



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

June 2, 2008

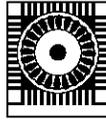
4:00 p.m.

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 May 5, 2008 Summary Notes**
4. **Presentation and Discussion: Hayward Sales Tax Update By Business Sector.**
Guest Speaker: Jerry Peeler, MuniServices Company
5. **Appointments to Economic Development Committee Nominating Committee**
6. **Approval of Economic Development Committee 2008/2009 Meeting Schedule**
7. **Review List of Topics for 2008/2009 EDC Meetings**
8. **Economic Development Activities Update (May 2008)**
9. **Committee Member Announcements**
10. **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
MAY 5, 2008

1. **CALL TO ORDER:** Vice-Chair Graden called the meeting to order at 4:00 pm.

ATTENDANCE:

Committee Member	Present 5/05/08	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	9	0	9	0
Council Member Ward	✓	5	4	5	4
Council Member Dowling	no	7	2	7	2
Ed Mullins	✓	8	1	8	1
Manny Sawit	no	8	1	8	1
Landis Lavell. Graden (Vice Chair)	✓	8	1	8	1
Carlos Gutierrez (Chair)	no	7	2	7	2
Landon Baines	✓	7	2	7	2
Avtar Singh	✓	9	0	9	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
 Jim Wieder, President/CEO, Hayward Chamber of Commerce

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

3. **APPROVAL OF APRIL 7, 2008 SUMMARY NOTES:** The April 7, 2008 Summary Notes were approved unanimously as submitted.

4. **PRESENTATION & DISCUSSION:**

Vice-Chair Graden introduced Mr. Jim Wieder, President/CEO of the Hayward Chamber of Commerce. Mr. Wieder gave an overview of his background prior to accepting the position of President/CEO of the Hayward

Chamber. After 30 years in broadcasting, Mr. Wieder became involved with the Chamber of Commerce and the City of Hayward when he purchased Hayward Ace Hardware. As the new Hayward Chamber President, Jim Wieder inherited the Hayward 2010: A Community Vision; a significant focus area is on education and activities designed to assist with the improvement of schools in Hayward.

The Chamber is also making efforts to partner with California State University East Bay, and the City. Recently all three organizations co-sponsored the April 10, 2008 Economic Summit which showcased Hayward as a “community of opportunity.”

Another Hayward Chamber partnership opportunity recently developed with the East Bay Business Times. Mr. Wieder recently promoted Hayward in the April 18 issue of East Bay Business Times and will participate as a panelist at a May 22, 2008 I-880 Corridor Power Breakfast event at the Fremont Marriott.

In addition to education and partnership opportunities, a key focus of the Chamber is downtown redevelopment. The Hayward Chamber has committed to assist with efforts to fill the vacant Downtown retail spaces along B Street to stimulate the revitalization of the core downtown. To assist in this effort, Mr. Wieder is working to enhance the downtown Street Parties as well as the Light-Up-The Season event in partnership with the City. In addition, the Chamber aims to take a significant role in making the new Cinema Place opening a successful event.

An exciting new development supported by the Hayward Chamber is the upcoming Stonebrae Classic Golf Tournament in March. This tournament will provide excellent opportunities to promote Hayward.

After experiencing a successful Business Expo on April 9, the Chamber is now taking steps to initiate a Hayward wine and art festival to be held in November 2008. The overall goal of the Hayward Chamber is to assist with improving the City’s image and the Chamber’s new motto is “Hayward on the move.”

5. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (April 2008):

Economic Development, Redevelopment, and Planning staff had a fourth meeting with Hayward New Auto Dealers to finalize the banner project. In addition, Morad Fakhrai, Deputy Director of Public works, presented an overview of the Route 238 Corridor Improvement Project.

Staff attended the Hayward Chamber of Commerce Business Expo and assisted the Redevelopment Project Specialist in staffing a City of Hayward Redevelopment and Economic Development booth. The City had 4 other booths staffed by the Library, Public Works, Planning and Community Preservation. There were seventy-four booths and 850 attendees.

Staff met with Bob Inman, Vice President of Operations for Art.Com, regarding their recently leased space in Hayward. They are a frame company and will be installing interior equipment. They will be bringing in sixty new jobs.

Staff continues to meet with two of the 4 owners of Faat Group, Inc., and the Redevelopment Project Manager, to assist with facilitating their plans for opening an Asian/French style restaurant on B Street. They have been approved for a City Small Business Loan and for Redevelopment Tenant Improvement assistance. The group is submitting interior and exterior plans for permits to begin the work.

Staff met with the owner of AIM Mail Center on B Street regarding a small business loan to upgrade her equipment. This business is eligible to apply for the City of Hayward Small Business Revolving Loan Fund program having completed her second year in business.

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.

Thirteen business owners were provided assistance in obtaining various City services. Additionally, five 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 participated in the first Economic Summit held April 10, 2008 on the CSUEB campus in the Valley Business & Technology Presentation Center. Over one hundred city officials, business partners and politicians attended the event. The summit was a chance for the city to showcase what it has to offer in the way of business development and expansion opportunities. Presentations were given by Bill Watkins, Executive Director, UCSB National Economic Forecast; Bruce Kern, Executive Director East Bay EDA presented a Regional Economic Outlook; Joe Montana, Entrepreneur and Hall-of-Fame Quarterback spoke on Building a Winning Team; and Jim Morris, Cushman and Wakefield, Hayward: A Community of Commercial Real Estate Opportunities; and Dr. Susan Daluddung, City of Hayward, Director of Community & Economic Development, provided an overview of the City's current economic development activities.

"Effective Management Information Systems" small business workshop was held at City Hall on April 30, 2008 from 9 am to noon. Sixty people registered for this workshop. The 12th workshop is scheduled for May 21, 2008 from 9 am to noon. The topic will be on "Buying or Selling a Business."

Staff worked at the April 19, 2008 first City of Hayward Earth Day event at City Hall. Six Hayward new auto dealers accepted an invitation to participate by showcasing their respective hybrid vehicles.

In addition, staff is working with CSUEB to update the Hayward Economic Indicators Report; the target completion date is early July 2008.

6. COMMITTEE MEMBER ANNOUNCEMENTS:

Dr. Daluddung announced that David Korth has been selected for the position of Neighborhood Services Division Manager, and will be reporting to the Library Director, effective July 1, 2008.

Mr. Ed Mullins invited committee members to attend the Hayward Chamber of Commerce Mixer on Wednesday, May 14, 2008 from 3 pm to 7 pm at Union Bank.

7. ADJOURNMENT: Meeting was adjourned at 4:55 p.m.