



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING MINUTES

4:30 PM

Monday, February 14, 2022

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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 Nicole Inamine called the roll. PRESENT: Chair Chris Norwood; Vice Chair Casey McNeil; Commissioners Inderjit Mundra, Lynne Rice; Parkash Daryani, Marshall Jones; Alternate Commissioner Jennie Phan (joined during Item 9A); Student Commissioner Stephen Huang (non-voting member); Assistant City Manager Ashwini Katak; Director of Economic Development Alex Andrade, Economic Development Coordinator Daniel Degu, Sr., and Economic Development Specialists Nicole Inamine and Eddie Truong. ABSENT: None
ALTERNATE SEATING	Alternate Commissioner No. 1 Jennie Phan was seated in place of the vacant Business Representative seat.
APPROVAL of AGENDA	Motion: To approve the Economic Development and Trade Commission meeting agenda for February 14, 2022. Motion/Second: McNeil/Daryani Motion carried by a vote of AYES: 6, NOES: 0, and ABSENT: 1 (Phan)
APPROVAL OF MINUTES	Motion: To approve the Economic Development and Trade Commission meeting minutes for January 20, 2022, as submitted. Motion/Second: Jones/Daryani Motion carried by a vote of AYES: 5, NOES: 0, ABSENT: 1 (Phan), and ABSTAIN: 1 (Rice)
PUBLIC FORUM	No public comment.

ANNOUNCEMENTS

Commissioner Mundra shared that the Milpitas Chamber of Commerce will move forward with implementing in-person events.

Chair Norwood shared that Milpitas Unified School District (MUSD) will provide free COVID-19 testing for students the week of February 21. MUSD is also fundraising for its Innovation Campus.

Coordinator Degu shared that the first of two cohorts of the Milpitas MyPlan Career Accelerator Program launched today in partnership with NOVAworks. This free program provides residents an opportunity to attend workshops, trainings, and access to career advising over a three-week period. A more comprehensive update will be given at the March EDTC meeting; the program is still accepting applications for the upcoming March cohort.

BUSINESS ITEMS

A. Main Street Business Improvement District – Alex Andrade (Director of Economic Development) and Nikki Inamine (Economic Development Specialist)

Director Andrade provided background information on Business Improvement Districts (BIDs), specifically its alignment with the Economic Development Strategy, General Plan 2040, and Council priorities.

Specialist Inamine presented the definition of a business improvement district, different types of BIDs, the various benefits that a BID can fund and how it can help revitalize Main Street. Specialist Inamine shared the potential geographic boundaries of the BID, key takeaways from business outreach, and next steps. The presentation also highlighted the financial and human resources needed for this project to move forward.

Director Andrade added that this item will be presented to the City Council tomorrow.

Commissioner Daryani asked how the self-assessment is calculated and enforced amongst property or business owners. Specialist Inamine responded that the self-assessment amount is determined by the consultant and various factors such as property size weigh into the amount. Director Andrade added that all eligible properties within the defined geographic area will be required to self-assess if the majority agrees to form a BID. Commissioner Daryani asked if benchmarking data could be collected to help Milpitas businesses make an informed decision on whether to form a BID.

Alternate Commissioner Phan joined the meeting at this time.

Vice Chair McNeil asked how the BID plays a part in the Main Street Gateway specific plan. Assistant City Manager Kantak added that an interim progress update for the specific plan can be brought to the Commission and differentiated the benefits of a BID (e.g. capital improvements, landscaping) vs. the larger vision that will be articulated in the specific plan. Director Andrade added that the BID can help form a unified and centralized voice, such as a downtown business association.

Commissioner Mundra emphasized the importance of marketing the benefits of a BID and the importance of supporting new businesses coming into Main Street.

Commissioner Jones suggested that the BID consultant provide benchmarking options comparing BIDs from cities of similar sizes.

Commissioner Rice commented that the non-commercial parcels are typically larger along Main Street (e.g. school, assembly centers, etc.), so that is something to consider when looking to form the BID. Director Andrade added that depending on the geographic boundaries, the BID may establish different zones to encourage the participation of more commercial properties.

Commissioner Phan asked if there is a specific focus, such as increasing diversity or different business types, when evaluating the BID. Specialist Inamine responded that Main Street revitalization is the general focus, but benefits and enhanced services should be equitably distributed amongst the BID participants.

Chair Norwood confirmed that ARPA funding would be re-allocated to the Main Street BID. Assistant City Manager Kantak clarified that through the budget development process, items have come up for potential ARPA funding including the BID item. Chair Norwood commented that he wants to ensure that the EDTC and staff have sufficient resources to successfully implement Main Street revitalization programs.

No public comment.

Motion: Receive staff report.

Motion/Second: McNeil/Rice

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

B. ARPA Small Business Assistance Grant Program Update – Eddie Truong (Economic Development Specialist)

Specialist Truong presented on the background of this grant program, the grant award process, an overview of the marketing and outreach conducted to the business community, a progress report of applications received, and next steps.

Commissioner Mundra asked if there was any feedback on why more business have not yet applied. Specialist Truong responded that it could be due to various factors, including prolonged marketing outreach or business closures. Director Andrade added that in the remaining two weeks before the deadline, there will be increased marketing and communications, including in-person business outreach.

Chair Norwood asked if there will be a technical assistance workshop for interested applicants, which staff supported.

Commissioner Rice volunteered to distribute the program flyer among the small businesses at the Great Mall. Director Andrade added that the Silicon Valley Central Chamber of Commerce will provide free technical assistance to applicants as well.

Commissioner Mundra commented that the application is quite simple and straightforward, but it may be difficult to motivate businesses to apply, to which

Director Andrade offered to host a webinar or workshop to provide further assistance.

Motion: Receive staff report.

Motion/Second: Daryani/McNeil

Urvishkumar Mehta provided public comment, suggesting that the City of Milpitas can participate in international trade summits.

Chair Norwood asked if public commenters provide their contact information for follow-up. Coordinator Degu responded that attendees do provide contact information when registering for virtual meetings.

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

C. Commissioner Roles and Involvement – Chris Norwood (EDTC Chair) and Casey McNeil (EDTC Vice Chair)

Chair Norwood expressed concern that there is not sufficient time to discuss this item.

Motion: Table Item 9.c to the March 14, 2022 EDTC Meeting.

Motion/Second: Mundra/Daryani

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

Urvishkumar Mehta provided public comment.

ADJOURNMENT

Commissioner Daryani motioned and seconded by Commissioner Mundra to adjourn the meeting at 6:08 PM to the regularly scheduled commission meeting on Monday, March 14, 2022, at 4:30 PM.

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