



CITY OF MILPITAS

Economic Development and Trade Commission

MEETING MINUTES

4:30 PM

Monday, September 13, 2021

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CALL TO ORDER

Meeting called to order at 4:32 PM by Chair Chris Norwood.

PLEDGE of ALLEGIANCE

Chair Norwood led the Pledge of Allegiance.

ROLL CALL

Economic Development Specialist Inamine called the roll.

PRESENT: Chair Chris Norwood; Vice Chair Casey McNeil; Commissioners Inderjit Mundra, Lynne Rice, Parkash Daryani; Marshall Jones; Alternate Commissioners Dipak Awasthi and Juliette Gomez; NOVAworks Director Kris Stadelman, NOVAworks Program Manager Jennifer Cheyer, NOVAworks Program Manager Luther Jackson; Councilmember Karina Dominguez, Assistant City Manager Ashwini Katak, Economic Development Director Alex Andrade, Economic Development Coordinator Daniel Degu, Sr., and Economic Development Specialist Nicole Inamine.

ALTERNATE SEATING

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

APPROVAL of AGENDA

Motion: To approve the Economic Development and Trade Commission meeting agenda for September 13, 2021.

Motion/Second: Jones/Awasthi

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

APPROVAL OF MINUTES

Motion: To approve the Economic Development & Trade Commission meeting minutes for August 16, 2021.

Motion/Second: Daryani/Rice

Motion carried by a vote of AYES: 6 and NOES: 0 ABSTAIN: 1 (Rice, due to her absence in the August 16, 2021 meeting)

PUBLIC FORUM

No public comment.

ANNOUNCEMENTS

Commissioner Mundra shared an update about the Chamber of Commerce's recent activities including an upcoming Chamber Mixer, developing a visual business directory, preparing for a wine festival next year, planning a job fair, and supporting the Better Block Milpitas initiative.

Chair Norwood provided an update about Milpitas Unified School District Board Meeting; San Jose City College Centennial Celebration attended by Mayor Tran and Councilmember Phan; and the upcoming Milpitas High School football season beginning at California High School in San Ramon.

Councilmember Dominguez shared that there will soon be a financial quarterly update to see how the City has been impacted by COVID-19; there will be a proposal at Council next week to help eligible businesses receive certification as a minority-owned business; and the Councilmember will represent the City at the State level in conversations about rebuilding California.

BUSINESS ITEMS

A. American Rescue Plan Act Update

Assistant City Manager Kantak presented an overview of how the City plans to deploy the \$16.7 million of ARPA dollars with a focus on economic recovery.

Commissioner Daryani asked how allocation amounts were determined for each Economic Vitality project and which infrastructure projects specifically will be funded by ARPA dollars. Assistant City Manager Kantak responded that many of the infrastructure projects are for improving parks and safety.

Vice Chair McNeil asked how the amount of ARPA dollars are determined for each city, to which Assistant City Manager Kantak responded that it is determined by population size.

Assistant City Manager Kantak continued with an overview of funded Economic Vitality projects, including small business assistance, Main Street revitalization, and a limited term Economic Development Specialist.

Commissioner Daryani asked if we have data to show how these funding amounts were determined and if those amounts are sufficient to help small businesses. Assistant City Manager Kantak said the distribution of ARPA dollars is balanced throughout the community. Milpitas' deployment of ARPA dollars is unique in that they are not being used to balance the budget. The use of ARPA dollars is intended to be adjusted over time, so we can adapt to changing community needs and will bring periodic updates and adjustments to Council.

Commissioner Jones suggested that ARPA dollars can be more equitably distributed amongst hotels and restaurants by calculating the funds per hotel room or per restaurant seat, so that both smaller and larger businesses alike can be given their proportionate share of funds.

Commissioner Rice asked if the City was able to balance its budget. Assistant City Manager Kantak responded in the affirmative, attributing this to several reasons including Measure F which increased the sales tax, defunded projects, and agreements with bargaining groups.

Commissioner Daryani praised the City's leadership for being able to balance the budget while funding these Economic Vitality initiatives.

Director Andrade shared further details about select Economic Vitality projects including the Small Business Grant Program and its differences from the 2020 Microenterprise Grant Program; assistance to hotels; and assistance to the Chamber of Commerce.

