



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

February 4, 2008

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 January 7, 2008 Summary Notes**
4. **Presentation and Discussion: Commercial Real Estate Update. Guest Speaker: Jim Morris, Senior Vice President, Colliers International**
5. **Economic Summit Meeting Update**
6. **Economic Development Activities Update (January 2008)**
7. **Committee Member Announcements**
8. **Adjournment**



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CITY OF
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ECONOMIC DEVELOPMENT COMMITTEE

**REGULAR MEETING SUMMARY NOTES
 JANUARY 7, 2008**

1. **CALL TO ORDER:** Vice-Chair Graden called the meeting to order at 4:05 pm.

ATTENDANCE:

Committee Member	Present 1/07/08	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	5	0	5	0
Council Member Ward	✓	2	3	2	3
Council Member Dowling	✓	5	0	5	0
Ed Mullins	✓	5	0	5	0
Manny Sawit	✓	5	0	5	0
Landis Lavell Graden (Vice Chair)	✓	5	0	5	0
Carlos Gutiérrez (Chair)	no	4	1	4	1
Landon Baines	✓	4	1	4	1
Avtar Singh	✓	5	0	5	0

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, Human Investment Research & Education, Professor of Economics, College of Business & Economics, CSUEB
- Dr. Barry Schimmel, Assistant Superintendent, Hayward Unified School District
- Lisa Brooks, Director of Systematic Alignment K-12, Hayward Unified School District

2. **PUBLIC COMMENT:** No public comments were made.

3. **APPROVAL OF DECEMBER 3, 2007 SUMMARY NOTES:** The December 3, 2007 Summary Notes were approved unanimously as submitted.

4. Presentation: PowerPoint Overview of the CSUEB Economic Indicators Report by 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

Vice-Chair Graden introduced Dr. Nan Maxwell who presented her summary of "Hayward in the 21st Century" PowerPoint overview of the Cal State University East Bay Economic Indicators Report. Dr. Maxwell's report graphically detailed the following findings:

- Hayward's Population:
 - Growing
 - Diverse
 - Large households
 - Low levels of education
 - Low income

- Hayward's Business Climate
 - Low vacancy rates
 - Low asking prices
 - Business environment
 - Low housing prices

5. Presentation: Developing Hayward's Youth for Future College and Job Opportunities by Hayward Unified School District, Dr. Barry Schimmel, Assistant Superintendent.

Vice-Chair Graden introduced Dr. Schimmel who informed the Committee that he recognizes the need to use data including information contained in the HIRE Center's Economic Indicators Report, to assist in making decisions. The goal of the Hayward Unified School District (HUSD) is to be among the top performing school districts in the county. There are 27 schools in the HUSD. The school district is planning to prepare students for the future and equip them with skill sets that can be measured. They are providing more training and feedback to the teachers and receiving more feedback about changing student needs.

Dr. Schimmel introduced Lisa Brooks, Director of Systematic Alignment K-12 and a former principal of East Avenue Elementary School in Hayward. Ms. Brooks presented an overview of the HUSD program designed to improve students' math and reading skills with special attention being given to underrepresented students ex. English Language Learners and Standard English Learners. The goal is to increase overall student achievement. The provision of coaching and support for teachers is one strategy that is being used to reach this goal.

6. DISCUSSION OF ECONOMIC SUMMIT MEETING SUMMARY NOTES:

David Korth, Neighborhood and Economic Development Manager, developed a matrix to facilitate review of the Economic Summit Meeting Summary Notes. This was distributed to the committee members who were asked to provide any comments they would like to make to Mr. Korth by Wednesday, January 9, 2008 so that these comments could be considered by the Economic Summit Planning Group at its January 11th meeting. It was noted that an Economic Summit update would be on the EDC's February 4th meeting agenda so that this item could be further discussed if desired.

7. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (December 2007):

The City's Economic Development Department staff continue to meet with Hayward Auto Dealers to discuss their concerns and future plans. At the December meeting, Dr. Daluddung introduced the new City Manager, Greg Jones to the auto dealers. Richard Patenaude, Principal Planner spoke about the City's progress regarding proposed modifications to the city's Sign Ordinance; this proposal is scheduled to be considered by the City Council on January 22, 2008. All guests in attendance were invited to attend this public meeting. Other items of discussion were the City's Redevelopment Agency goals for future auto row identification, and potential reader board sites for increasing public awareness of Hayward's Auto Row as a place to purchase a vehicle.

