



CITY OF MILPITAS

Economic Development and Trade Commission

SPECIAL MEETING

AGENDA

Zoom Webinar
Thursday, January 20, 2022
4:00PM

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** (4:00pm)
2. **Pledge of Allegiance** (4:01pm)
3. **Roll Call** (4:02pm)
4. **Seating of Alternates**
5. **Approval of Agenda:** January 20, 2022 (4:03pm)
6. **Approval of Minutes:** November 8, 2021
7. **Public Forum** (4:05pm)

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_gYAliD5uQLqCGAafzqbcLw

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 (4:07pm)

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

9. Business Items

- a. **Milpitas Chamber of Commerce Update – Warren Wettenstein (Chamber President) and Inderjit Mundra (EDTC Commissioner and Chamber Vice President) (4:15pm)**

Background: Chamber of Commerce President Wettenstein and Vice President Mundra will provide the Commission a presentation on upcoming Quarter 1 2022 initiatives and programs including a Job Fair, Business Workshop and Crab Feed fundraising event.

Recommendation: Receive Chamber of Commerce update.

- b. **Election of Officers – Chair Chris Norwood (Chair of Economic Development and Trade Commission) (4:25pm)**

Background: Once per year, Commissioners will vote to elect a Chair and Vice Chair of the Commission. The Chair is responsible for leading the regular meetings of the Commission. The Chair shall call the meeting to order, state items to be discussed on the agenda, permit all members with the opportunity to be heard, allow for comments from the public, call for a vote when required and work directly with the staff liaisons to ensure a successful meeting. The Vice Chair shall serve the role of Chair in the absence of the Chair. No Commissioner shall serve more than three years as the Chair or Vice Chair of any Milpitas Commission.

Recommendation: Elect a Chair and Vice Chair of the Economic Development and Trade Commission.

- c. **American Rescue Plan Act Update – Alex Andrade (Director of Economic Development) and Eddie Truong (Economic Development Specialist) (4:35pm)**

Background: Staff will provide a programmatic update on ARPA economic vitality initiatives: 1) ARPA Hotel Assistance Grant Program; 2) ARPA Workforce Development; and 3) ARPA Small Business Assistance Grant Program. In late December 2021, the City launched the ARPA Hotels Assistance Program to provide \$10,000 grant awards to help make local hotels COVID-19 safe and to respond to the public health emergency. At the 12/14/2021 City Council meeting, staff presented ARPA Workforce Development grant funding recommendations for 5 non-profit/governmental organizations in the amount of \$150,000. Finally, the City Council has allocated \$1,500,000 of ARPA funding to provide small business grants to aid economic recovery in the amount of \$5,000 per grant award and staff expects to formally launch the program in early 2022.

Recommendation: Receive staff report.

- d. **Introduction to Main Street Business Improvement District – Alex Andrade (Director of Economic Development), and Nikki Inamine (Economic Development Specialist) (5:00pm)**

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: Receive staff report.

10. Adjournment – Next Meeting on Monday, February 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 / 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).

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