



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

May 5, 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 April 7, 2008 Summary Notes**
4. **Presentation and Discussion: Hayward Chamber of Commerce – A Vision For The Future**
Guest Speaker: Jim Wieder, C.E.O., Hayward Chamber of Commerce.
5. **Economic Development Activities Update (April 2008)**
6. **Committee Member Announcements**
7. **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.



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ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING SUMMARY NOTES
APRIL 7, 2008

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

ATTENDANCE:

Committee Member	Present 4/07/08	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	8	0	8	0
Council Member Ward	✓	4	4	4	4
Council Member Dowling	no	7	1	7	1
Ed Mullins	✓	7	1	7	1
Manny Sawit	✓	8	0	8	0
Landis Lavell. Graden (Vice Chair)	✓	7	1	7	1
Carlos Gutierrez (Chair)	✓	7	1	7	1
Landon Baines	✓	6	2	6	2
Avtar Singh	✓	8	0	8	0

OTHERS IN ATTENDANCE:

Susan Daluddung, Director of Community and Economic Development
David Korth, Neighborhood & Economic Development Manager
Sally Porfido, Economic Development Specialist
Bruce Kern, Executive Director, East Bay Economic Development Alliance

2. PUBLIC COMMENT: No public comments were made.

3. APPROVAL OF MARCH 3, 2008 SUMMARY NOTES: The March 3, 2008 Summary Notes were approved unanimously as submitted.

4. PRESENTATION & DISCUSSION:

Chair Gutierrez introduced Mr. Bruce Kern, Executive Director of East Bay Economic Development Alliance. Mr. Kern gave an East Bay Economic Outlook presentation covering

the following:

- Region's economic performance.
- Emerging areas of economic strength
- Maintaining our competitive position

Employment - The East Bay is the largest Employment Metro Area (East Bay, San Francisco, San Jose). Between January and February, the East Bay added 3,400 payroll jobs. The unemployment rate in the Oakland-Fremont-Hayward area was 5.1 % in February 2008. The major job loss in the East Bay is in the Software Industry and Financial Services Industry.

Commercial vacancy rates – Hayward has not seen a big drop in our vacancy rates. Hayward is an excellent location for international trade and investment, venture capital investment, and emerging technology. In February exports increased in the Bay Area by \$3.2 billion to bring the overall total to \$43.1 billion. Hayward, Fremont, and Emeryville have received the most venture capital investment. Hayward now has 32 biotech companies that are part of our emerging bioscience industry.

Inc 5000 fastest growing companies reported 80 in the East Bay and Hayward has 4 of them. Hayward has the fastest growing companies per capita in the United States.

Mr. Kern concluded that in order to maintain our competitive position we need to:

- Increase infrastructure investment
- Reduce the cost of doing business
- Invest in our workforce

5. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (March 2008):

Economic Development, Redevelopment, and Planning staff had a third meeting with Hayward new auto dealers in the South Hayward auto row area to review the dealer's banner order for new automobile dealers and to review a reader board update. A follow up meeting is set for April 17 to review progress-to-date and next steps.

Staff met with Glenn Hartzheim, owner of Hartzheim Dodge regarding some of his dealership issues.

Staff attended the International Council of Shopping Centers Idea Exchange in Monterey and assisted the Redevelopment Project Manager in distributing information about Hayward's downtown opportunities and the Retail Attraction Program. City of Hayward staffed a table at the one-day Deal Making session. This enabled us to network and conduct business with retailers, brokers, developers, owners, and other city, municipality and economic development agencies. Staff met with Fernando Cuebas of Cornish & Carey to review possible tenants for Gateway Plaza, Gateway Landing, and Circuit City Plaza.

Staff continues to work with the Faat Group, Inc., and Gloria Ortega, Redevelopment Project Manager, to assist with their plans for opening an Asian/Fusion style restaurant on B Street. They have been approved for a City Small Business Loan to purchase their equipment and for Redevelopment Tenant Improvement assistance. The group has finalized a lease for a space on B Street and is progressing with remodeling plans for the site.

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. The types of start-up businesses requesting assistance were: two restaurants, a candy store, and a gift/fragrance store.

Also, thirteen business owners were provided assistance in obtaining various City services.

Additionally, three commercial brokers were provided assistance with information about various commercial sites and retail development.

Susan Daluddung, Director of Community and Economic Development and other City staff continue weekly meetings with EDC member Ed Mullins, the Hayward Chamber, and officials from CSUEB to organize the Economic Summit to be held April 10, 2008 on the CSUEB campus in the VBT Presentation Center. Staff contacted five representative Hayward companies regarding giving testimonials for use during a staff Summit presentation. Staff developed three maps for inclusion in the "take-away" folders to be given to attendees.

Staff assisted the April 19, 2008 Earth Day Planning group by contacted the new car dealers regarding having a hybrid vehicle at the event. Six dealers plan to participate with a hybrid vehicle and a representative available at the City of Hayward's Earth Day event.

6. COMMITTEE MEMBER ANNOUNCEMENTS:

Mr. Ed Mullins invited committee members to attend the Hayward Chamber of Commerce Business Expo on Wednesday, April 9, 2008 from 3 pm to 7 pm. There are eighty-five companies and organizations with booths at this event. Also, many local restaurants will be serving food samples and beverages.

Mr. David Korth, Neighborhood and Economic Development Manager, invited committee members to attend the Hayward Economic Summit on April 10, 2008, from 7 am to 11 a.m., at the VBT Presentation Center, California State University, East Bay, presented by the City of Hayward, CSU East Bay, and the Hayward Chamber of Commerce.

7. ADJOURNMENT: Meeting was adjourned at 5:00 p.m.