Staff met with Chuck Olson, Vice President of Operations at Cell Genesys in Hayward at a Biotechnology Education and Training Alliance (BETA) Advisory meeting at the Newark-Fremont Hilton on December 13. A January 2008 meeting between City staff and Mr. Olson is being scheduled to determine if the City of Hayward can assist Cell Genesys with any future expansion plans.

Staff met with Ben Young, one of the owners of Faat Group, Inc., and Gloria Ortega, Redevelopment Project Manager, to review plans for opening an Asian/French style restaurant at 1010 B Street. Mr. Young is working out lease details with the property owner, Ken Mitchell. Staff provided him with an application package for the City's Small Business Revolving Loan. This loan would be used to purchase the restaurant equipment.

The "Doing Business with Corporations" small business workshop was held at City Hall on December 11, 2007 from 9 am to noon. Sixty people registered for this workshop and thirty-seven attended. The next workshop, the ninth in a twelve month series, is scheduled for January 23, 2008 from 9 am to noon. The topic of that workshop will be "Doing Business with the Public Sector."

Community and Economic Development Department staff continue to work with EDC member Ed Mullins, representing the Hayward Chamber, and officials from CSUEB to plan a City-wide Economic Summit. Information gathered from a series of Breakfast Meetings with local business C.E.O.'s in November 2007 is being used to shape the content and format of the spring Economic Summit. Committee members were asked to also think about ideas for possible Key Note Speakers.

8. COMMITTEE MEMBER ANNOUNCEMENTS:

Ed Mullins invited committee members to the Hayward Chamber of Commerce Mixer to be held at Fairfield Inn & Suites on Wednesday, January 9, 2008 from 5 pm to 7 pm.

Ed Mullins also extended an invitation to committee members to attend the Hayward Chamber's Annual Gala on Friday, January 25, 2008 at Centennial Hall.

9. ADJOURNMENT: Meeting was adjourned at 5:55 p.m.

East Bay Business Times - January 14, 2008

<http://eastbay.bizjournals.com/eastbay/stories/2008/01/14/story8.html>

EAST BAY BUSINESS TIMES

Friday, January 11, 2008

Intarcia consolidates in Hayward with sweet lease deal

East Bay Business Times - by [Jessica Saunders](#)

Intarcia Therapeutics Inc. will consolidate its headquarters, development and manufacturing operations at a single location in Hayward in mid-2008, vacating sites in Emeryville and Mountain View.

Intarcia leased 40,959 square feet in Bridgeview Technology Park, 24600-24680 Industrial Blvd., in Hayward from real estate investment trust BioMed Realty Trust. The deal was completed last fall, and the landlord is currently building out lab space as part of a sweetened tenant improvement package for Intarcia.

The private biopharmaceutical company chose the Hayward technology park over Fremont, Newark, Oakland and Union City partly because it is relatively equidistant between Emeryville and Mountain View for commuting employees, and because of the attractive rent and improvement incentives, said Randy Scott, executive vice president and partner at Cornish & Carey Commercial/Oncor International's Palo Alto office. Scott worked with Senior Vice President Jay Phillips of Cornish & Carey's Client Solutions Group on the deal.

BioMed offered Intarcia laboratory buildout allowances "above the norm," and an attractive long-term lease, said Scott. Details were not disclosed.

"That made it very attractive for us as opposed to other locations," he said. "They proved to us they really wanted to get Intarcia as their tenant."

Once improvements are completed, Intarcia will begin a phased move expected to be completed by June, Scott said.

Intarcia's headquarters has been located on the 16th floor of 2000 Powell St., part of the five-building Watergate Office Towers complex in Emeryville that developer and property manager Hines acquired from **Equity Office Properties Trust** in December 2006. Intarcia's development and manufacturing operations are located at 1947 Landings Drive in Mountain View.

Intarcia is developing therapies intended to improve the outcome of long-term treatments for chronic diseases like type 2 diabetes and hepatitis C by increasing patient convenience and adherence.

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