



CITY OF
HAYWARD
HEART OF THE BAY

Economic Development Committee
Hayward City Hall - 4th Floor Conference Room 4A
777 B Street, Hayward, CA 94541-5007

January 5, 2009

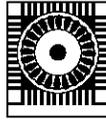
4:00 p.m.

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 December 1, 2008 Summary Notes**
- 4. Presentation and Discussion: Muni Services – Sales Tax Update**
Speaker: Jerry Peeler, Client Services Manager
- 5. Economic Development Activities Update - December 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 JoAnne DAgostino at 510/583-4245 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
DECEMBER 1, 2008

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

ATTENDANCE:

Committee Member	Present 12/01/08	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	5	0	5	0
Council Member May*	✓	4	0	4	0
Council Member Zermeno*	✓	4	0	4	0
Ed Mullins	✓	4	1	4	1
Manny Sawit	✓	3	2	3	2
Landis Lavell Graden (Chair)	✓	5	0	5	0
Carlos Gutierrez	✓	3	2	3	2
Landon Baines (Vice Chair)	✓	3	2	3	2
Avtar Singh	✓	5	0	5	0

*First meeting as a committee member was September 2008.

OTHERS IN ATTENDANCE:

Greg Jones, City Manager
 Fran David, Assistant City Manager
 Maret Bartlett, Redevelopment Director
 Gloria Ortega, Redevelopment Project Manager
 Sally Porfido, Economic Development Specialist
 Jim Wieder, President/CEO Hayward Chamber of Commerce

2. **PUBLIC COMMENT:** None.

3. **APPROVAL OF November 3, 2008 SUMMARY NOTES:** The November 3, 2008 Summary Notes were approved.

4. PRESENTATION AND DISCUSSION: Buxton Company, Inc.

SPEAKER: Amy Wetzel, Senior Vice President, Community ID Division, Western Region

Ms. Porfido introduced Amy Wetzel, Senior Vice President of Buxton Company. Ms. Wetzel brings more than 15 years of marketing, retail and business development experience to her position with Buxton. She presented an overview of Buxton's Retail Development Strategy and explained that they have 100 community clients in California. In a previous meeting with staff, it was determined that Buxton's services could best be used in three areas in Hayward as follows:

- Downtown/Foothill area
- Southland Mall/Hesperian corridor
- Mission/Tennyson area.

Ms. Wetzel gave an overview of:

- The retail location decision – 10 sites are screened for every one selected.
- Proactive selling – the Retail Strategy includes preparing the retail presentation by defining the trade area, identifying and profiling the customers, matching customers to retailers, preparation of up to 60 customized marketing packages.
- Market Hayward using an online tool called SCOUT. You can access Community ID reports via SCOUT to reproduce maps, site-specific data and generate custom marketing presentations.

Buxton's program is designed to enable a city to:

- Aggressively Market to select retailers;
- Begin to reduce retail leakage;
- Increase sales tax revenues;
- Build a stronger retail sector and economy.

Chair Graden called for a motion for a committee advisory vote for approval of the Buxton Proposal. The Committee voted unanimously to recommend the use of the Buxton Company services subject to City Council approval.

5. REVIEW BUSINESS VISITATION PROGRAM – Memo from Greg Jones, City Manager:

Greg Jones reviewed the new business visitation program designed to:

- Foster goodwill with our major businesses;
- Engage our Economic Development Committee members in this important outreach effort;
- Expand the Executive Team's understanding of the Economic Development role;
- Establish a better understanding of the Hayward business community to enable the City of Hayward to better meet their needs.

The business visitation program is scheduled to begin the week of January 12, 2009. There will be

three team visits per quarter. The visits are limited to one hour. The team will then report the results of the visit back to the Economic Development Committee in the month following the visit. Economic Development staff will coordinate the team member visits and provide other logistical support as needed.

Mr. Jones requested a cover letter, signed by Mayor Sweeney, be sent out with the Business Survey. Economic Development staff will prepare a draft of this letter.

6. REVIEW BUSINESS SURVEY DRAFT – Sally Porfido, Economic Development Specialist:

The Business Survey form will be sent out to the companies to be visited, one week prior to the scheduled meeting date so the company representative has a chance to review it prior to the visit. Committee members approved the Business Survey form as submitted.

7. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (November 2008):

Staff is continuing to develop an Economic Development web site with the goal of providing web access to Hayward's many business, dining, educational, housing, and cultural resources. The web master has developed a prototype and purchased the site name "Hayward Open For Business" to use for this site. A Hayward Restaurant Guide has been completed and will be available shortly. A demographics section is being finalized.

Staff interviewed Julie McKillop, owner Neumanali for the December 9, Business Recognition Award. Neumanali is located in a beautifully restored Victorian. It is considered an upscale, New American Cuisine restaurant featuring fine wines.

Staff assisted Dan Bergen of Colliers with questions regarding approved use of a site for a company that is in the process of moving their operation from San Leandro to Hayward.

Staff met with the following applicants for the Small Business Revolving Loan Fund Loan as well as the Downtown Retail Attraction Program:

- Mr. Yong Kim currently runs a crepe restaurant in the City Center in Oakland. He wants to open another restaurant and is in the process of signing a lease in Cinema Place. He is requesting assistance from the small business loan fund for furniture, equipment and working capital and from the Downtown Retail Attraction Program for leasehold improvement work.
- Staff met with Mary Lee and her father (referred by Bijou Restaurant and Bar owners). Mary and her father currently run two restaurants in San Pablo and want to open a third on B Street. They took applications for both loan programs and will complete them once a specific site is located.
- Staff met with Beneba Thomas an attorney that recently leased a space in the Green Shutter building to open a tea and dessert facility. She plans to host special occasion events at this

location.

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: a tea/dessert restaurant, a yogurt shop, a multi-media music and arts store, and an internet café.

Six additional business owners were provided assistance in obtaining various City services and **four** commercial brokers were provide assistance with various site questions.

8. COMMITTEE MEMBER ANNOUNCEMENTS:

Ed Mullins invited committee members to the December 10, 2009 mixer that will be held at the Hayward Historical Society and catered by Neumanali from 5 to 7 p.m.

Mr. Mullins also invited committee members to the Hayward Education Foundation Holiday Lunch on Thursday, December 4.

9. ADJOURNMENT: Meeting was adjourned at 5:30 p.m.