



CITY OF MILPITAS

Economic Development and Trade Commission

MEETING MINUTES

4:30 PM

Monday, February 8, 2021

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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 Lynne Rice, Inderjit Mundra; Alternate Commissioner Dipak Awasthi; Councilmember Karina Dominguez; Economic Development Director Alex Andrade, Economic Development Specialist Nicole Inamine, and Special Projects Coordinator Margaret Tamisiea.
- ABSENT:** Alternate Commissioner Juliette Gomez
- ALTERNATE SEATING** Alternate Commissioner No. 1 Dipak Awasthi was seated in place of the vacant and unfilled Hospitality seat.
- APPROVAL of AGENDA** Motion: To approve the Economic Development & Trade Commission meeting agenda for February 8, 2021.
- Motion/Second: McNeil/Awasthi
- Motion carried by a vote of AYES: 5 and NOES: 0
- APPROVAL OF MINUTES** Motion: To approve the Economic Development & Trade Commission meeting minutes for January 11, 2021.
- Motion/Second: McNeil/Mundra
- Motion carried by a vote of AYES: 4 and NOES: 0 and ABSTAIN: 1 (Rice)
- PUBLIC FORUM** No public comment.
- ANNOUNCEMENTS** Chair Norwood provided an update about the last meeting held between the City of Milpitas and Milpitas Union School District (MUSD) regarding the MUSD Innovation Campus. Item will be brought to City Council for discussion.

Commissioner Rice announced the opening of a new retailer, Sephora, at the Great Mall.

Councilmember Dominguez shared an update about the City Council's decision to waive or defer fees as late as May 31, 2021 for business license and fire permit fees in an effort to help the small business community.

Economic Development Director Alex Andrade announced the departure of Special Projects Coordinator, Margaret Tamisiea. Director Andrade also informed the Commission of the City Council's decision to remove Commissioner Victor San Vicente from EDTC. He also mentioned the Fiscal Benefits of Employment Lands study coming to EDTC next meeting.

Special Projects Coordinator Margaret Tamisiea announced Santa Clara County's move from the Regional Stay At Home Order to the California Blueprint For a Safer Economy's Purple Tier and described some allowed business activities and the Fire Department's engagement with the business community.

Economic Development Specialist Nicole Inamine provided an update about recent amendments to the Commission By-Laws and Commissioner Handbook as well as a San Jose's Work2future Job Fair.

BUSINESS ITEMS

A. Presentation on the Draft City of Milpitas Trails, Pedestrian, and Bicycle Master Plan, Project No. 3448

Civil Engineer Fanny Yu presented an overview of the draft Milpitas Trails, Pedestrian, and Bicycle Master Plan. 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.

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

Motion/Second: McNeil/Rice

Motion carried with AYES: 5 and NOES: 0.

B. Update on Research and Recommendations for Hotel and Travel Industries

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. Economic Development Director Alex Andrade gave an overview of the report and presented the current trends in the hotel and travel industries as well as provided recommendations for how both local government officials and industry leaders can strengthen their recovery and future growth efforts during the pandemic.

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

Motion/Second: Rice/Awasthi

Motion carried by a vote of AYES: 5 and NOES: 0.

C. Milpitas Small Business Spotlight Program Update

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. The Economic Development and Trade Commissioners were shown the first three completed Spotlight videos and given an update on the production of upcoming videos. Economic Development Specialist Nicole Inamine provided a program update and showed the first three Spotlight videos.

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

Motion/Second: McNeil/Mundra

Motion carried by a vote of AYES: 5 and NOES: 0.

D. Update on Small Business Development Center Webinar Series

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. Regional Lending Specialist Manager of the NorCal Small Business Development Center Chris Horton presented the first three webinar topics which will focus on small business financing, SBA resources, and business resilience and retooling. The first webinar is tentatively planned for late February 2021.

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

Motion/Second: Mundra/Awasthi

Motion carried by a vote of AYES: 5 and NOES: 0.

ADJOURNMENT

Vice Chair McNeil motioned and seconded by Commissioner Rice to adjourn the meeting at 6:15pm to the regularly scheduled commission meeting on Monday, March 8, 2021, at 4:30 PM. The motion carried unanimously.