



CITY OF MILPITAS

Economic Development and Trade Commission

MEETING MINUTES

2:00 PM

Friday, April 24, 2020

Zoom Webinar

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

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

Web Streaming : <https://www.ci.milpitas.ca.gov/webstreaming>

Public Comments: <https://www.ci.milpitas.ca.gov/publiccomments/>

CALL TO ORDER

Commissioner Norwood called the meeting to order at 2:10 PM.

PLEDGE of ALLEGIANCE

Chair Norwood led the Pledge of Allegiance.

ROLL CALL

Economic Development Coordinator Daniel Degu, Sr. called the roll.

PRESENT: Acting Chair Norwood; Commissioners McNeil, San Vicente, Mundra; Alternate Commissioners Awasthi and Gomez (Gomez confirmed seated after the fact); Economic Development Director Alex Andrade and Economic Development Coordinator Daniel Degu, Sr.; Sujata Srivastava, Derek Braun, and Evelyne St-Louis from Strategic Economics; Councilmember Karina Dominguez; and Assistant City Manager Ashwini Kantak.

ABSENT: Chair Lynne Rice

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 & Trade Commission meeting agenda for April 24, 2020.

Motion/Second: McNeil/Mundra

Motion carried by a vote of AYES: 6 and NOES: 0

PUBLIC FORUM

Public Forum was revisited at the beginning of Business Item A, via a motion and second from McNeill/San Vicente. The motion carried unanimously.

One public comment from Ryan Phelps (Chief Investment Offer) from Dynamic City Capital, LLC, regarding transient occupancy tax rebates for the Element Hotel due to COVID-19 crisis.

BUSINESS ITEMS

A. Economic Development Strategy Adoption – Alex Andrade and Daniel Degu, Sr. (City of Milpitas) and Sujata Srivastava, Derek Braun, and Evelyne St-Louis (Consultant: Strategic Economics)

Director Andrade provided an update on recent business assistance efforts undertaken by the Office of Economic Development to meet the needs of the local business community and workforce during COVID-19.

Sujata Srivastava from Strategic Economics delivered a presentation on the draft Economic Development Strategy (EDS).

Commissioner McNeil asked if the proposed 5-year EDS will incorporate more short-term strategies related to COVID-19. Director Andrade replied that the development of the EDS started many months before COVID-19 so the draft will come to City Council as originally written, however it will be accompanied by a cover letter incorporating emergency implementation actions relevant to COVID-19.

Assistant City Manager Ashwini Kantak provided an update on the city's efforts to develop its brand identity, update marketing materials and existing website, and improve the permitting process.

Commissioner San Vicente emphasized the need for Milpitas-specific data to inform decisions on how to flatten the curve and reopen the local economy.

Commissioner San Vicente asked if Strategic Economics has data on other cities' ratios of high-tech jobs to population, R&D jobs to population, and other job types to see how Milpitas compares in successfully attracting those jobs.

Commissioner Mundra asked what kind of process there is to prioritize and complete each of the projects in the EDS. Assistant City Manager Kantak noted that most of the decision making happens at City Council direction and through the budget process.

Commissioner McNeil asked Director Andrade to explain the process of how EDS actions were determined. Director Andrade and Strategic Economics explained that the strategies were informed by multiple stakeholder groups and industry leaders.

Motion: Recommend that the City Council adopt the proposed Economic Development Strategy and implementation actions.

Motion/Second: McNeil/Awasthi

Motion carried by a vote of AYES: 6 and NOES: 0

ADJOURNMENT

Commissioner San Vicente motioned and seconded by Commissioner Mundra to adjourn the meeting at 4:11pm to the next regularly-scheduled commission meeting. The motion carried unanimously.