

Department of Community and Economic Development

Economic Development Committee Meeting

October 2, 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 (September 11, 2006)**
- 3. Economic Development Activities Update (September 2006)**
- 4. Review of Economic Development Element**
- 5. Committee Member Announcements**
- 6. Adjournment**



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**ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
SEPTEMBER 11, 2006**

CALL TO ORDER: Chair Sawit called the meeting to order at 4:05 pm.

ATTENDANCE:

Committee Member	Present 8/11/06	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	1	1	1	1
Council Member Ward	no	0	2	0	2
Council Member Dowling	✓	1	1	1	1
Ed Mullins	✓	1	1	1	1
Manny Sawit (Chair)	✓	1	1	1	1
Landis Lavell Graden	✓	2	0	2	0
Carlos Gutierrez (Vice Chair)	no	1	1	1	1
Liz Morales	✓	2	0	2	0
Vacant					

OTHERS ATTENDING:

Jesús Armas, City Manager
 Susan Daluddung, Director of Community and Economic Development
 Sally Porfido, Economic Development Specialist
 Sandra Estrada
 Fred Estrada
 Samuel Fuenzalida, Woodmen of the World Life Insurance Society
 Matt O'Brien, Daily Review

PUBLIC COMMENT: None.

APPROVAL OF MINUTES: The minutes of year-end 2005-2006, June 5, 2006 and the first meeting of 2006-2007, July 10, 2006 were approved. No meeting was held in August.

RETAIL ATTRACTION:

On June 20, 2006 the Downtown Retail Attraction Initiative was approved with a budget of \$500,000. Guidelines were approved in July. This program was proposed in response to the observed number of vacant buildings in the Downtown Hayward Redevelopment area, west of Foothill Boulevard. The intent of this program is to utilize financial incentives to attract tenants that will help enliven the downtown area.

Mayor Sweeney requested copies of the Downtown Retail Attraction Initiative – Draft Program Guidelines be provided to EDC Committee members.

ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (JUNE, JULY & AUGUST 2006):

Staff met with Sandy McMullan of Alameda County Workforce Investment Board (WIB) to review updated information on their Business Services Customized and On-the-Job Training. Sandy has also been working with Goalson Development as they move their operation from Oakland to their new facility in Hayward. WIB is currently providing training assistance for their Facility Manager and Accountant. Eventually they will provide customized training for 18 employees for their new location.

Staff assisted 23 telephone requests for various types of small business information and for small business start-up assistance. Staff referred the start-up applicants to appropriate contacts at the SBA regarding the MicroLoan and Small Office Home Office (SOHO) Programs and gave appointment information for the Hayward Chamber of Commerce SBA Score counselor. In addition, SBA Start-Up Information booklets and “Starting a Business in Hayward” were sent to those who were interested in receiving one.

AGENDA PLANNING FOR 2006-2007 MEETINGS:

Ed Mullins stated that the EDC By-Laws indicate the committee advises on local economic development. He stated that if the purpose of the group is to be advisory, then perhaps there should be fewer topics.

Jesús Armas gave the committee a history of the EDC committee. He also informed the committee that there was a Downtown Hayward BART Station Housing Survey done in May of 2004. From this the residents expressed interest in some things that were gaps in our retail such as a movie theater; ethnic supermarkets; upscale chain restaurants; specialty food stores; bookstores, upscale retail stores, etc. The results of this survey will be available at the October 2, 2006 EDC meeting.

The committee had a free flowing discussion that reflected an interest in identifying those elements that not only affect the City’s revenue base but also have employment components to them. Committee members agreed that a review of the City’s Economic Development Element would be helpful in educating them about the City’s focus.

Committee members expressed interest in not only listening to presentations but based on these presentations, determine whether there are specific items for focus, or further analytical review.

The group discussed a variety of items and the various activities that impact the City’s economic development activities. These include retail attraction, local auto dealer trends, how the City’s large employers are doing, where are the good paying jobs, and where the committee should focus future effort. It was concluded that a review of the economic

element by the committee would serve to determine whether the policies and strategies remain relevant.

Jesús Armas requested committee members be sent the Economic Development Element from the General Plan prior to the October 2, 2006 EDC meeting for their review.

COMMITTEE MEMBER ANNOUNCEMENTS:

Ed Mullins invited the committee to Monday, September 18, Teacher's Reception at Mervyn's Headquarters sponsored by the Hayward Education Foundation, Mervyn's and the Chamber.

Ed invited committee members to the Hayward Chamber Mixer, Wednesday, September 13, at Bank of the West on B Street.

ADJOURNMENT: Meeting was adjourned at 5:15 p.m.