



CITY OF MILPITAS

Ad Hoc Main Street Revitalization Subcommittee

DRAFT MEETING MINUTES

9:00 AM

Friday, September 10, 2021

Via Teleconference / Zoom Webinar Only

CALL TO ORDER	Vice Mayor Carmen Montano called the meeting to order at 9:00 AM. Assistant City Manager Ashwini Kantak called the roll.
ROLL CALL	PRESENT: Vice Mayor Carmen Montano and Councilmember Evelyn Chua
PLEDGE of ALLEGIANCE	Councilmember Chua led the pledge of allegiance.
APPROVAL OF AGENDA	Motion/Second Councilmember Chua/Vice Mayor Montano Motion carried by a vote of AYES: 2 NOES: 0
PUBLIC FORUM	None
BUSINESS ITEMS	
5a. Selection of Chair and Vice Chair	Councilmember Chua motioned for Vice Mayor Montano to be the Chair. Vice Mayor Montano thanked Councilmember Chua for the motion, however, the Vice Mayor would like to Co-Chair with the Councilmember so they both have the opportunity to run the meeting. Councilmember Chua agreed. Motion/Second Vice Mayor Montano/Councilmember Chua Motion carried by a vote of AYES: 2 NOES: 0
5b. Discuss Role of Subcommittee	Councilmember Chua provided the draft vision, mission, and role of the subcommittee and will bring forward to the next meeting for approval. Vision: to transform Main Street to a place for everyone to enjoy. Mission: to bring and keep the best businesses and to provide a vibrant place for gatherings and entertainment for all residents and to preserve the city's history for the next generation. Role: to create, plan, get approval, implement, monitor short and long term plans based on our vision and mission statements. Co-Chair Montano added to include community input. Motion/Second Co-Chair Chua/Co-Chair Montano Motion carried by a vote of AYES: 2 NOES: 0
5c. Status Update on Main Street Revitalization Elements	Assistant City Manager Kantak led the presentation along with the other department directors covering Revitalization Elements; updates on Better Block, Storefront Grant Improvement Program, Mural Program, Holiday Magic events, ongoing activation of Main Street through Farmer's Markets, Food Trucks, Music, Art installations; Gateway and Main Street Specific Plan Process; and Potential Business Improvement District (BID).

Co-Chair Chua asked staff to provide guidance to businesses on decorating their façade to match the theme of Holiday Magic.

Co-Chair Montano wanted to see more long-term projects.

5d. Better Block Update

Economic Development Director Alex Andrade provided four options related to Better Block Event. Those options are:

Option A – Continue Event: Event takes place on 11/5 and 11/6 as planned but will require staff resources and more funding for the consultant.

Option B – Continue Event – Scale Back: Event takes place but with significantly less staff resources and basic design elements. Will require staff resources and more funding for consultant.

Option C – Defer Event to 2022: Spring 2022 event. There will be more community engagement and possibility of ARPA funding. However, will likely lose Better Block as consultant and may lose community volunteers and synergy.

Option D – Cancel Event: Economic Development focus priorities on Main Street Revitalization efforts FIP, BID, Holiday Magic. Will lose opportunity of aligning with Better Block event with Main Street Revitalization; lose community volunteers and synergy.

Co-Chair Chua wanted to see information about the vendors at the next Subcommittee meeting. Co-Chair Chua's concern was about adequate outreach to potential vendors.

Co-Chairs Montano and Chua chose **Option B: Continue Event – Scale Back**. Asked staff to reach out to local vendors with the assistance of the Public Information Officer.

5e. Next Meeting Date

Co-Chairs Montano and Chua informed staff that they could make themselves available as needed.

ADJOURNMENT

The meeting was adjourned at 10:21 AM