



CITY OF MILPITAS

Economic Development and Trade Commission

MEETING MINUTES

4:30 PM

Monday, April 12, 2021

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

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

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

CALL TO ORDER

Meeting called to order at 4:34 PM by Chair Chris Norwood.

PLEDGE of ALLEGIANCE

Chair Chris 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, Prakash Daryani; Alternate Commissioners Dipak Awasthi and Juliette Gomez; Councilmember Karina Dominguez; NOVAworks Director Kris Stadelman and Program Manager Luther Jackson; Economic Development Director Alex Andrade, Economic Development Coordinator Daniel Degu, Sr., and Economic Development Specialist Nicole Inamine.

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 April 12, 2021.

Motion/Second: McNeil/Daryani

Motion carried by a vote of AYES: 7 and NOES: 0

APPROVAL OF MINUTES

Motion: To approve the Economic Development & Trade Commission meeting minutes for March 8, 2021.

Motion/Second: Mundra/Rice

Motion carried by a vote of AYES: 7 and NOES: 0

PUBLIC FORUM

No public comment.

ANNOUNCEMENTS

Vice Chair McNeil asked what if a Commissioner is only partially present for a meeting when voting its meeting minutes, to which Chair Norwood responded that a Commissioner can vote only if present for the whole meeting.

Commissioner Rice gave an update that Sephora has opened at Great Mall and was very well received by the community. In addition, 11,000 square feet of retail is under construction for Under Armour; Legoland will open in May 2021.

Chair Norwood announced that as of April 1st, Milpitas Unified School District expanded its on campus learnings throughout the campuses for the approximately 1200 students following the County's move to Orange Tier. Students can continue distance learning or parents can opt into returning to campus. Highest need students are invited to come back to campus first. Commissioner Daryani asked about what safety measures are being taken on campus.

Councilmember Dominguez invited the membership to Main Street Community Conversations, scheduled to be held virtually via Zoom on Thursday, April 29, from 6pm to 8pm. She added that there is another round of funding coming from the Federal government. Councilmember Dominguez noted that the City Council will continue to work with the County of Santa Clara Board of Supervisors to get more vaccines to Milpitas, including starting the mobile vaccination program, which will help the most in-need populations like senior citizens. Councilmember Dominguez congratulated Commissioner Gomez on her birthday.

Commissioner Awasthi asked whether the Better Block program is coming back. Councilmember Dominguez responded that this programming is something that she supports, however the City must focus on balancing its budget right now.

Commissioner Mundra provided an update about the Milpitas Chamber of Commerce, which is putting together various teams to research what the Chamber needs moving forward from the pandemic, survey local businesses on their current situations and inform them of various available programs. In the next 3-6 months the Chamber will undergo a re-imaging to align with the City's image. Commissioner Mundra further noted that the city of Milpitas is not growing as quickly as San Jose, however he anticipates that Milpitas' pace of growth to quicken and wants to prepare for that and figure out where the target markets will be.

In response to Commissioner Mundra's announcement, Commissioner Daryani noted that data can help us make informed decisions on targeted business assistance. Chair Norwood wants to continue this conversation and have staff provide data on the kind of jobs lost, what is also happening on the national front when it comes to economic development, and what are the indicators of what types of businesses can we attract and how the Chamber can be a partner in that.

Commissioner Daryani added that predictive and energy sectors will be big markets in the future. The City can use this information to encourage pursuing job growth in those sectors.

Director Andrade congratulated re-appointed Commissioners to the Economic Development and Trade Commission: Commissioners Rice, Mundra, Daryani, and Awasthi. He provided an update that the Santa Clara County commercial eviction moratorium has been extended through June 30, 2021 for small businesses in both incorporated and unincorporated areas. He also promoted a small business town hall on April 15 hosted by Congressman Ro Khanna and Assemblymember Alex Lee. He also noted that Milpitas has been named the fourth fastest-growing city according to [Wallet Hub](#).

