



CITY OF MILPITAS

Economic Development and Trade Commission

MEETING MINUTES

4:30 PM

Monday, May 10, 2021

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

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

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CALL TO ORDER

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

PLEDGE of ALLEGIANCE

Chair Norwood asked Economic Development Specialist Nicole Inamine to lead 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; Alternate Commissioners Dipak Awasthi and Juliette Gomez; Economic Development Director Alex Andrade, Economic Development Coordinator Daniel Degu, Sr., and Economic Development Specialist Nicole Inamine.

ABSENT: Commissioner Parkash Daryani

ALTERNATE SEATING

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

Alternate Commissioner No. 2 Juliette Gomez 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 May 10, 2021.

Motion/Second: McNeil/Awasthi

Motion carried by a vote of AYES: 6 and NOES: 0 ABSENT: 1 (Daryani)

APPROVAL OF MINUTES

Motion: To approve the Economic Development & Trade Commission meeting minutes for April 12, 2021.

Motion/Second: Rice/Mundra

Motion carried by a vote of AYES: 6 and NOES: 0 ABSENT: 1 (Daryani)

PUBLIC FORUM

No public comment.

ANNOUNCEMENTS

Commissioner Mundra announced that the Chamber will begin a re-branding effort and will also put together a task force to conduct business outreach to help guide new businesses so that they are in the best position to start doing business in Milpitas.

Councilmember Dominguez invited the EDTC membership to the City Council meeting on Tuesday, May 11, to provide input on how the City of Milpitas can use the incoming American Rescue Plan Act dollars to provide relief for the community.

Chair Norwood reported that Milpitas Unified School District students have been in school in person for a month now. MUSD is now preparing for summer school and for the 2021-2022 school year.

Director Andrade informed the membership of an upcoming Restaurant Revitalization Fund webinar. Director Andrade also provided an update that the City of Milpitas and MUSD are moving forward with an Memorandum of Understanding regarding the MUSD Alliance Partners for Future-Ready Learners Program (MAP).

Vice Chair McNeil asked when the next Catalyze SV Community Conversation event will take place.

Commissioner Rice provided updates on Great Mall activities. Commissioner Rice asked Economic Development Director Andrade if other businesses are also having hiring challenges, to which Director Andrade responded affirmatively, and that the lodging industry is in a similar situation. Commissioner Mundra confirmed that small businesses are in a similar predicament as well.

BUSINESS ITEMS

A. City of Milpitas COVID-19 Workforce Recovery Program

Economic Development Coordinator Degu presented on the COVID-19 Workforce Recovery Program, including an overview of Phase 1 and Phase 2 objectives, the Business and Resident Survey, and the efforts of the Stakeholder Working Group. Coordinator Degu requested that an EDTC Commissioner join the group as a representative of EDTC to provide input while building the program.

Vice Chair McNeil volunteered if no one else was willing to step up. Commissioner Gomez volunteered to join the working group. Chair Norwood volunteered to support an alternative as well.

Motion: Select Economic Development and Trade Commissioner Gomez to serve on the COVID-19 Workforce Recovery Program Stakeholder Working Group, and Vice Chair McNeil and Chair Norwood as alternates.

Motion/Second: McNeil/Gomez

Motion carried by a vote of AYES: 6 NOES: 0 ABSENT: 1 (Daryani)

Chair Norwood then invited the membership to act on a separate but related motion to receive staff update.

Motion: Receive staff update.

Motion/Second: Rice/Awasthi

Motion carried by a vote of AYES: 6 NOES: 0 ABSENT: 1 (Daryani)

B. Economic Development 101

Director Andrade began the presentation by reviewing Council-identified priorities, giving an overview of the Economic Development Strategy and the various activities in which the Office of Economic Development engages. Coordinator Degu presented on Milpitas property, sales, and hotel tax revenues, recent real estate transactions, and how the Office of Economic Development is involved in land use policies and cross-department collaboration. Specialist Inamine then presented on marketing and branding efforts, Milpitas labor force data, and business recovery strategies after the pandemic.

Chair Norwood and Commissioner Rice asked for clarification on how unemployment is defined and why unemployment rates continue to decrease while employers face hiring challenges.

Commissioner Mundra asked which business recovery strategies are the most effective and produce best financial results.

Motion: Receive staff update.

Motion/Second: Mundra/Gomez

Motion carried by a vote of AYES: 6 NOES: 0 ABSENT: 1 (Daryani)

C. Milpitas Small Business Spotlight Program

Economic Development Specialist Inamine showed two videos featuring Huntford Printing and Graphics and Beausejour Hair and Nails.

Motion: Receive staff update.

Motion/Second: Mundra/Awasthi

Motion carried by a vote of AYES: 6 NOES: 0 ABSENT: 1 (Daryani)

ADJOURNMENT

Vice Chair McNeil motioned and seconded by Commissioner Gomez to adjourn the meeting at 6:01pm to the regularly scheduled commission meeting on Monday, June 14, 2021, at 4:30 PM.

Motion carried by a vote of AYES: 6 NOES: 0 ABSENT: 1 (Daryani)