



# CITY OF MILPITAS

## Economic Development and Trade Commission

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### REGULAR MEETING

### AGENDA

Zoom Webinar

Monday, February 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** (4:30 pm)
2. **Pledge of Allegiance** (4:31 pm)
3. **Roll Call** (4:32 pm)
4. **Seating of Alternates**
5. **Approval of Agenda:** February 14, 2022 (4:33 pm)
6. **Approval of Minutes:** January 20, 2022
7. **Public Forum** (4:35 pm)

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\\_SAqQTvZgQYCPHBo1KPpYDQ](https://ci-milpitas-ca-gov.zoom.us/webinar/register/WN_SAqQTvZgQYCPHBo1KPpYDQ)

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** (4:37 pm)
  - a. EDTC Commissioners
  - b. City Council Liaison
  - c. City Staff

## 9. Business Items

- a. **Main Street Business Improvement District – Alex Andrade (Director of Economic Development) and Nikki Inamine (Economic Development Specialist) (4:45 pm)**

Background: A Business Improvement District (BID) is a geographic area in which businesses or property owners are required to pay a self-assessed levy to fund projects within the district's boundaries. BIDs are employed as an economic development tool to fund services such as cleaning streets and beautification, providing security, making capital improvements, construction of pedestrian and streetscape enhancements, and marketing the area (i.e., Historic District). In alignment with Implementation Action 31.3 of the Economic Development Strategy, "provide technical support for property owners and business owners on Main Street to explore and assist with forming a BID, including potentially funding services for a district formation consultant," staff has been directed by the City Council to discuss the possibility of establishing a BID associated with Main Street Revitalization efforts with the Commission.

Recommendation: Obtain Commission feedback and report findings to the City Council.

- b. **ARPA Small Business Assistance Grant Program Update – Eddie Truong (Economic Development Specialist) (5:10 pm)**

Background: Staff will provide a programmatic update on the ARPA Small Business Assistance Grant Program, which provides \$5,000 grants to Milpitas small businesses to aid economic recovery. On 1/31/2022, the program formally launched and will continue accepting applications until 3/1/2022 at 11:59 PM. Economic Development staff has coordinated extensive outreach and marketing efforts and will provide a mid-program progress report with the Commission.

Recommendation: Receive staff update.

- c. **Commissioner Roles and Involvement – Chris Norwood (EDTC Chair) and Casey McNeil (EDTC Vice Chair) (5:20 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.

## 10. Adjournment – Next Meeting on Monday, March 14, 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](mailto: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](http://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).

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