" feature, and when you are called upon, hit *6 to unmute your phone. Your phone number will be displayed in the live meeting. Staff will call the speakers to begin. All comments provided shall be limited to three minutes or less as determined by the Chair. All members of the public will be limited to one comment per agenda item, and one comment for non-agenda items. The online written comment form previously used is no longer be available for public comment.

8. **Announcements** (4:37pm)

9. Business Items

a. **American Rescue Plan Act Update – Ashwini Kantak (Assistant City Manager) (4:45pm)**

Background: The American Rescue Plan Act (ARPA), signed by President Biden in March 2021, provides \$1.9 trillion in funding to counteract the economic impacts of the pandemic caused by the Coronavirus. A portion of this money is being distributed directly to states and cities with populations of over 50,000. The direct ARPA allocation to the City of Milpitas is \$16,736,815. Assistant City Manager, Ashwini Kantak and Economic Development Director, Alex Andrade will provide an update on the Council adopted ARPA Investment Framework with an emphasis on the Economic Vitality component.

Recommendation: Receive staff update.

b. **City of Milpitas COVID-19 Workforce Recovery Program – Daniel Degu, Sr. (Economic Development Coordinator) (5:00pm)**

Background: On August 16, 2021, City and NOVAworks staff reported on the Phase 1 findings of the COVID-19 Workforce Recovery Program with the Economic Development and Trade Commission. On September 13, 2021, this item will return to the Economic Development and Trade Commission for discussion and input on potential interventions for Phase 2 implementation conducted by NOVAworks. Interventions include customized workforce training workshops, assessments, career navigation and career counseling for Milpitas unemployed and underemployed workers and young adult learners.

Recommendation: Receive staff update and provide feedback on proposed career navigation accelerator program.

c. **Better Block Milpitas 2021 – Daniel Degu, Sr. (Economic Development Coordinator) (5:30pm)**

Background: On September 7, 2021, the City Council established the Main Street Revitalization Ad-Hoc Council Sub-Committee. On September 10, 2021, the Main Street Revitalization Ad-Hoc Council Sub-Committee will meet to receive a progress update on the Better Block Milpitas initiative. On September 13, 2021, City staff will provide the Economic Development and Trade Commission an update on the Main Street Revitalization Ad-Hoc Council Sub-Committee meeting. The completion of the Better Block Milpitas initiative allows the City of Milpitas to complete a variety of strategies listed in the Economic Development Strategy. Strategy 26 encourages a walkable mixed-use environment, Strategy 30 calls for placement of event programming and temporary pop-up uses of public spaces and vacant retail spaces, and Strategy 31 focuses on positioning Midtown (S. Main Street) as a community destination for local independent retail and restaurants.

Recommendation: Receive staff update.

d. **5th Annual Manufacturing Day 2021 Update – Nicole Inamine (Economic Development Specialist) (6:00pm)**

Background: The Office of Economic Development is planning the 5th Annual Manufacturing Day. This year's event will be virtual once again to minimize risks against COVID-19 and will feature a panel discussion on women in manufacturing, COVID-19 trends, and workforce development. Manufacturing Day will also highlight the partnership between the City of Milpitas and the Milpitas Unified School District as noted in the MUSD Alliance Partners for Future Ready Learners.

Recommendation: Receive staff update.

10. Adjournment – Next Meeting on Monday, October 11, 2021, at 4:30 PM.

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Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review. For more information on your rights under the Open Government Ordinance or to report a violation, contact the City Attorney's office at Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas, CA 95035
e-mail: cdiaz@ci.milpitas.ca.gov / Phone: 408-586-3040

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Materials related to an item on this agenda submitted to the Commission after initial distribution of the agenda packet are available for public inspection on the City website. Commission agendas and related materials can be viewed online: <http://www.ci.milpitas.ca.gov/our-government/commission/> (select meeting date).

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