



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING

AGENDA

Zoom Webinar

Monday, April 12, 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:** April 12, 2021 (4:35pm)
6. **Approval of Minutes:** March 8, 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_Q4RKsenMTNCHZfSpY4g9gQ

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) and Kris Stadelman (Director of Employment Department)** (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 presentation and provide feedback on the draft Job Seeker/Worker Survey and Business Survey.

- b. **Milpitas Small Business Spotlight Program – Nicole Inamine (Economic Development Specialist)** (5:17pm)

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.

- c. **Update on the Economic Development Strategy – Alex Andrade (Director of Economic Development) and Daniel Degu, Sr. (Economic Development Coordinator)** (5:22pm)

Background: Approved by the City Council on May 5, 2020, the Economic Development Strategy serves as Milpitas' road map to grow and diversify the city's economy, support businesses and workers, and improve quality of life in the community. The Economy Development Strategy is a five-year plan. While the first year was largely focused on COVID-19 business relief and recovery efforts, the Office of Economic Development has made progress and implemented several of the Economic Development Strategies and Implementation Actions of the Economic Development Strategy nonetheless.

Recommendation: Receive staff update.

10. Adjournment – Next Meeting on Monday, May 10, 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).

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