Assistant City Manager Kantak went over next steps, including waiting for the Final Rule from the US Department of the Treasury.

Commissioner Mundra asked for forward-looking statements to gauge the impacts that these ARPA dollars will have.

No public comment.

Alternate Commissioner Gomez left the meeting temporarily at 5:26pm.

Motion: Receive staff update.

Motion/Second: McNeil/Daryani

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

Chair Norwood asked to allocate 30 minutes for presentations going forward.

B. City of Milpitas COVID-19 Workforce Recovery Program

Coordinator Degu presented on Phase 2 of the COVID-19 Workforce Recovery Program. He shared the Project Goal, Project Schedule, and posed three Key Questions for the Commission to consider.

Director Stadelman introduced the Career Navigation Accelerator Program. Program Manager Cheyer continued to present an overview of the Accelerator Program including desired outcomes and its four stages.

Commissioner Daryani commented that NOVAworks could solicit companies on what kind of candidates they are seeking. Director Stadelman commented NOVAworks has a business services team which does exactly that; they also have a job board and help bring recruiters onsite to match with job seekers. Coordinator Degu added that a goal of the program is to make connections for job seekers specifically to Milpitas-based businesses.

Chair Norwood commented that ARPA funds already earmarked for the Chamber of Commerce can help build capacity, which may align with Commissioner Daryani's interest in connecting job seekers to local companies.

Commissioner Mundra asked how NOVAworks will build interest for job seekers. Director Stadelman responded that due to various factors, the labor shortage is unpredictable right now.

Alternate Commissioner Gomez rejoined the meeting at 5:56pm.

Commissioner Daryani commented on the effects of unemployment benefits and the labor shortage.

To stay within the allocated time on the agenda, Chair Norwood asked to have a separate conversation with Commissioners interested in this topic. Commissioner Rice suggested that Commissioners have 24 hours to provide feedback to the three Key Questions. Coordinator Degu concurred and offered one-on-one meetings to any interested Commissioner. Director Andrade commented that staff can receive comments but cannot come to a consensus as that would bypass the public process of the Brown Act.

No public comment.

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

Motion/Second: McNeil/Rice

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

In the interest of time, Vice Chair McNeil suggested removing Manufacturing Day from the agenda.

Motion: Remove Manufacturing Day from today's agenda.

Motion/Second: McNeil/Mundra

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

C. Better Block Milpitas 2021

Economic Development Coordinator Degu presented an update of the Better Block Milpitas initiative, including deliverables of the Project Leadership Team, elements of the build, scaling back the event, and next steps.

Vice Chair McNeil asked if there will be enough parking for businesses currently located at the site. Coordinator Degu responded that nearby parking areas will be activated; Director Andrade added that Planning Department will ensure that enough parking spots are available for existing businesses as well.

Commissioner Daryani commented on traffic management. Coordinator Degu responded there will be traffic calming measures.

Alternate Commissioner Gomez asked whether the event is open to all or restricted to those who are vaccinated. Director Andrade explained that those involved in the build must provide proof of vaccination.

Councilmember Dominguez asked the EDTC membership to share their input on what they would like to see at the Better Block initiative.

No public comment.

Motion: Receive staff update.

Motion/Second: McNeil/Awasthi

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

Chair Norwood suggested bringing back the last item as there is still time left before the 6:30pm cut off.

Motion: Bring back Item 9.d. Milpitas Manufacturing Day 2021 update.

Motion/Second: Jones/Mundra

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

D. Milpitas Manufacturing Day 2021 Update

Specialist Inamine provided an update on the 5th Annual Manufacturing Day event including details of the panel discussion and welcomed the EDTC membership to join the event on October 7.

No public comment.

Motion/Second: Rice/Awasthi

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

ADJOURNMENT

Commissioner Rice would like to correct her earlier vote concerning the meeting minutes of the August 16 meeting as she was absent for that meeting. The vote will be revised to count Commissioner Rice as ABSENT.

Commissioner McNeil motioned and seconded by Commissioner Awasthi to adjourn the meeting at 6:27pm to the regularly scheduled commission meeting on Monday, October 11, 2021, at 4:30 PM.

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