



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING

AGENDA

4:30 PM

Monday, May 8, 2023

Milpitas City Hall

First Floor Committee Conference Room

455 E. Calaveras Blvd.

1. **Call to Order** (4:30 pm)
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Seating of Alternates**
5. **Approval of Agenda:** May 8, 2023
6. **Approval of Minutes:** March 28, 2023 Special Meeting and April 10, 2023 Regular Meeting

7. **Public Forum** (4:35 pm)

Members of the audience are invited to address the Commission on any subject not on the agenda. Speakers must state their name (address is optional) for the record and limit their remarks to three minutes or less. For items not listed on the agenda, no response is required of City staff or Commissioners. However, Commissioners may ask City staff to place the item on a future meeting agenda.

8. **Announcements**

- a. Commissioners
- b. City Council Liaison
- c. City Staff

9. **Business Items**

- a. **American Rescue Plan Act (ARPA) Program Updates – Margaret Tamisiea, Senior Special Projects Associate (4:45 PM)**

Background: City staff will provide an ARPA Economic Vitality Investment Framework update focused on Milpitas Youth Force (MYF) and Business Improvement District (BID) study.

Recommendation: Receive update.

b. **Job Fair Event – Michael Thomas, Economic Development Specialist (5:05 PM)**

Background: In November 2022, workforce development agency NOVAworks requested City staff's assistance with assessing Milpitas' lodging and hospitality sector's most pressing workforce development needs resulting in a focus group discussion with three hotel general managers with NOVAworks and City staff. The most pressing need was filling vacant staff positions due to reduced applicant volume, lack of qualified candidates and new hires not reporting for work resulting in management covering staff positions. Causes include housing costs, qualified candidates employed in other sectors that pay higher wages or who work closer to home. Job openings ranged from five to sixteen vacancies according to the general managers who participated in the focus group. Hotel room bookings have not returned to pre-pandemic levels due to less business travel.

City staff and NOVAworks released a survey to all 20 lodging properties in Milpitas to assess staffing needs and availability to attend a job fair. From those responses, staff and NOVAworks are planning a job fair event for Wednesday, June 21 at the Milpitas Community Center.

Recommendation: Receive update and determine Commissioner volunteer event roles.

c. **Innovation District Branding Initiative – Daniel Degu, Sr., Economic Development Coordinator (5:25 PM)**

Background: On April 19, 2022, the City Council adopted the Innovation District Action Plan. This plan builds upon the vision and policies in the [Economic Development Strategy](#), [Milpitas Metro Specific Plan](#), and the City's [General Plan 2040](#). The Innovation District Action Plan is intended to guide the City's actions as it works to catalyze its new Innovation District. This plan represents a set of actions the City of Milpitas will take to support the development of an Innovation District within the larger Milpitas Metro Specific Plan area.

Recommendation: Receive presentation and provide input on Innovation District Branding Initiative draft scope of work.

d. **Commissioner Roles and Responsibilities – Casey McNeil (EDTC Chairperson) (5:45 PM)**

Background: The [EDTC](#) advises the City Council on business issues, cultivates international trade relationships, and makes recommendations on the design, development, and implementation of economic development in the City of Milpitas. This item allows each commissioner to explain how their professional background, knowledge and experience relates to the EDTC's mission.

Recommendation: Receive presentation and select a commissioner to present at the Commission's regular meeting on June 12, 2023.

e. **New Business Item Discussion – Casey McNeil (EDTC Chairperson) (5:55 PM)**

Background: Each year, the Commission develops a draft Work Plan recommended for City Council adoption. Commissioners are invited to introduce items the Commission may consider including or modifying in future EDTC Workplans. Ideas suggested during the Commission's April 10 regular meeting included:

1. Understanding synergy between zoning and economic development
2. Addressing unhoused individuals and subsidized housing for educators
3. Housing affordability and home ownership
4. Student scholarships

Recommendation: Note and file Commissioners' suggestions.

10. Adjournment – Next Meeting on Monday, June 12, 2023, at 4:30 PM.

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e-mail: mmutalipassi@milpitas.gov / Phone: 408-586-3040

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