



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING MINUTES

4:30 PM

Monday, May 9, 2022

- CALL TO ORDER** Meeting called to order at 4:34 PM by Chair Norwood.
- PLEDGE of ALLEGIANCE** Chair Norwood led the Pledge of Allegiance.
- ROLL CALL** Economic Development Director Alex Andrade called the roll.
- PRESENT:** Chair Chris Norwood; Vice Chair McNeil; Commissioners Lynne Rice, Parkash Daryani, Inderjit Mundra; Alternate Commissioner Jennie Phan; Student Commissioner Stephen Huang (non-voting member); Councilmember Karina Dominguez; Economic Development Director Alex Andrade and Economic Development Specialist Eddie Truong.
- ABSENT:** Commissioner Marshall Jones
- ALTERNATE SEATING** Alternate Commissioner No. 1 Jennie Phan was seated in place of a vacant Commissioner seat.
- APPROVAL of AGENDA** Motion: To approve the May 9, 2022 agenda of the Economic Development & Trade Commission.
- Motion/Second: Rice/Phan
- Motion carried by a vote of AYES: 6, NOES: 0, and ABSENT: 1 (Jones)
- APPROVAL OF MINUTES** Motion: To approve the March 14th minutes for the meeting of the Economic Development & Trade Commission, as submitted.
- Motion/Second: Rice/Phan
- Motion carried by a vote of AYES: 6, NOES: 0, and ABSENT: 1 (Jones)
- Motion: To approve the April 11th minutes for the meeting of the Economic Development & Trade Commission, as submitted.
- Motion/Second: Rice/Daryani
- Motion carried by a vote of AYES: 5, NOES: 0, ABSTAIN: 1 (McNeil), and ABSENT: 1 (Jones)
- No public comment.

PUBLIC FORUM

ANNOUNCEMENTS

Commissioner Mundra shared that the Milpitas Chamber of Commerce has added two new Board Members. They hosted a Crab Feed event, an in-person Business Mixer at their office, a Job Fair, and a FAREPA ADU presentation for Milpitas residents. They are doing aggressive Board planning to bring more events to Milpitas such as an Art and Wine Festival and Golf Tournament.

Student Commissioner Huang announced that the Asian Night Market has been scaled down to a school event to be coordinated on May 20, 2022. Small businesses and vendors have been invited to enjoy the event from 4-7pm. The event will happen prior to Senior Award Night.

Commissioner Rice shared that Great Mall welcomed 140+ students, teachers, and staff to celebrate Earth Day. For many of the students, this was their first trip post-COVID and it was a nice community event. Chair Norwood and Economic Development Director Alex Andrade were in attendance.

Chair Norwood reported that the Milpitas Unified School District (MUSD) is preparing for graduation. MUSD kept education going throughout all of COVID, while other school districts had long breaks. Their teachers are tired and have earned a well-deserved rest. MUSD is hosting their first in-person graduation event since the beginning of the COVID-19 pandemic.

Councilmember Karina Dominguez thanked City staff and EDTC Commissioners for “knocking it out of the park.” The councilmember commended EDTC’s work to support night markets and her next focus will be to bring Milpitas to the Norman Y. Mineta San Jose International Airport as a branding opportunity, which could be as simple as doing Great Mall activities at the airport. Councilmember Dominguez encouraged EDTC to think of new opportunities for this partnership.

Economic Development Director Alex Andrade reported two updates: 1) updates on the City’s Innovation District which was approved by the City Council unanimously on April 14th and 2) recruitment for a new Economic Development Specialist. 17 applications were received for the recruitment and the City expects to conduct interviews within the next 1-2 weeks.

BUSINESS ITEMS

A. Commissioner Roles and Involvement

No public comment.

Chair Norwood stated the purpose of the agenda item is to leverage existing EDTC Commissioners to support the City’s economic development goals. Potential opportunities are “Ambassadorships”, guest speakers, canvassing businesses, and to generally partner between EDTC Commissioners and City Staff.

Economic Development Director Alex Andrade shared that City Staff is especially interested in partnering with EDTC Commissioners and Ambassadorships. He noted that the EDTC is likely ahead of other Commissions on this topic.

Vice Chair McNeil emphasized how economic development staff’s bandwidth is limited and this topic can be helpful. He noted that Ambassadors are not necessarily representatives of the City, but they have the ear of the right people to push economic development goals and to encourage Commissioners to be more active.

Commissioner Daryani commented that Ambassadors can potentially support international delegations to encourage more businesses to invest in Milpitas and workforce development opportunities.

Alternate Commissioner Ha encouraged each EDTC Commissioner to be Ambassadors. She would like to propose there be more mixers for the public to meet with Commissioners/Ambassadors/City representatives.

Councilmember Dominguez encouraged EDTC Commissioners to be empowered to represent the City at events like Rotary, etc. Councilmember Dominguez encouraged EDTC to think about regional brand development, because otherwise Milpitas is often forgotten.

Economic Development Director Alex Andrade responded that City staff will return with a mock-up of events. He also challenged EDTC to recruit more members of the public to observe future EDTC meetings as it improves democracy when more people are engaged.

Motion: (1) Accept the presentation, discussion, and ideas; (2) proceed with a joint mixer, to be coordinated by the City and Milpitas Chamber of Commerce; and (3) for City staff to develop and bring back a draft calendar of events.

Motion/Second: Rice/McNeil

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

B. American Rescue Plan Act (ARPA) Update

No public comment.

Chair Norwood suggested that the City seek out local non-profit organizations for future partnerships.

Motion: Accept the staff presentation.

Motion/Second: Rice/Mundra

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

ADJOURNMENT

Commissioner Daryani motioned and seconded by Vice Chair McNeil to adjourn the meeting at 5:56 PM to the regularly scheduled commission meeting on Monday, June 13, 2022, at 4:30 PM.

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