



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

October 1, 2007

4:00 p.m.

A G E N D A

- 1. Call to Order**
- 2. 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.)
- 3. Approval of July 2, 2007 Summary Notes**
- 4. Economic Development Activities Update (July, August & September 2007)**
- 5. Election and Seating of Officers**
- 6. Update on Phase II of the Economic Indicators Project Comparing Hayward to Other Jurisdictions**
- 7. Agenda Setting for 2007/2008**
- 8. Committee Member Announcements**
- 9. Adjournment**



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Department of Community and Economic Development

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ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING SUMMARY NOTES

JULY 2, 2007

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

ATTENDANCE:

Committee Member	Present 7/02/07	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	1	0	1	0
Council Member Ward	no	0	1	0	1
Council Member Dowling	✓	1	0	1	0
Ed Mullins	✓	1	0	1	0
Manny Sawit (Chair)	✓	1	0	1	0
Landis Lavell Graden	✓	1	0	1	0
Carlos Gutierrez (Vice Chair)	✓	1	0	1	0
Landon Baines *	✓	1	0	1	0
Avtar Singh **	✓	1	0	1	0

*Term Began 3-5-07.

**Term Began 7-2-07

OTHERS IN ATTENDANCE:

Susan Daluddung, Director of Community and Economic Development
 David Korth, Neighborhood & Economic Development Manager
 Sally Porfido, Economic Development Specialist
 Nan Maxwell, Ph.D., Executive Director, Professor of Economics, Human Investment Research & Education, College of Business & Economics, CSUEB

2. INTRODUCTION OF AVTAR SINGH: New member Mr. Avtar Singh was introduced to Committee members. Mr. Singh is the Owner/Manager of Mountain Mike Pizza on Mission Boulevard in Hayward.

3. PUBLIC COMMENT: No public comments were made.

4. APPROVAL OF MINUTES: The minutes of June 4, 2007 were approved unanimously as submitted.

5. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE: (May 2007):

Staff assisted Mission Foods, a food production facility in Hayward with contact information to assist with filling 50 new positions as a result of increasing their production capabilities. They are currently installing two new production lines. Mr. George Tate, H. R. Manager for Mission Foods, was introduced to Ron Cornman of the Employment Development Department who will work with Mr. Tate and an EDD on-site recruitment team to fill the positions.

Staff provided Co-Star site selection assistance to Mr. Chris Ungson of Communication Technology Services in Mountain View. They are a structured cable services provider and are moving from Mountain View to an East Bay city. They like Hayward because they feel it is a “safe” community with easy access to all the major freeways and attractive lease rates. They will offer job opportunities to 50 to 80 field technicians plus another 20 in the office.

Staff is working with Makhan Bains to apply for a Small Business Revolving Loan Fund Loan to assist with the costs involved in opening the Teriyaki Experience Restaurant at 855 B Street. He has already leased this former site of Irth Café and will need the loan to purchase equipment, assist with leasehold improvements and provide working capital. Mr. Bains also owns Raja Indian Cuisine and Bar on West Winton and another Teriyaki Experience Restaurant in Union City.

Eight start-up business requests were provided information about services provided through the Small Business Administration’s (SBA) loan programs and Lenders for Community Development. Additionally, information regarding the Hayward Chamber of Commerce’s free business counseling program and handouts regarding other services for start-up businesses were distributed. Five business owners were provided assistance with questions regarding City services, or issues with the Planning Department and permits.

The second Small Business workshop “Banks, SBA Loans and Start-Up Financing” was held at City Hall in Council Chambers on June 20, from 9 am to noon. Seventy people registered for this workshop and thirty-five attended. The attendees were a mixed group of small business owners and people interested in starting up a business. The next workshop is scheduled for July 25 from 9 am to noon on “Successful Advertising, Marketing and Promotions.

6. SELECTION OF NOMINATING COMMITTEE:

The Nominating Committee was chosen consisting of the following members: Landis Graden, Landon Baines, Ed Mullins, Carlos Gutierrez. They will meet to nominate the 2007/2008 Chair and Co-Chair.

7. PRESENTATION:

Chair Sawit introduced guest speaker Dr. Nan Maxwell, Executive Director, Human Investment Research and Education (HIRE), Professor of the College of Business and Economics at Cal State University East Bay. Dr. Maxwell gave a PowerPoint presentation and overview of the research brief she and her HIRE Center team prepared for the Economic Development Committee and the City of Hayward. The Brief entitled “Hayward in the 21st Century: Indicators for Economic Development” represents Phase I of the project. Its focus is on Hayward’s economic status from

2000 to 2006. This brief was given to all committee members. The Research Brief detailed the following indicator information:

General Community Economic Health Index

- A. Demographic Information:
 - Population
 - Number of Households
 - Household Size
 - Income Level
 - Level of Sales Tax Revenue
 - Rate of Employment
 - Housing Affordability
- B. Level of Sales Tax Revenue
- C. Rate of Employment
- D. Housing Affordability

Business Development Indicators

- A. Average Cost of Commercial Space Per Square Foot
- B. Total Vacant Industrial and Office Space as a % of Total Rentable Space
- C. Productivity
- D. Rate of Investment

Workforce Development Indicators

- A. Job Trends
- B. Education/Training Level of Future Workforce
- C. Innovative Workforce Development Opportunities

Indicators Not in Strategic Plan

Inflation & Job/Housing Balance

A companion report, entitled “Economic Forecasting: Possibilities for the City of Hayward” was also reviewed. It discusses the possibility of applying a forecasting model to the data base of indicators to predict the City’s future economic and business climate. It describes forecasting models that the City might purchase and provides suggestions to the City as to how it might proceed as it moves forward with developing indicators and forecasts of the City’s health.

At the conclusion of Dr. Maxwell’s presentation, she informed the committee that her team is now working on the second phase of the Economic Indicator Project. This will compare Hayward’s current economic status with other cities in Alameda and Contra Costa Counties as well as to other counties in the San Francisco Bay Area. The Committee members indicated that they were looking forward to the forthcoming information.

8. COMMITTEE MEMBER ANNOUNCEMENTS:

Ed Mullins invited committee members to attend the Hayward Chamber Mixer on Wednesday, July 11, hosted by Chef’s China Bistro, from 5pm to 7 pm. Also, the Chamber’s 2nd Street Party will be July 19, 2007 from 5:30 pm to 8:30 pm.

Councilman Dowling suggested the following for the October 1, 2007 EDC Meeting:

1. Election of New Officers for 2007/2008.
2. Agenda Setting for the remaining 2007/2008 meetings.
3. Phase II Indicator Project Update

9. ADJOURNMENT: Meeting was adjourned at 5:25 p.m.