



CITY OF
HAYWARD
HEART OF THE BAY

Department of Community and Economic Development

Economic Development Committee

Hayward City Hall - 4th Floor Conference Room 4A

777 B Street, Hayward, CA 94541-5007

March 5, 2007

4:00 p.m.

A G E N D A

- 1. Call to Order**
- 2. Introduction of new Committee member Landon Baines**
- 3. Public Comments:** (Note: For matters not otherwise listed on the agenda. The Committee welcomes public comments under this section, but is prohibited by State Law from discussing items not listed on the agenda. Items brought up under this section will be taken under consideration and referred to staff for follow-up as appropriate. Speakers will be limited to 5 minutes each; organizations represented by more than one speaker are limited to 5 minutes per organization. All public comments are limited to this time period on the Agenda.)
- 4. Economic Development Activities Update (February 2007)**
- 5. Presentation: CSU College of Business and Economics – New Directions and Partnerships – Dean John P. Kohl, Ph.D.**
- 6. Committee Member Announcements**
- 7. Adjournment**



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ECONOMIC DEVELOPMENT COMMITTEE

**REGULAR MEETING SUMMARY NOTES
 FEBRUARY 5, 2007**

1. **CALL TO ORDER:** Chair Sawit called the meeting to order at 4:15 pm.

ATTENDANCE:

Committee Member	Present 2/05/07	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	6	0	6	0
Council Member Ward	✓	4	3	4	3
Council Member Dowling	no	2	5	2	5
Ed Mullins	✓	6	1	6	1
Manny Sawit (Chair)	✓	6	1	6	1
Landis Lavell Graden	✓	7	0	7	0
Carlos Gutierrez (Vice Chair)	no	4	3	4	3
Liz Morales	no	5	2	5	2
Vacant					

OTHERS IN ATTENDANCE:

Jesús Armas, City Manager
 David Korth, NED Manager
 Sally Porfido, Economic Development Specialist

PUBLIC COMMENT: No public comments were made.

2. **APPROVAL OF MINUTES:** The minutes of January 8, 2007 were approved unanimously as submitted (Ward/Mullins).
3. **ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (JANUARY 2007):** A representative from the Goalson Development Corporation was introduced to Sandy McMullan, Business Services Representative from the Alameda County Workforce Investment Board (WIB); this resulted in the provision of employee recruitment and training services by the WIB to the Goalson Corporation. Specifically, Goalson received \$15,873 training funds from the WIB in addition to assistance with the recruitment and screening of employment applications. Goalson

selected four new employees from this process. The WIB also provided the on-the-job training for these employees and subsidizes up to 50% of their wages using Federal funds.

Six small business owners and entrepreneurs were also provided information about planning and managing small businesses. Included was information about the Small Business Administration's (SBA) MicroLoan and Small Office Home Office (SOHO) Programs. Additionally, information was provided regarding the Hayward Chamber of Commerce's volunteer Service Corps of Retired Executives (SCORE) Business Counseling program. SCORE offers free and confidential advice to small business owners and entrepreneurs through this program. Additionally, SBA Start-Up information booklets, information about upcoming small business workshops and a handout entitled, "Starting a Business in Hayward" were distributed.

Staff met the Dean of the California State University East Bay's (CSUEB) College of Business and Economics, Dr. John Kohl, and Dr. Nan Maxwell, Executive Director of the University's Human Investment, Research and Education (HIRE) Center and Professor of Economics, to discuss potential partnership opportunities with the City. One area that was explored involves the development of a database and tracking system based on the economic indicators identified by the Hayward Economic Development Committee.

An agreement between the City and the CSUEB Small Business Development Center (SBDC) is near completion. Business information workshops, for both the business community and residents, will be provided at Hayward City Hall on a monthly basis through this agreement. Additionally, approximately 36 Hayward small business clients will receive customized consultation services annually.

- 4. REVIEW OF DRAFT HAYWARD ECONOMIC DEVELOPMENT STRATEGIC ACTION PLAN:** Chair Sawitt introduced the draft Hayward Economic Development Strategic (Plan); he explained that the Plan is intended to provide a framework which incorporates the concepts expressed by the Committee over the last several meetings. Mr. Korth added that the Plan is also intended to further define the strategies that the City intends to use to achieve the goals described in the Economic Element of the City's General Plan.

Committee members were asked to review and comment on the draft Plan. Committee members provided a number of recommendations for refining and clarifying the Plan. Staff will incorporate the suggested changes and subsequently distribute the Plan to the Committee.

- 5. COMMITTEE MEMBER ANNOUNCEMENTS:** Ed Mullins invited committee members to the Hayward Chamber Mixer, Wednesday, February 14, 2007 at The Bistro from 5 to 7 pm.

Mayor Sweeney announced the first meeting of the Keep Hayward Clean and Green Committee will be February 22 and is open to the public. There are 30 members of this new committee.

- 6. ADJOURNMENT:** Meeting was adjourned at 5:10 p.m.