



CITY OF
HAYWARD
HEART OF THE BAY

Department of Community and Economic Development

Economic Development Committee

NOTE: Meeting Location Changed

**Novo Nordisk Delivery Technologies, Inc.
4120 Point Eden Way, Hayward**

NOVEMBER 5, 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 October 1, 2007 Summary Notes and Future Agenda Topics**
- 4. Tour of Novo Nordisk Delivery Technologies, Inc., 4120 Point Eden Way, Hayward. Meet Alex Prasad, Director Facilities Management at 3:45 pm. Tour starts promptly at 4 pm (Directions Attached)**
- 5. 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.



CITY OF
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ECONOMIC DEVELOPMENT COMMITTEE

**REGULAR MEETING SUMMARY NOTES
OCTOBER 1, 2007**

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

ATTENDANCE:

Committee Member	Present 10/01/07	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	2	0	2	0
Council Member Ward	✓	1	1	1	1
Council Member Dowling	✓	2	0	2	0
Ed Mullins	✓	2	0	2	0
Manny Sawit (Chair)	✓	2	0	2	0
Landis Lavell Graden	✓	2	0	2	0
Carlos Gutierrez (Vice Chair)	✓	2	0	2	0
Landon Baines	no	1	1	1	1
Avtar Singh	✓	2	0	2	0

OTHERS IN ATTENDANCE:

Greg Jones, City Manager
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, Human Investment Research & Education, Professor of Economics, College of Business & Economics, CSUEB
Nicole Reams -Broker

2. PUBLIC COMMENT: No public comments were made.

3. APPROVAL OF SUMMARY NOTES: The July 2, 2007 Summary Notes were approved unanimously as submitted.

4. ELECTION AND SEATING OF OFFICERS:

The Nominating Committee, consisting of Landis Graden, Landon Baines, Ed Mullins, Carlos Gutierrez, nominated the 2007/2008 Chair and Co-Chair as follows:

Carlos Gutierrez, Chair
Landis Graden, Co-Chair

EDC members voted unanimously to accept the slate of officers as nominated. Immediately following the election, Mr. Guterrez took over as Chair of the meeting.

5. UPDATE ON PHASE II OF THE ECONOMIC INDICATORS PROJECT COMPARING HAYWARD TO OTHER JURISDICTIONS:

Chair Guterrez 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 entitled "The City of Hayward and the Bay Area: Demographic, Business and Economic, and Workforce and Education Indicators." Dr. Maxwell provided a summary overview of the three research briefs developed by the HIRE Center for the City of Hayward.

The presentation provided information on Hayward's relative standing using indicators outlined in Hayward's Economic Development Strategic Plan. Hayward's economic indicators were compared to like indicators for the six Bay Area counties (Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara) which illustrated Hayward's position in the regional economy. Hayward was also compared to east bay cities in Alameda and Contra Costa Counties. These comparisons provided an overview of Hayward's position in a more localized environment.

In addition to the three Phase II reports, a summary brief entitled "The City of Hayward and the Bay Area: Demographic, Economic, and Business Indicators" was developed by the HIRE team. This summary report was distributed to the Economic Development Committee members.

6. ECONOMIC DEVELOPMENT ACTIVITIES JULY, AUGUST, SEPTEMBER:

July Activities:

- Staff assisted Mission Foods, a food production facility in Hayward, with the recruitment of 50 new positions to meet increasing production demands. Contact information was provided for resources within the Employment Development Department (EDD). EDD scheduled a recruitment fair in mid-July that resulted in the hiring of six employees. A second recruitment fair is being scheduled for August.
- Representatives from Royal Chemical (2498 American Avenue Hayward) met with City representatives from Public Works, Building, Planning and Economic Development to discuss expansion activities. They also expressed a need for 15 to 20 new employees. Staff provided contact information for the Employment Development Department and One-Stop Career Center employment recruitment assistance services.
- Staff is completing the Loan Summary for Mr. Bains, owner of Teriyaki Experience (a Japanese healthy, fast food franchise) that is opening at 855 B Street. He has leased this site and is requesting a \$100,000 Small Business Revolving Loan Fund loan to purchase

equipment and provide working capital. Mr. Bains is also applying for the new Hayward Retail Attraction Program Leasehold Improvement Loan in the amount of \$50,000.

- Four start-up businesses were provided information about services available from both the Small Business Administration's (SBA) loan programs and the 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.
- Three business owners were provided assistance with accessing other City services in the Planning and Building Departments.
- Staff continues to work closely with Nan Maxwell, Professor and Chair, Department of Economics and the Executive Director of the Human Investment Research and Education Center at CSUEB with the second phase of the Economic Indicators Project. A report of this data was presented at the October 1 EDC meeting.

August Activities:

- Staff worked with Greg Domanico of NAIBT Commercial to assist a new Hayward biotech company, Intarcia Therapeutics, Inc. with their move into two Hayward facilities. They are opening up a lab facility and a Good Manufacturing Practices (GMP) plant.
- Seven start-up businesses were provided information about the Small Business Administration's (SBA) and the Lenders for Community Development loan programs. Additionally, information regarding the Hayward Chamber of Commerce's free business counseling program and handouts regarding other services for start-up businesses were distributed.
- Ten business owners were provided assistance in obtaining various City services.
- Three commercial brokers were provided assistance with information about various commercial sites and retail development.

