



CITY OF MILPITAS

Economic Development and Trade Commission

SPECIAL MEETING MINUTES

4:00 PM

Thursday, January 20, 2022

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CALL TO ORDER	Meeting called to order at 4:00 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, Parkash Daryani, Marshall Jones; Alternate Commissioner Jennie Phan; Student Commissioner Stephen Huang (non-voting member); Councilmember Karina Dominguez; Director of Economic Development Alex Andrade, Economic Development Coordinator Daniel Degu, Sr., and Economic Development Specialists Nicole Inamine and Eddie Truong. ABSENT: Commissioner Lynne Rice
ALTERNATE SEATING	Alternate Commissioner No. 1 Jennie Phan was seated in place of the vacant Business Representative seat.
APPROVAL of AGENDA	Director Andrade requested that Item 9.a. Milpitas Chamber of Commerce Update be moved back to its initial position on the agenda to 9.d. Motion: To approve the Economic Development and Trade Commission meeting agenda for January 20, 2022, as amended. Motion/Second: McNeil/Jones Motion carried by a vote of AYES: 6, NOES: 0, and ABSENT: 1 (Rice)
APPROVAL OF MINUTES	Motion: To approve the Economic Development and Trade Commission meeting minutes for November 8, 2021, as submitted. Motion/Second: McNeil/Daryani Motion carried by a vote of AYES: 4, NOES: 0, ABSENT: 1 (Rice), and ABSTAIN: 2 (Jones, Phan)
PUBLIC FORUM	No public comment.

ANNOUNCEMENTS

Councilmember Dominguez encouraged the Economic Development and Trade Commission membership to attend the January 25, 2022, City Council meeting which will begin shaping next year's budget.

Coordinator Degu shared that the Milpitas MyPlan Career Accelerator Program is now accepting applications until February 4, 2022. This free program provides residents an opportunity to attend workshops, trainings, and access to career advising over a three-week period.

BUSINESS ITEMS

B. Election of Officers – Chair Chris Norwood (Chair of Economic Development and Trade Commission)

Specialist Inamine provided an overview of the process.

Vice Chair McNeil and Commissioners Jones, Mundra, and Daryani nominated Chair Norwood to continue in his role as Chair for another year.

Motion: Re-elect Commissioner Chris Norwood to the role of Chair for calendar year 2022.

Motion/Second: McNeil/Mundra

Motion carried by a vote of AYES: 6, NOES: 0, and ABSENT: 1 (Rice)

Commissioners Mundra and Daryani nominated Vice Chair McNeil to continue in his role as Vice Chair for another year.

Motion: Re-elect Commissioner Casey McNeil to the role of Vice Chair for calendar year 2022.

Motion/Second: Jones/Daryani

Motion carried by a vote of AYES: 6, NOES: 0, and ABSENT: 1 (Rice)

Director Andrade provided highlights of the accomplishments and COVID-19 mitigations carried out by the Economic Development and Trade Commission, and Office of Economic Development staff during calendar year 2021. Highlighted initiatives included: business advocacy, retention, and expansion; workforce development; branding, marketing, and communication; and business recovery and resilience during COVID-19.

Chair Norwood commended the commitment and work of the Economic Development and Trade Commission, Councilmember Dominguez, and Office of Economic Development staff.

C. American Rescue Plan Act Update – Alex Andrade (Director of Economic Development) and Eddie Truong (Economic Development Specialist)

Director Andrade provided an overview of the American Rescue Plan Act (ARPA) Economic Vitality Investment Framework, including the Small Business Assistance Grant Program, Assistance to Hotels, Main Street Revitalization, Financial Assistance to the Milpitas Chamber of Commerce, and Workforce Development.

Director Andrade thanked the leadership of the Economic Development and Trade Commission and the City Council for ensuring that ARPA funds directly benefit Milpitas residents and businesses.

Chair Norwood asked how the objectives and metrics will be developed for the Milpitas Chamber of Commerce's use of the ARPA dollars, to which Director Andrade responded that the City Council, City Manager's Office, and City staff have asked the Milpitas Chamber of Commerce to detail an implementation plan and consider hiring an event planner to increase capacity to fulfill their objectives.

Commissioner Daryani asked if there are any more details on how dollars will be spent on Main Street Revitalization. Director Andrade responded that dollars will be used for placemaking to highlight Main Street's historical value and develop a downtown. Dollars could also be used to form a Business Improvement District (BID).

Commissioner Jones expressed interest in the Business Improvement District as he was involved in the formation of one in San Jose.

Specialist Truong presented on the Small Business Assistance Grant Program, including information on the fiscal agent's responsibilities, how grant recipients will be selected, and City Council priorities.

Specialist Truong continued to present on another ARPA-funded program, the Hotel Assistance Program. Specialist Truong provided details on outreach, the grant amount and eligible uses, progress of applications received, and Reconnecting Silicon Valley.

Next was Workforce Development, where Specialist Truong presented on which populations the Council would like to support using ARPA dollars and the specific organizations that were approved for funding. Specialist Truong concluded with providing next steps for each ARPA-funded program.

Commissioner Daryani commended Specialist Truong's presentation. Director Andrade responded to his earlier question about Main Street Revitalization. Funds will be used toward events like Holiday Magic on Main Street, streetscape improvements, signage, landscaping, storefront improvements, and community engagement.

Chair Norwood excused himself from the meeting to attend another engagement, so Vice Chair McNeil stepped in to chair the remainder of the January 20, 2022, meeting.

Commissioner Mundra commented that he looks forward to the results and impact of the ARPA-funded programs.

No public comment.

Motion: Receive staff report.

Motion/Second: Jones/Daryani

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (Norwood, Rice)

Chair McNeil suggests postponing Discussion Item 9.d. Introduction to Main Street Business Improvement District until the February 14, 2022 Economic Development and Trade Commission meeting.

Motion: Postpone Item 9.d. until the regularly scheduled February 14, 2022 Economic Development and Trade Commission meeting.

Motion/Second: Daryani/Phan

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (Norwood, Rice)

A. Milpitas Chamber of Commerce Update – Warren Wettenstein (Chamber President) and Inderjit Mundra (EDTC Commissioner and Chamber Vice President)

Milpitas Chamber of Commerce President Warren Wettenstein underscored the efforts of the Milpitas Chamber of Commerce to help Milpitas businesses, oftentimes in partnership with the Office of Economic Development and Small Business Development Center staff.

Commissioner Mundra presented on the services that the Chamber offers, including business assistance and advertising. In the coming months, the Milpitas Chamber of Commerce will coordinate a job fair, business workshops, a crab or spaghetti feed, business outreach, and a combination of an art and wine festival and Oktoberfest.

Chair McNeil asked if the Milpitas Chamber of Commerce will expand their outreach to ensure high turnout for job fairs. Commissioner Mundra responded that their outreach will go beyond the borders of Milpitas; Milpitas Chamber of Commerce President Warren Wettenstein added that they will need to find motivated job seekers.

Motion: Receive Milpitas Chamber of Commerce update.

Motion/Second: Daryani/Jones

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (Norwood, Rice)

ADJOURNMENT

Commissioner Mundra motioned and seconded by Commissioner Daryani to adjourn the meeting at 5:24 PM to the regularly scheduled commission meeting on Monday, February 14, 2022, at 4:30 PM.

Motion carried by a vote of AYES: 5, NOES: 0, and ABSENT: 2 (Norwood, Rice)