



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING

AGENDA

Zoom Webinar

Monday, May 10, 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:** May 10, 2021 (4:35pm)
6. **Approval of Minutes:** April 12, 2021
7. **Public Forum** (4:37pm)

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_QXyjuN-LQ_6DHMh-iGoJiw

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** (4:42pm)

9. Business Items

- a. **City of Milpitas COVID-19 Workforce Recovery Program – Daniel Degu, Sr. (Economic Development Coordinator)** (4:47pm)

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.

Recommendation: Receive staff update and select one Economic Development and Trade Commissioner to serve on the COVID-19 Workforce Recovery Program Stakeholder Working Group.

- b. **Economic Development 101 – Alex Andrade (Director of Economic Development), Daniel Degu, Sr. (Economic Development Coordinator), and Nicole Inamine (Economic Development Specialist)** (5:17pm)

Background: Office of Economic Development staff will provide a presentation on Economic Development as the intentional practice of improving a community's economic well-being and quality of life. The presentation will include projects and initiatives that result in business attraction, retention and expansion and the creation of employment opportunities for Milpitas residents. It will also include how staff directly stimulates the local economy through enhancement of local retail sales, transient occupancy and commercial property tax bases for economic vitality and improving the City's long-term fiscal health.

Recommendation: Receive staff update.

- c. **Milpitas Small Business Spotlight Program – Nicole Inamine (Economic Development Specialist)** (5:47pm)

Background: On September 25, 2020, the Office of Economic Development held a lottery to select 15 Milpitas small businesses to receive a free 90-second promotional video featuring their business. Economic Development and Trade Commissioners will be shown the latest completed Spotlight videos and given an update on the production of upcoming videos.

Recommendation: Receive staff update.

10. Adjournment – Next Meeting on Monday, June 14, 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 / 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 by selecting "I Want to . . . View" link.

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).

APPLY TO SERVE ON A CITY COMMISSION

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Contact the City Clerk's office at 408-586-3003 for more information.

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