



CITY OF MILPITAS

Economic Development and Trade Commission

REGULAR MEETING

AGENDA

Zoom Webinar
Monday, February 8, 2021
4:30PM

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** (4:32pm)
3. **Roll Call** (4:33pm)
4. **Seating of Alternates**
5. **Approval of Agenda:** February 8, 2021 (4:38pm)
6. **Approval of Minutes:** January 11, 2021
7. **Public Forum** (4:40pm)

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_psg2dS0VRSSm_PYAi1UUoQ

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** (4:50pm)
9. **Business Items**

- a. **Presentation on the Draft City of Milpitas Trails, Pedestrian, and Bicycle Master Plan, Project No. 3448 – Fanny Yu (Associate Civil Engineer) (5:00pm)**

Background: The Trails, Pedestrian, and Bicycle Master Plan is in the approved City 2020-2025 Capital Improvement Program. This project provides an update to the existing 1997 Trails Master Plan and the 2009 Bicycle Master Plan document. The plan will focus on updating existing trails, bicycle, and pedestrian routes and make recommendations for facilities improvements, programs, and policies.

Recommendation: Receive staff presentation and provide feedback on the draft City of Milpitas Trails, Pedestrian, and Bicycle Master Plan, Project No. 3448.

- b. **Update on Research and Recommendations for Hotel and Travel Industries – Alex Andrade (Director of Economic Development) (5:15pm)**

Background: The Office of Economic Development, in partnership with the Silicon Valley Economic Development Alliance, Santa Clara County Economic Recovery Support Function Team, Hotel and Travel Leaders Task Force, and the City of Campbell, published “Surviving the Pandemic and Building Resilient Hotel And Travel Industries in Silicon Valley: A Guide for Local Government and Industry Leaders” on January 5, 2021 to present trends in the hotel and travel industries, and provide recommendations for how both local government officials and industry leaders can strengthen their recovery and future growth efforts during the pandemic.

Recommendation: Receive staff update on the Research and Recommendations for Hotel and Travel Industries white paper.

- c. **Milpitas Small Business Spotlight Program Update – Alex Andrade (Director of Economic Development) / Nicole Inamine (Economic Development Specialist) (5:45pm)**

Background: In response to the COVID-19 pandemic, the City of Milpitas launched the Milpitas Small Business Spotlight Program to sustain and grow the local economy by supporting our diverse businesses through a “Shop Local” campaign. This program provides an opportunity for 15 Milpitas small businesses to create a 90-second promotional video featuring their business. Economic Development and Trade Commissioners will be shown the first three completed Spotlight videos and be given an update on the production of upcoming videos.

Recommendation: Receive staff update on the Milpitas Small Business Spotlight Program and provide feedback on the Milpitas Small Business Spotlight Program Exit Survey.

- d. **Update on Small Business Development Center Webinar Series – Chris Horton (Regional Lending Specialist Manager of the NorCal Small Business Development Center) (5:55pm)**

Background: During the pandemic, providing business assistance has become a major priority for the Office of Economic Development. Webinars have proven to be a safe and effective way to connect with the business community to share helpful information and resources. As the business community looks toward recovery in the new year, the Office of Economic Development is excited to announce a partnership with NorCal SBDC to present a series of monthly webinars; the first three will cover small business financing, SBA resources, and business resilience and retooling. The first webinar is tentatively planned for late February 2021.

Recommendation: Receive update on Small Business Development Center Webinar Series.

10. Adjournment – Next Meeting on Monday, March 8, 2021, at 4:30 PM. (6:05pm)

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 are 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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