



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

March 2, 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 February 2, 2009 Summary Notes**
- 4. Presentation and Discussion: Overview of the East Bay Economy.**
Speaker: Bruce Kern, Executive Director of the East Bay Economic Development Alliance
- 5. Economic Development Activities Update – February 2009**
- 6. Business Visitation Reports: Landis Graden – Target on Whipple**
- 7. Committee Member Announcements**
- 8. Adjournment**



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ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING SUMMARY NOTES
FEBRUARY 2, 2009

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

ATTENDANCE:

Committee Member	Present 2/02/09	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	7	0	7	0
Council Member May*	✓	6	0	6	0
Council Member Zermeno*	✓	6	0	6	0
Ed Mullins	no	5	2	5	2
Manny Sawit	✓	5	2	5	2
Landis Lavell Graden (Chair)	✓	7	0	7	0
Carlos Gutierrez	no	3	4	3	4
Landon Baines (Vice Chair)	✓	5	2	5	2
Avtar Singh	✓	7	0	7	0

*First meeting as a committee member was September 2008.

OTHERS IN ATTENDANCE:

Greg Jones, City Manager
 Sally Porfido, Economic Development Specialist
 Jim Wieder, President/CEO Hayward Chamber of Commerce
 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
 Dr. Barry Schimmel, Assistant Superintendent, Hayward Unified School District

2. PUBLIC COMMENT: None.

3. APPROVAL OF JANUARY 5, 2009 SUMMARY NOTES: The January 5, 2009 Summary Notes were approved.

4. PRESENTATION AND DISCUSSION:

Overview of the CSUEB Indicators of Hayward Public School Performance in 2007 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.

Chair Graden introduced Dr. Maxwell to give a presentation on an indicator project overview of the Hayward Public School (HUSD) Performance in 2007. HUSD performance indicators were compared to 17 other Alameda County districts and 6 Bay Area County averages.

Dr. Maxwell presented the following performance indicators:

- Annual Per Pupil Spending (in 2000 \$) – 9th lowest in Alameda County
- Academic Performance Index (API) – 3rd lowest in Alameda County
- California Standards Test 5th & 8th Grade
 - Math – 2nd lowest in Alameda County
 - English & Language Arts – 2nd & 3rd lowest in Alameda County, 5th & 8th Grade.
- California High School Exit Exam (CAHSEE) – English Language Arts 3rd lowest in Alameda County
 - Math – 2nd lowest in Alameda County
- SAT Scores – 3rd lowest in Alameda County

The data in the indicator report indicates that the academic performance of Hayward public schools lags behind most other districts in Alameda County, excepting Emeryville and Oakland public schools, and lies well below averages in the six Bay Area counties. While Hayward schools have shown modest improvement since 2002-03 on Elementary and Middle school test scores, as measured by the California Standards Test, they have not been able to propel ahead of most other elementary and middle school performance in Alameda County.

At the conclusion of Dr. Maxwell's presentation, a discussion with Dr. Schimmel ensued regarding how the City of Hayward and the HUSD can work together to assist in increasing academic performance. Mayor Sweeney suggested a meeting between the Mayor, City Manager, School Board President and HUSD President to talk about this. Greg Jones, City Manager, pointed out that the City and HUSD are separate entities. The school board needs to solidify their priorities before we meet with them. The City should be engaged once they define their priorities.

It was suggested that Mayor Sweeney, Greg Jones, City Manager and Landis Graden, Economic Development Committee Chair get together to review a possible next step.

5. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (January 2009):

Staff arranged for a conference call meeting with representatives from a DuPont's subsidiary company. They are the biotech arm of DuPont, researching Hayward as a potential site to

expand their facility. Staff explained that while Hayward does not offer financial incentives, we can offer employment recruitment services, streamlining the permitting process, attractive lease rates, proximity to major freeways, transportation, good water, and other amenities. Staff will follow up with the broker in February as they are looking at other cities and states.

Staff met with Economic Development staff from Newark, Union City, Fremont and East Bay Economic Development Alliance regarding pooling our economic development resources to recruit and retain businesses in our communities through a Sub-Regional Economic Development pool of resources. It was decided to join forces to participate in the following:

- A biotech symposium to be held in Union City in October 2009
- 4-city involvement in quarterly venture capital investor roundtable events.

Staff has received Council approval to move forward with the Buxton Company's Professional Services Agreement to develop a retail marketing strategy for the City of Hayward. Buxton Company utilizes their expertise in retail location and market analysis to benefit communities desiring retail expansion. Buxton develops marketing packages that assist in recruiting desired retailers into targeted areas within the City.

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

- Staff met with a vintage race car restoration company regarding the loan program to expand the existing business in Hayward. This company has been in business for 15 years in the race car restoration and service business and wants to purchase equipment to expand the service business. A completed loan package should be ready in early February.
- Staff received a completed business plan from the owner of a B Street Wine, Jazz and Blues tasting bar. This concept uses a prepaid keypad to distribute a preset number of wines from over 100 California Vineyards in one café.
- Staff met with the owner of a local Bakery, regarding a small business revolving loan fund loan to purchase a new oven. She took the loan package and is also reviewing the possibility of leasing the oven.

Five 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 car repair shop, a wine bar/jazz club, a yogurt shop, a maintenance business, and a home care business.

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

6. BUSINESS VISITATION REPORTS:

Landis Graden will update the Committee in February 2009 on his business visitation meeting with the Target on Whipple Store.

Landon Baines reported on the visit he and Ron Ace, Police Chief, had with Hayward Toyota. At the meeting with the Hayward Toyota General Manager the continuing problems with vandalism and graffiti were discussed. Also there is a pending move within the Auto Row section of Hayward. It would be good if they can break-even this year given the economy. The General Manager was pleased that the City arranged for this visit.

Kevin Dowling reported on his visit with Carlos Gutierrez to the Target Store on Hesperian. They met with the Team Leader and she expressed that she was not experiencing much crime; however, sales have been flat. She would like a closer relationship with CSUEB for employee recruitment.

7. COMMITTEE MEMBER ANNOUNCEMENTS:

None.

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