



# **CITY OF MILPITAS**

## **Economic Development and Trade Commission**

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### **SPECIAL MEETING**

### **AGENDA**

**Zoom Webinar**  
**Monday, August 16, 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: August 16, 2021 (4:33pm)**
- 6. Approval of Minutes: May 10, 2021**
- 7. Public Forum (4:34pm)**

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\\_DvCkthz1QSGWojrVn7FpDA](https://ci-milpitas-ca-gov.zoom.us/webinar/register/WN_DvCkthz1QSGWojrVn7FpDA)

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 (4:36pm)**

## 9. Business Items

- a. **City of Milpitas COVID-19 Workforce Recovery Program – Daniel Degu, Sr. (Economic Development Coordinator)** (4:40pm)

Background: The COVID-19 pandemic and resulting economic recession have dramatically reshaped Milpitas' economy and workforce. Business closures and associated layoffs caused by the COVID-19 pandemic has forced the City of Milpitas to take a more proactive role to rebuild a once robust, vibrant local economy. In response to the COVID-19 pandemic, the Office of Economic Development has retained NOVAworks, a federally funded nonprofit employment and training agency, to provide programmatic implementation of the City of Milpitas COVID-19 Workforce Recovery Program. Project deliverables include customized workforce training workshops, assessments, career navigation and career counseling for Milpitas unemployed and underemployed workers and young adult learners, as well as identifying the types of upskilling needed for Milpitas-based businesses impacted by COVID-19. A successful completion of the COVID-19 Workforce Recovery Program could allow the City of Milpitas to complete several strategies and implementation actions listed in the Economic Development Strategy such as Strategy 14 which establishes regular meetings with workforce development organizations and stakeholders, Implementation Action 14.1 which creates an education and workforce development stakeholder working group focused on training and education programs, and Implementation Action 14.2 which aims to develop and implement new partnerships and programs related to workforce development.

Recommendation: Receive update on Phase 1 findings of the COVID-19 Workforce Recovery Program.

- b. **American Rescue Plan Act Update – Ashwini Kantak (Assistant City Manager)** (5:00pm)

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 will provide an update on the Council adopted ARPA Investment Framework with an emphasis on the Economic Vitality component.

Recommendation: Receive staff update.

- c. **Better Block Milpitas 2021 – Daniel Degu, Sr. (Economic Development Coordinator)** (5:10pm)

Background: The Office of Economic Development is partnering with consultant, The Better Block Foundation (Better Block), to catalyze revitalization along Main Street. Better Block is a nonprofit organization that uses a unique community engagement strategy to reimagine spaces along commercial corridors through a two-day workshop demonstration. The Better Block Milpitas initiative will temporarily transform two blocks along the T-Intersection at Serra Way and South Main Street into a more pedestrian-friendly destination, featuring strategic design elements such as outdoor seating and landscaping, programming, pop-up shops, youth activities, and interactive artwork. The Better Block Milpitas initiative allows for growth and

diversification of the City's economy, support to businesses and workers, and improvement in the quality of life in the community all pursuant to the City Council's adopted Economic Development Strategy. The completion of the Better Block Milpitas initiative could allow the City of Milpitas to complete a variety of strategies listed in the Economic Development Strategy such as Strategy 26 which encourages a walkable mixed-use environment, Strategy 30 which inspires placement of event programming and temporary pop-up uses of public spaces and vacant retail spaces, and Strategy 31 which focuses on positioning Midtown (S. Main Street) as a community destination for local, independent retail and restaurants.

**Recommendation:** Receive staff update and select one Economic Development and Trade Commissioner to serve on the Better Block Milpitas Project Leadership Team.

## **10. Adjournment – Next Meeting on Monday, September 13, 2021, at 4:30 PM.**

### **KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE**

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](mailto:cdiaz@ci.milpitas.ca.gov) / Phone: 408-586-3040

*The Open Government Ordinance is codified in the Milpitas Municipal Code as Title I Chapter 310 and is available online at the City's website [www.ci.milpitas.ca.gov](http://www.ci.milpitas.ca.gov) by selecting "I Want to . . . View " link.*

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