September Activities:

- Staff met with the Small Business Revolving Loan Fund Loan Committee to review the loan request from Mr. Bains, owner of Teriyaki Experience (a Japanese healthy, fast food franchise). The Loan Committee recommended this loan as submitted. The Committee also recommended for approval the Retail Attraction Program Leasehold Improvement Loan as submitted.
- Four start-up business requests were provided information about the Small Business Administration's (SBA) and the Lenders for Community Development loan programs. 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 in obtaining various City services:
- Three commercial brokers were provided assistance with information about various commercial sites and retail development.
- Nan Maxwell, Professor and Chair, Department of Economics and the Executive Director of the Human Investment Research and Education Center at CSUEB submitted a draft summary report on the second phase of the Economic Indicators Project for staff review prior to a presentation at the October 1, 2007 Economic Development Committee Meeting.
- Susan Daluddung, Director of Community and Economic Development and other City staff are working on a collaborative Economic Summit project with California State University East Bay President, Mohammad (Mo) Qayoumi, and the Hayward Chamber of Commerce President, Scott Raty. Discussions to date have involved two broad topics: 1) Breakfast Forums with CEO's and Industry Leaders to take place in early November 2007, and 2) a major Economic Summit event to be held in March or April 2008. The breakfast forums will be held at Cal State University East Bay on November 6, 7 and 8 from 7:30 am until 9:30 am. The goal of this effort is to obtain input from the local business community on strategies to create a sound local economy that attracts investment, increases the tax base, creates employment opportunities for residents and generates public revenues.
- Since May 2007, staff has held 5 monthly Small Business Workshops at City Hall Council Chambers from 9 am to noon. These workshops are presented by Cal State East Bay Small Business Development Center (SBDC). The workshop partners are City of Hayward, SBDC, and Hayward Chamber of Commerce. The topics covered to date included: How to Prepare a Successful Business Plan; Banks, SBA Loans & Start-Up Financing; Successful Advertising, Marketing & Promotions; Legal Considerations in Forming & Operation Your Business; and Leveraging Technology to Increase Yours Sales & Profits.

7. AGENDA SETTING FOR 2007/2008:

Various topics were discussed for upcoming Economic Development Committee meetings. A revised listing of agenda topics for future meetings is provided as Attachment A. This revised listing incorporates the suggestions made by committee members.

8. COMMITTEE MEMBER ANNOUNCEMENTS:

Ed Mullins invited committee members to attend the Hayward Chamber Mixer on Wednesday, October 10, from 5pm to 7 pm, hosted by St. Rose Hospital. Mr. Mullins also handed out a flyer inviting members to the October 9, 2007, from 4:30 to 6:30 p.m., Teacher Appreciation Reception at St. Rose Hospital.

Mr. Mullins suggested that the City of Hayward join the newly formed Hayward Unified School District Intervention Taskforce Oversight Committee. Mayor Sweeny recommended that the City Manager's office identify the most appropriate staff member to serve as the City's representative. Mr. Mullins will e-mail a description of what this entails to the City for further consideration.

9. ADJOURNMENT: Meeting was adjourned at 6:00 pm.

Attachment A

Future Agenda Topics Economic Development Committee November 2007 Through July 2008

1. November 5, 2007
Novo Nordisk Tour, Alex Prasad, Director, of Facilities Management.
2. December 3, 2007
 - a) Debrief of November 5 Novo Nordisk Tour.
 - b) Discussion of November Economic Summit/Next Steps
 - c) Overview and Discussion: The Downtown Retail Attraction Program. Gloria Ortega, Hayward Redevelopment Specialist. (Who Hayward Is Trying To Attract And How Will It Affect Job Opportunities.) (10 Min.)
3. January 7, 2008
 - a) Presentation and Discussion: Hayward Unified School District. Guest Speakers: Dr. Dale Vigil, Superintendent and Barry Schimmel, Assistant Superintendent, Hayward Unified School District.
 - b) EDC Follow-Up on Economic Summit.
4. February 4, 2008
Presentation and Discussion: Commercial Estate Update.
Guest Speaker: Doug Norton, CB Richard Ellis.
5. March 3, 2008 Bay Bio –
Presentation and Discussion: The Biotech Industry in the Bay Area.
Guest Speaker: Matt Gardner, President, Bay Bio. Follow-up on Economic Development Strategy by EDC Committee and discussion with Bay Bio.
6. April 7, 2008
Presentation and Discussion: East Bay Economic Forecast.
Guest Speaker: Bruce Kern, Executive Director Of East Bay Economic Development Alliance.

7. May 5, 2008
 - a) Appointments to Economic Development Committee Nominating Committee.
 - b) Presentation and Discussion: Retail Update. Report on Retail Trends and Their Effects On Jobs And Sales Tax.
Guest Speaker: Christine Firstenberg, Managing Director of Metrovation Brokerage (Written document or presentation.)

8. June 2, 2008
 - a) Officer Election.
 - b) Presentation and Discussion: Hayward Sales Tax Update By Business Sector.
Guest Speaker: Jerry Peeler, Muniservices.

9. July 7, 2008
 - a) Economic Progress/Indicators Update.
 - b) 2008/2009 Agenda Suggestions and Input From Committee.