



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING MINUTES

4:30 PM

Monday, April 11, 2022

CALL TO ORDER	Meeting called to order at 4:30 PM by Chair Norwood.
PLEDGE of ALLEGIANCE	Chair Norwood led the Pledge of Allegiance.
ROLL CALL	Economic Development Specialist Eddie Truong called the roll. PRESENT: Chair Chris Norwood; Commissioners Lynne Rice, Parkash Daryani, Inderjit Mundra; Alternate Commissioner Jennie Phan; Student Commissioner Stephen Huang (non-voting member); Assistant City Manager Ashwini Katak, Economic Development Coordinator Daniel Degu, Sr., and Economic Development Specialist Eddie Truong. ABSENT: Vice Chair McNeil, Commissioner Marshall Jones, and Councilmember Karina Dominguez.
ALTERNATE SEATING	Alternate Commissioner No. 1 Jennie Phan was seated in place of a vacant Commissioner seat.
APPROVAL of AGENDA	Motion: To approve the April 11, 2022 agenda of the Economic Development & Trade Commission. Motion/Second: Daryani/Rice Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (McNeil and Jones)
APPROVAL OF MINUTES	No action was taken for this item and the item will be brought forward at the next meeting of the Economic Development & Trade Commission.
PUBLIC FORUM	No public comment.
ANNOUNCEMENTS	Commissioner Mundra reported that the Milpitas Chamber of Commerce had a successful crab feed event with 200+ people attending. The Chamber is now staffed with 2 people in the office and is now focused on a work plan that will be implemented throughout the year. Commissioner Daryani shared that a homeless shelter has been causing significant problems near his office. The Commissioner noted that this issue has negative economic development impacts. A discussion was had about assessing the negative economic impacts of the homeless shelter and the issue has been noted by the Commission.

Commissioner Rice reported that Earth Day is coming up and there is a partnership with the Milpitas Unified School District. There will be a workshop to inform students about Earth Day and other activities to engage the youth.

Chair Norwood shared that the Kiwanis Club hosted a successful crab feed event and that Great Mall is a partner of the Earth Day program.

Specialist Truong shared an update on the Economic Vitality projects funded by the American Rescue Plan: 1) ARPA Small Business Assistance Grant Program and 2) ARPA Hotels Assistance Grant Program. Chair Norwood provided feedback that the City should consider collecting testimonials from ARPA beneficiaries for positive branding and marketing efforts.

BUSINESS ITEMS

A. Milpitas Youth Force – Renee Lorentzen (Director of Recreation and Community Services)

No public comment.

Director of Recreation & Community Services Lorentzen provided an update on Milpitas Youth Force, an 8-week summer work program where low-income, at-risk youth receive training, transportation support, a work attire stipend, and are placed at a private business to gain work experience. Director Lorentzen shared that Commissioners can assist with marketing promotion efforts, apply as a business participant, or speak to the youth directly.

Commissioner Mundra requested that Milpitas Youth Force participants meet with industry professionals, such as the Police Chief. Chair Norwood suggested that executives can meet with them during pre-designated days of the program.

Student Commissioner Huang suggested that Milpitas Youth Force should consider a print ad in The Union, the official student-run newspaper of Milpitas High School.

Motion: Accept the presentation from City Staff.

Motion/Second: Daryani/Phan

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (McNeil and Jones)

B. Commissioner Roles and Involvement – Chris Norwood (EDTC Chair)

No public comment.

Motion: Table agenda item 9(b) until a future meeting of the Economic Development and Trade Commission.

Motion/Second: Norwood/Rice

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (McNeil and Jones)

C. Innovation District Action Plan – Daniel Degu, Sr. (Economic Development Coordinator)

No public comment.

Coordinator Degu provided a report on Phase II of the Fiscal Benefits of Employment Lands Study. This project attempts to better understand how the City can preserve employment lands to provide fiscal benefits for the organization. The study is considering the formation of a Milpitas Innovation District that could provide additional revenue opportunities for the City. With supportive City policies, there could be an opportunity to spur new office development for increased City revenues. Coordinator Degu shared various potential strategies that support these objectives.

Commissioner Rice suggested that the City explore investment opportunities from international businesses and to speak with the City of Santa Clara on their commercial development projects to learn from their experiences.

Commissioner Daryani provided feedback that the Fiscal Benefits of Employment Lands study does not address the different phases of technology and innovation (from proof of concept to actualization), to attract high-paying technology jobs. Commissioner Daryani recommends that a vision be developed and then a road map be created for execution, which would be an attractive proposition for more companies to consider investments in the City of Milpitas.

Commissioner Mundra shared feedback that the City should provide customer service to help attract business investments for the Innovation District.

Chair Norwood inquired about the City Manager's Office and their role to coordinate City Departments in supporting the Innovation District. Assistant City Manager Kantak responded and shared updates on pending activities to attract anchor tenants, such: as streamlining permits, smart city infrastructure, and other pending policy items that must be approved by the City Council.

Commissioner Daryani suggested that the City needs to clearly define the goals and objectives of the Innovation District. Chair Norwood made a comment that there should be a visionary to guide the Innovation District concept and to coordinate City Departments across the entire organization.

Coordinator Degu shared that the Milpitas Innovation District will be complemented with a 5-year action plan that would address the feedback shared by Commissioners.

Motion: Accept the presentation from City Staff.

Motion/Second: Daryani/Mundra

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (McNeil and Jones)

D. Milpitas Cultural Night Market Proposal – Stephen Huang (Student Commissioner)

No public comment.

Student Commissioner Huang shared background on the Asian American Association of Milpitas High School, which is a student club to help students learn more about Asian cultures and to bring the Asian community together through organized events. The Milpitas Night Market is being planned for Friday, May and would feature local performances and decorations.

Commissioner Rice shared an opportunity for the Asian American Association to partner with Great Mall on an Asian Night Market.

Commissioner Mundra shared an opportunity for the Asian American Association to partner with the Milpitas Chamber of Commerce on the annual Art & Wine Festival to feature cultural stages.

Chair Norwood noted that he would make an announcement at the next meeting of the Milpitas Unified School District Board of Trustees.

Motion: Accept the presentation from Student Commission Stephen Huang.

Motion/Second: Mundra/Rice

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (McNeil and Jones)

ADJOURNMENT

Commissioner Daryani motioned and seconded by Alternate Commissioner Phan to adjourn the meeting at 6:16 PM to the regularly scheduled commission meeting on Monday, May 9, 2022, at 4:30 PM.

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (McNeil and Jones)