



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

September 8, 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 July 7, 2008 Summary Notes**
4. **Presentation and Discussion: Hayward Auto Row/Mission Boulevard Sign Relocation Proposal**
Guest Speakers: Michael Colbruno, Vice President Business Affairs, Patrick Powers, Director of Real Estate, and Jordy Ford, Vice President Marketing and Client Services, Clear Channel
 - **Hayward Auto Row Auto Dealers have been invited.**
 - **California Auto Outlook Article**
5. **Review List of Suggested Business Recognition Award Recipients – Susan Daluddung**
6. **Economic Development Activities Update (July and August 2008)/Annual Agenda Items – Susan Daluddung, Director of Community and Economic Development**
7. **Committee Member Announcements**
8. **Adjournment**



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ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING SUMMARY NOTES
JULY 7, 2008

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

ATTENDANCE:

Committee Member	Present 7/07/08	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	no	0	1	0	1
Ed Mullins	no	0	1	0	1
Manny Sawit	✓	1	0	1	0
Landis Lavell. Graden (Vice Chair)	✓	1	0	1	0
Carlos Gutierrez (Chair)	✓	1	0	1	0
Landon Baines	no	0	1	0	1
Avtar Singh	✓	1	0	1	0

OTHERS IN ATTENDANCE:

Susan Daluddung, Director of Community and Economic Development
Sally Porfido, Economic Development Specialist
Council Member Anna May
Mr. Andrew Wilson, Hayward resident

2. **PUBLIC COMMENT:** Mr. Andrew Wilson, a Hayward resident, spoke to the Committee about promoting theaters in downtown Hayward.
3. **APPROVAL OF JUNE 2, 2008 SUMMARY NOTES:** The June 2, 2008 Summary Notes were approved with the following corrections: Per Mayor Sweeney, add comments from Ed Mullins regarding education and better paying jobs. Per Landis Graden, add Landon Baines to the Nominating Committee.

4. OFFICER ELECTION:

The Nominating Committee nominated Landis Graden for Chair and Landon Baines for Co-Chair. The nominations were approved unanimously by Committee members.

5. DISCUSSION AND EVALUATION OF THE ECONOMIC DEVELOPMENT STRATEGIC PLAN:

Susan Daluddung, Director of Community & Economic Development, reviewed her June 30, 2008 memo that presented an overview of the Economic Development Strategic Plan progress update and new strategies. She also reviewed the Economic Development Strategic Plan Accomplishments matrix listing plan accomplishments to date.

Dr. Daluddung suggested additional economic development strategies that include:

- 1) Sales Tax Strategy.
- 2) Food Products – particularly restaurants.
- 3) Downtown Retail Attraction.
- 4) Transportation. The City is working on improving the image of Auto Row as a nice place to purchase a vehicle.
- 5) Green Corridor Regional Strategy. We are positioned well to be part of a regional group to encourage green business.

Committee members commented as follows:

Mayor Sweeney –

- How are we assuring adequate commercial zoning? We need to be smart in how we approach this.
- Mayor Sweeney requested a report back to the Committee on the Retail Attraction Program and on the power upgrades needed to attract quality restaurants.
- East Bay Economic Development Alliance believes in the importance of the future of Green Industry.

Landis Graden –

- Retailers will do gap analysis and leakage. If we utilize Claritas for the gap analysis data, the retailers will come to Hayward. The gap analysis plus improved education levels and test scores could improve our chances of attracting quality retail.
- We need to identify future efforts to keep the green strategy ongoing by looking at what we have on the horizon rather than what we have today. We need to position ourselves for a shift to make sure we will be competitive in the future.

6. REVIEW LIST OF TOPICS FOR 2008/2009 EDC MEETINGS:

Committee members suggested some changes and recommended focusing the monthly topics relevant to the Economic Development Strategic Plan. They want to see targeted presentations, relevant to meeting the goals of the ED Strategic Plan. Susan Daluddung will e-mail members a revised list of topics, incorporating the Committee suggestions for their review prior to the September 8 EDC meeting.

Mayor Sweeney recommended including Hayward Test Scores in the Economic Indicator Project update in order to see how Hayward test scores compare to other cities in Alameda County.

7. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (June 2008):

Economic Development staff arranged with Clear Channel and the Hayward auto dealers for nine weeks of advertising at three major intersections.

Staff met with the Director of Manufacturing, National Starch & Chemical regarding an upcoming merger into a Hayward company. Staff is facilitating a meeting with Building & Planning and the company's Director of Engineering for a preliminary review of their expansion plans. Also, staff is assisting with setting up a meeting to review the merits of using the Industrial Development Bond program for financing future equipment purchases.

Three 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.

Seven 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.

Community & Economic Development staff met with Nan Maxwell Ph.D., Executive Director, Human Investment Research & Education, Professor of Economics, College of Business & Economics, CSUEB and students from the HIRE Center to access current data for updating the Economic Indicators for the City of Hayward compared to local Cities and Counties.

Staff attended the Biotech Education & Training Alliance (BETA) meeting at the Ohlone College, Newark Center for the Health Sciences and Technology. This Center is in the first green community college in the nation and a tour of the facility followed the meeting.

Staff prepared the PowerPoint Presentation for the June 10 Business Recognition Award that was given to both Hayward Target stores. Staff also interviewed the management team at Biolog, Inc. for the July Business Recognition Award. Biolog, Inc. is a privately held company that began operations in Hayward in 1984. The company's product lines greatly simplify the testing of cells.

8. COMMITTEE MEMBER ANNOUNCEMENTS:

None.

9. ADJOURNMENT: Meeting was adjourned at 5:35 p.m.