

Department of Community and Economic Development

Economic Development Committee Meeting

March 6, 2006

4:00 p.m.

4th Floor Conference Room 4A

City Hall

777 B Street

Hayward, CA 94541-5007

A G E N D A

Public Comments: (Note: For matters not otherwise listed on the agenda. The Committee welcomes your comments under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

- 1. Call to Order**
- 2. Approval of Minutes (February 6, 2006)**
- 3. Economic Development Activities Update (February 2006)**
- 4. Residential Real Estate Update – David Stark, Bay East Association of Realtors**
- 5. Committee Member Announcements**
- 6. Adjournment**



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Katy Ramirez at 510/583-4250 or by calling the TDD line for those with speech and hearing disabilities at 510/247-3340.

**ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
FEBRUARY 6, 2006**

CALL TO ORDER: Chair Ringer called the meeting to order at 4:05 p.m.

ATTENDANCE:

Committee Member	Present 2/6/06	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Cooper	✓	5	2	5	2
Council Member Ward	✓	4	3	4	3
Council Member Dowling	✓	5	2	5	2
Ed Mullins	✓	7	0	7	0
Lisa Ringer (Chair)	✓	7	0	7	0
Landis Lavell Graden	✓	4	0	4	0
Carlos Gutierrez	✓	4	0	4	0
Liz Morales (Vice Chair)	no	3	1	3	1
Manny Sawit	✓	4	0	4	0

OTHERS ATTENDING:

Jesus Armas, City Manager
 Sylvia Ehrenthal, Director of Community & Economic Development
 Gail Patton, Neighborhood & Economic Development Manager
 Maret Bartlett, Redevelopment Director
 Sally Porfido, Economic Development Specialist
 Christine Firstenberg, Managing Director, Metrovation Brokerage
 Matt O'Brien, Daily Review

PUBLIC COMMENT: Peter Reimer left a CSUH handout to pass out to EDC members regarding Cal State's Names in Hayward/Changes.

APPROVAL OF MINUTES: The minutes of January 9, 2006 were approved.

ECONOMIC DEVELOPMENT ACTIVITIES UPDATE FOR JANUARY 2006:

Staff submitted an invitation list for approval for the Bioscience Update, to be held March 15, 2006 from 7:30 am to 9 a.m. in room 2A. A "Save the Date" notice has been e-mailed or faxed to invitees.

RETAIL UPDATE:

Ms. Ehrenthal introduced the guest speaker, Christine Firstenberg, Managing Director of

Metrovation Brokerage. Her experience is with shopping center development, tenant representation and the leasing of neighborhood and community centers. Recently, her primary focus has been on representing national, anchor retail chains in the San Francisco Bay Area.

Ms. Firstenberg began with a retail overview of the 8 types of shopping centers, how many square feet each requires, typical anchors, anchor ratio, and their primary trade area in miles. These 8 center types are as follows:

1. Neighborhood Center
2. Community Center
3. Lifestyle Center
4. Power Center
5. Theme/Festival Center
6. Outlet Center
7. Regional Center
8. Superregional Center

Differences between Shop Tenants and Anchor Tenants were explained as were the importance of demographics and site requirements. Ms. Firstenberg gave examples of Hayward, Newark and Livermore demographics to explain how they determine why a retail company chooses to locate in a particular city.

Important retail industry trends were reviewed as follows:

1. Consolidation
2. Larger format tenants
3. Fewer “sit down” restaurants – more “quick serve.”
4. New retail concepts being tried for changing demographics
5. Increased public interest in “Mixed-Use.”

An overview of the value of retail to a city included the following:

1. Retail creates complete and healthy communities.
2. Shopping is now entertainment
3. Retail is semi-public use and activates public places.
4. Provides jobs.
5. Retail sales tax makes up 29% of the total operating revenue budget for Hayward.

In conclusion, a retail forecast was provided, along with comments on the new Cinema Place Project and a summary of Hayward’s overall retail environment. A hard copy version of the presentation is attached to these minutes.

COMMITTEE MEMBER ANNOUNCEMENTS:

Manny Sawit announced a Kids Breakfast Club Fundraiser event.

Ed Mullins invited Committee members to the Hayward Chamber Mixer, February 8, 2006 from 5-7 p.m. at Buffalo Bill’s Brewery, 1082 B Street.

ADJOURNMENT: Meeting was adjourned at 5:30 p.m.