

Department of Community and Economic Development

Economic Development Committee Meeting

January 8, 2007

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. Speakers will be limited to 5 minutes each. All public comments are limited to this time period on the Agenda.)

- 1. Call to Order**
- 2. Approval of Minutes (December 4, 2006)**
- 3. Economic Development Activities Update (December 2006)**
- 4. Review 10 Year Comparison of Industrial District (Jerry Peeler, MuniServices Company)**
- 5. Economic Development Committee to Finalize Economic Indicators**
- 6. Committee Member Announcements**
- 7. Adjournment**



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**ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
DECEMBER 4, 2006**

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

ATTENDANCE:

Committee Member	Present 12/04/06	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	4	0	4	0
Council Member Ward	✓	2	3	2	3
Council Member Dowling	✓	2	3	2	3
Ed Mullins	✓	4	1	4	1
Manny Sawit (Chair)	✓	4	1	4	1
Landis Lavell Graden	✓	5	0	5	0
Carlos Gutierrez (Vice Chair)	✓	4	1	4	1
Liz Morales	✓	4	1	4	1
Vacant					

OTHERS ATTENDING:

Susan Daluddung, Director of Community and Economic Development
David Korth, Acting NED Manager
Sally Porfido, Economic Development Specialist
Andy Wilson, Fairway Park, Hayward Resident

PUBLIC COMMENT: Mr. Wilson gave the committee his suggestions about Cal State East Bay New Business & Technology Center and the City of Hayward relationship.

APPROVAL OF MINUTES: The minutes of November 6, 2006 were approved.

ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (NOVEMBER 2006):

Staff continues to assist Injex in finding a suitable location for their expansion and will be meeting with them on Monday, December 4, regarding a site on Huntwood which they will be retrofitting, as well as their San Antonio site.

Assistance was provided to the Panera Bread Company and Elephant Bar in opening up new facilities in the Southland Mall area.

Staff assisted representatives of the new Mimi's Café being constructed in the Southland Mall area to meet with employees in Planning to resolve landscaping issues that were delaying completion of the construction project.

Staff made contact with representatives from Trader Joe's and Whole Foods to determine their interest in opening a store in Hayward. Trader Joe's is booked with new site development for the next two years. Both stores have been put on a semi-annual follow-up.

Staff assisted 9 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.

ECONOMIC DEVELOPMENT COMMITTEE TO SELECT ECONOMIC INDICATORS:

Susan Daluddung reviewed the staff report regarding creation of community indicators. She explained the examples of the economic indicators that were used to guide staff's recommendations for the City of Hayward: National Level Economic Indicators Developed for the United States, Sustainable Seattle Economic Indicators, and Napa Valley Economic Vitality. The economic challenges facing the City of Hayward are similar to other cities in California.

The Committee reviewed the Suggested City of Hayward Economic Indicators and added some additional indicators.

1. Typical demographic information: population, number of households, household size, education, income levels, etc.
2. Home ownership - housing affordability.
3. Rate of employment by business sector.
4. Job trends - numbers of positions by sector.
5. Total vacant industrial and office space as a % of total rentable space.
6. Average cost of space per square foot industrial, office, and retail.
7. Sales tax by economic category (see example attached).

Additional Indicators Suggested By Committee

8. Education level achieved
9. Student test scores/S.A.T.s.
10. Jobs/housing balance.
11. Innovation.

Susan Daluddung reviewed the Industrial District charts with the committee. It was requested that we find out if MBIA can get us a 10 year review of the Industrial District? Also, the committee members would like a guide on the Industrial District Sectors that explains what is included in each sector. Staff agreed to bring the information back for presentation in the January meeting.

Mayor Sweeney suggested that at the next EDC Meeting we try to refine the Indicators List. He would also like to separate the policy indicators from the marketing indicators. We need to decide on the next step for marketing.

Chair Sawit asked committee members to think about a goal they want to achieve by the end of the committee's fiscal year.

COMMITTEE MEMBER ANNOUNCEMENTS:

Ed Mullins invited committee members to the Hayward Chamber Mixer, Wednesday, December 13, 2006 at Hayward Ford from 5 to 7 pm. He also encouraged members to attend the Hayward Education Foundation Luncheon on December 7.

Mayor Sweeney announced the new 30 member task force being developed to improve the appearance of Hayward. He encouraged people to apply by the deadline of December 30, 2006.

ADJOURNMENT: Meeting was adjourned at 5:10 p.m.