



CITY OF MILPITAS

Economic Development and Trade Commission

MEETING MINUTES

4:30 PM

Monday, August 12, 2019

Milpitas City Hall

First Floor Committee Conference Room

CALL TO ORDER

Chair Rice called the meetings to order at 4:31 PM. Economic Development Coordinator Daniel Degu called the roll.

ROLL CALL

PRESENT: Chair Lynne Rice; Commissioner Victor San Vicente, Dhaval Brahmbhatt; Alternate Commissioner Dipak Awasthi, Juliette Gomez; and Economic Development Director Alex Andrade; and Economic Development Coordinator Daniel Degu

ABSENT: Commissioner Warren Wettenstein, Matthew Taylor, Chris Norwood; and Vice Mayor Karina Dominguez

PLEDGE of ALLEGIANCE

Chair Rice led the pledge of allegiance.

ALTERNATE SEATING

Alternate Commissioner No. 1 Dipak Awasthi was seated in place of Commissioner Warren Wettenstein.

Alternate Commissioner No. 2 Juliette Gomez was seated in place of Commissioner Chris Norwood.

APPROVAL OF AGENDA

Motion: to approve the Economic Development and Trade Commission meeting agenda for August 12, 2019, as submitted

Motion/Second Brahmbhatt/Gomez

Motion carried by a vote of AYES: 5 NOES: 0

APPROVAL OF MINUTES

Motion: to approve the Economic Development and Trade Commission meeting minutes for June 10, 2019, as submitted

Motion/Second San Vicente/Gomez

Motion carried by a vote of AYES: 4 NOES: 0 ABSTAIN: 1 (Brahmbhatt)

PUBLIC FORUM

Resident, Rob Means, provided public comment on Personal Rapid Transit.

ANNOUNCEMENTS

Chair Rice gave an update on new stores recently opening in the Great Mall, which include New Balance, Ecco Shoes Outlet, and Miniso (next month). She also shared that Great Mall hosted an event for the Milpitas Unified School District (MUSD) employees called Salute to Educators, and that mall management is working with Legoland Discovery Center on marketing and branding.

Vice Mayor Dominguez requested that the branding for the retail center be Milpitas centric in focus and that it should not brand and market its location as San Jose.

BUSINESS ITEMS

A. Receive Presentation from City Staff on City-Initiated Zoning Ordinance Text Amendment Related to Industrial Zoning Districts

Alex Andrade (Economic Development Director), Rozalynne Thompson (Senior Planner), and Albert Zamora (Deputy Fire Chief) provided a joint presentation on the City-initiated zoning ordinance text amendment related to industrial zoning districts. Staff's presentation focused on promoting and preserving heavy industrial lands; regulating mobile fueling; and temporarily allowing public safety uses in industrial lands.

B. Receive Presentation from City Staff on Commissioner Handbook and New Commission Bylaws

Daniel Degu (Economic Development Coordinator) provided a presentation on the new Commissioner Handbook and New Commission Bylaws. Staff's presentation included background on the Economic Development and Trade Commission and a review of the major changes to the Commission Bylaws. Each member of the commission received copies of both the Commissioner Handbook and New Commission Bylaws.

C. Receive Update from City Staff on Current Workforce Development Initiatives

Jennifer Lee (Economic Development Staff Intern) provided a presentation on the Office of Economic Development's current workforce development initiatives. Jennifer presentation highlighted three projects currently underway: Manufacturing Day 2019 is scheduled to take place on October 4, 2020; Manufacturing the Dream, a marketing promotional campaign designed to support Manufacturing Day 2019; and FlexFactor, a 4-week entrepreneurship program that exposes MUSD high school students to the vast range of professional opportunity within advanced manufacturing.

D. Discuss and Prepare Economic Development & Trade Commission Fiscal Year 19-20 Workplan

Alex Andrade (Economic Development Director) reviewed a draft work plan for the Economic Development and Trade Commission. Topic areas discussed included the Economic Development Strategy, International Trade, Manufacturing Day 2019, Better Block, Business Seminars, Pilot Façade Improvement Grant Program, and FlexFactor Initiative. This item was continued to a future meeting.

LIAISON REPORT

Mr. Andrade gave an update on the current digital billboard negotiations with Clear Channel Outdoor and that a Site Development Permit is needed to develop the structure. He also shared that Economic Development staff continues to participate in the international trade calls led by the Governor's Office, and that a community outreach meeting on Short-Term Rentals is scheduled to take place next week.

ADJOURNMENT

Commissioner Brahmhatt motioned and seconded by Commissioner San Vicente to adjourn the meeting at 6:30 PM to the regularly-scheduled

commission meeting on Monday, September 9, 2019, at 4:30 PM. The motion carried unanimously.

DRAFT