



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING

AGENDA

Zoom Webinar

Monday, March 14, 2022

4:30 PM

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**
3. **Roll Call**
4. **Seating of Alternates**
5. **Approval of Agenda:** March 14, 2022
6. **Approval of Minutes:** February 14, 2022
7. **Public Forum** (4:35pm)

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_mn3frFhrR4Gxqb_1djs1w

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

9. Business Items

- a. **Gateway/Main Street Specific Plan Update – Ned Thomas (Planning Director) and Jay Lee (Principal Planner) (4:45pm)**

Background: The Milpitas Midtown Specific Plan was originally adopted by City Council in 2002 to maximize land use, transportation, and economic opportunities along the City's historic Main Street and to energize and catalyze mixed-use, transit-oriented development in the Midtown area, also known as the "heart" of Milpitas. Since adoption of the current Midtown Specific Plan, little of the community's vision for this area has been realized, and many potential development sites remain vacant and underutilized. As part of the update process, the Midtown Specific Plan will be renamed the "Milpitas Gateway/Main Street Specific Plan" to reflect a greater focus on: 1) the historical significance of Main Street as a place for community members to gather and mingle; 2) the importance of Calaveras Blvd. as a primary gateway into central Milpitas, and; 3) the valuable 1-880 freeway frontage along Abbott Avenue with opportunities for new mixed-use commercial and office development. The Gateway/Main Street Specific Plan will provide a new vision and strategic policy framework to guide redevelopment and reinvestment in these three focus areas and transform this important gateway into an attractive and vibrant destination for the City and the region.

Recommendation: Receive staff update.

- b. **Commissioner Roles and Involvement – Chris Norwood (EDTC Chair) and Casey McNeil (EDTC Vice Chair) (5:15 pm)**

Background: In alignment with the City Council approved EDTC Work Plan of Fiscal Year 2021-2022, Chair Norwood and Vice Chair McNeil will lead a conversation related to the Commission's roles and involvement, including but not limited to, actionable leadership, ambassadorship, providing expertise on hospitality and workforce development, business outreach, leveraging educational networks, supporting international trade and commerce, Manufacturing Day participation, etc.

Recommendation: EDTC discussion on roles and involvement based on Fiscal Year 2021-2022 Work Plan and vote on a schedule with specific Commissioner assignments.

- c. **Milpitas MyPlan Career Accelerator Program – Daniel Degu, Sr. (Economic Development Coordinator) (5:45 pm)**

Background: The purpose of the Milpitas MyPlan Career Accelerator Program is to provide Milpitas residents with customized access to job search tools and information. The program will offer residents workshops, assessments, career navigation and career counseling. The target audience are Milpitas unemployed, underemployed workers, and young adult learners impacted by COVID-19.

Recommendation: Receive staff update.

10. Adjournment – Next Meeting on Monday, April 11, 2022, 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 is 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).

APPLY TO SERVE ON A CITY COMMISSION

Commission application forms are available online at www.ci.milpitas.ca.gov or at Milpitas City Hall. Contact the City Clerk's office at 408-586-3003 for more information.

If you need assistance, per the Americans with Disabilities Act, for a City of Milpitas public meeting, please call Alex Andrade at 408-586-3046 or send an e-mail to businessassistance@ci.milpitas.ca.gov prior to the meeting. You may request a larger font agenda or arrange for mobility assistance. For hearing assistance, headsets are available in the City Council Chambers for all meetings.