



CITY OF MILPITAS AGENDA REPORT (AR)

Item Title:	Authorize and Approve Travel to Monterey, CA for City Manager Steve McHarris to Attend the Innovating Commerce Serving Communities (ICSC) Conference scheduled for March 8 - 9, 2022
Category:	Consent Calendar-Leadership and Support Services
Meeting Date:	3/1/2022
Staff Contact:	Ashwini Kantak, Assistant City Manager, 408-586-3053
Recommendation:	Authorize and Approve Travel to Monterey, CA for City Manager Steve McHarris to Attend the Innovating Commerce Serving Communities (ICSC) Conference scheduled for March 8 – 9, 2022.

Background:

The Innovating Commerce Serving Communities (ICSC) holds its conference each year in Monterey. This popular conference is scheduled for March 8 – 9, 2022, and is designed for public and private sector representatives in real estate and commercial development. This conference provides city officials with the connections and catalyze deals with the innovators, dealmakers, and changemakers driving the marketplaces industry forward in the region. It affords the City Manager the rare opportunity to connect and openly exchange ideas with other city officials and ICSC member organizations.

This in-person conference will allow the City Manager and select city staff to serve as panelists for one of the sessions. The panel will highlight the work Milpitas is doing to provide zoning flexibility to attract ground floor retail businesses. The preliminary program is included in this report.

Analysis:

The City of Milpitas Travel and Expense Policy requires all travel for the elected officials and City Manager be approved by City Council. Council approval of this request will allow City Manager McHarris to exchange ideas with city officials from other cities and ICSC member organizations, highlight work that Milpitas is doing, and bring back information from other cities to share with his Executive Leadership Team.

Policy Alternative:

Not applicable

Fiscal Impact:

The estimated expenses for the conference in Monterey are \$800 for conference registration and hotel. These costs will be covered by the Silicon Valley Economic Development Alliance (SVEDA) through the Office of Economic Development's membership since City Manager McHarris will serve as a panelist.

California Environmental Quality Act:

By the definition provided in the California Environmental Quality Act (CEQA) Guidelines Section 15378, this action does not qualify as a "project" for the purpose of CEQA.

Recommendation:

Authorize and Approve Travel to Monterey, CA for City Manager Steve McHarris to Attend the Innovating Commerce Serving Communities (ICSC) Conference scheduled for March 8 – 9, 2022.

Attachment(s):

Attachment 1: Draft 2022 ICSC Conference Schedule