BUSINESS ITEMS

A. City of Milpitas COVID-19 Workforce Recovery Program

Director Andrade provided an overview of how the pandemic has affected the workforce. In Milpitas, the unemployment rate ballooned at the onset of the pandemic; emerging technologies and the fourth industrial revolution continue to change workforce needs. Employers' needs are also changing quickly, creating a skills gap, estimating about 40% of workers may need re-skilling.

Coordinator Degu, Sr. highlighted that workforce development and education is a core component of the City's Economic Development Strategy. He presented the background and goals of the City of Milpitas COVID-19 Workforce Recovery program, as well as an overview of project milestones and phasing of the program implementation.

NOVAworks Director Kris Stadelman provided an explanation of workforce development boards and a similar workforce development project completed for the County of San Mateo that can help shape the current work going on in Milpitas. She explained Phase 1 is to administer a workforce needs assessment survey, conduct stakeholder engagement and outreach, and recommend a workforce training solution; Phase II will implement the recommended workforce training solutions.

Commissioner Daryani commented that different market segments were impacted differently from the pandemic and wanted to know if the survey results can be disaggregated. Director Stadelman highlighted the importance of collaborating between workforce development and economic development. NOVAworks will ensure that anyone who has lost a job is not missed, while economic development lets them know which jobs will be in demand.

Chair Norwood commented that if additional stakeholders were added to the outreach group, how would that affect the timeline and scope? He expressed concern with the depth of the existing stakeholder groups of industries already identified.

Vice Chair McNeil suggested a modification to Question 18 to add: "If so, how?" instead of a yes/no response, and to add additional training on problem solving and emotional intelligence.

Councilmember Dominguez would like more information from the stakeholder group about how many impacted workers are youth aged 18-21; some youth in this age range help their families with a third income to pay rent. She would like to see businesses support internships to develop skillsets beyond entry-level skills, and that this can help fill jobs.

Commissioner Rice commented that many students coming back from college breaks are not able to secure internships. She would like to see more internship support because they are the future workforce.

Chair Norwood mentioned there needs to be a question that asks about which generation the respondent belongs to.

Commissioner Daryani commented that there seems to be segmentation by service and product, but there are still more ways to disaggregate.

Coordinator Degu, Sr. introduced the Job Seeker survey.

Commissioner Mundra asked if the surveys will be online to which Director Stadelman responded that they will be shared in a variety of ways, including online via SurveyMonkey, to help spread throughout the community. She will ask for the Chamber and MUSD's assistance as well.

Motion: Receive staff presentation and provide feedback on the draft Job Seeker/Worker Survey and Business Survey.

Motion/Second: McNeil/Awasthi

Motion carried with AYES: 6 NOES: 0 ABSENT: 1 (Gomez)

B. Milpitas Small Business Spotlight Program

Economic Development Specialist Inamine presented two videos from the Spotlight program featuring local small businesses Prisha Pediatrics and Black Cat Comics.

Motion: Receive staff update.

Motion/Second: Daryani/McNeil

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

C. Update on the Economic Development Strategy

Director Andrade provided an overview of the 7 strategies within the City's Economic Development Strategy, including Retail and Restaurants; Workforce Development and Education; Tech and Advanced Manufacturing; Light Industrial, Warehouse & Distribution space; Innovation District & Real Estate Development; and Marketing and Processes. He also explained that each strategy is accompanied by a set of implementation actions. Staff explained that the Economic Development Strategy serves as a road map to grow and diversify the City's economy, support businesses and workers, and improve quality of life in the community. It is a policy document that is currently guiding the City's economic development activities over a five-year period.

Chair Norwood commented that the Economic Development Strategy serves as a workplan and guiding document for staff.

Motion/Second: Mundra/Daryani

Motion carried by a vote of AYES: 5 NOES: 0 ABSENT: 2 (Rice and Gomez)

ADJOURNMENT

Commissioner Mundra motioned and seconded by Commissioner Daryani to adjourn the meeting at 6:17 PM to the regularly scheduled commission meeting on Monday, May 10, 2021, at 4:30 PM.

The motion carried by a vote of AYES: 5, NOES: 0 and ABSENT: 2 (Rice and Gomez).