



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
April 6, 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 March 2, 2009 Summary Notes**
- 4. Presentation and Discussion: Rubicon Programs, Inc. Eden Area One-Stop Career Center Services**
Speaker: Anthony Irving, Business Services Representative and Kirill Elistratov, Workforce Services Manager
- 5. Overview of Community Promotion Program by Debra Auker, Finance Director, City of Hayward**
- 6. New Economic Development Website “Hayward Open For Business” demonstration by Joe Ochinerro, Web Specialist**
- 7. Economic Development Activities Update – March 2009**
- 8. Committee Member Announcements**
- 9. Adjournment**



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MEMORANDUM

DATE: March 26, 2009
TO: Economic Development Committee
FROM: Sally Porfido, Economic Development Specialist
SUBJECT: Overview of April 6, 2009 Meeting Agenda Presentations

Rubicon Programs, Inc. Eden Area One-Stop Career Center Services -

Rubicon Programs, Inc. is funded through the Alameda County Workforce Investment Board and operates as the contractor for the One-Stop Career Center located in the County building at 24100 Amador Street in Hayward. The One-Stop Career Center provides free employment services to job seekers and to employers.

Overview of Community Promotion Program -

The Community Promotion Program provides grant funding for events and activities that benefit Hayward residents. Funding is available to community organizations that promote Economic Development in Hayward via:

- 1) Promoting the arts
- 2) Promoting cultural diversity
- 3) Other Community Promotion effort

A staff report will be presented to the EDC on May 4, which will provide a summary of the applications, along with a recommendation for funding. Representatives from submitting groups will be invited to attend the meeting. The groups will be given the opportunity to make a brief (5 minute) presentation to the committee regarding their application.

Following group presentations, the Committee will review the report, address any questions to staff, and will make a final funding recommendation. The committee's recommendation will be presented to the City Council for consideration in late May.

Office of the City Manager

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ECONOMIC DEVELOPMENT COMMITTEE

**REGULAR MEETING SUMMARY NOTES
MARCH 2, 2009**

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

ATTENDANCE:

Committee Member	Present 3/02/09	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	No	7	1	7	1
Council Member May*	✓	7	0	7	0
Council Member Zermeno*	✓	7	0	7	0
Ed Mullins	✓	6	2	6	2
Manny Sawit	✓	6	2	6	2
Landis Lavell Graden (Chair)	✓	8	0	8	0
Carlos Gutierrez	✓	4	4	4	4
Landon Baines (Vice Chair)	✓	6	2	6	2
Avtar Singh	✓	8	0	8	0

*First meeting as a committee member was September 2008.

OTHERS IN ATTENDANCE:

Greg Jones, City Manager
 Sally Porfido, Economic Development Specialist
 Debra Auker, Finance Director
 Bruce Kern, Executive Director, East Bay Economic Development Alliance
 Andrew Wilson III, Hayward Resident

2. PUBLIC COMMENT: None.

3. APPROVAL OF February 2, 2009 SUMMARY NOTES: The February 2, 2009 Summary Notes were approved.

4. PRESENTATION AND DISCUSSION:

Overview of the East Bay Economy. Speaker: Bruce Kern, Executive Director of the East Bay Economic Development Alliance. Chair Graden introduced Bruce Kern to give a presentation Update of the East Bay Economy.

Mr. Kern summarized a report developed by the UCLA Anderson Forecast for the first quarter of 2009. In general, 2009 will be a year of increasing unemployment, falling real income and increasing job losses. The East Bay will begin an economic recovery at the end of 2009, coincident with the beginning of the U.S. recovery. Though growth will be slow coming out of the recession, the long term prospects for East Bay economic growth, fueled by investments in "green" economy technology, computers and electronics, and export oriented products are bright. Specific projections include

- The region will lose approximately 26,000 jobs;
- Unemployment rate will climb to 8.9%;
- Real personal income will fall 0.8%;
- Taxable sales will decline at 5.8% rate.

Areas of long-term economic strength for Hayward:

- Emerging technology sectors;
- Venture capital investment;
- Diversified economic base;
- International trade and investment.

Mr. Kern explained that the role of the East Bay Economic Development Alliance continues to be to support local economic development through assistance with:

- Business development and outreach;
- Business retention best practices;
- Improving labor market intelligence and business resources;
- Capitalizing on the Federal Stimulus funding.

5. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (February 2009):

Staff arranged for a meet and greet meeting with representatives from a renewable oil production company. The company harnesses the power of microalgae to renewably produce clean and scalable biofuels, industrial chemicals and health and wellness products. This company is considering moving to Hayward and is currently negotiating on a site that meets their needs. They plan to manufacture at this site and they will be hiring approximately 24 new employees for this facility.

Staff attended a second meeting with Northern Silicon Valley Partnership (Hayward, Newark,

Union City, Fremont and East Bay Economic Development Alliance) regarding combining our economic development resources to recruit and retain businesses in our communities. The first joint event will be an Investor Roundtable "The Changing Landscape of Investment" to be held on May 7, 2009 from 9 to 10:30 a.m. at Union City Civic Center. The investors are venture capital groups and the roundtable events are quarterly. We will have future roundtable meetings at each member city. The next meeting is scheduled for March 18.

Staff met with commercial brokers from CB Richard Ellis that are handling the former Mervyns headquarters building at 22301 Foothill Boulevard. They requested assistance with developing prospective tenants for this site that would also be a good fit for the City. Staff provided them with contact information for Cal State University East Bay and Chabot College to determine if the colleges may need additional office space. We will continue to work with them to lease or sell this important site to a company or organization that would be good for the overall Hayward community.

Staff has finalized the contract and proposal for Buxton Company to develop a Retail Marketing Strategy for Hayward. Buxton develops marketing packages that assist in recruiting desired retailers into targeted areas within the City. A project launch conference call is scheduled for Tuesday, March 3, to review the data that Buxton requested relevant to the three project areas.

Staff met with the Small Business Revolving Loan Fund Committee to review two new loan requests as well as an application for the Downtown Retail Attraction Program. The loan committee recommended approval of the following:

- A small business loan to a vintage racing car business to purchase equipment to expand their service department. Terms are for 7 years, fixed at the current prime rate.
- A small business loan to a Tea Restaurant to finance equipment and restaurant supplies as well as the Retail Attraction Program loan for assistance with leasehold improvement work. The small business loan is for 5 years to be paid in full, fixed at the current prime rate. The Retail Attraction Program is a 10 year payment deferred loan.

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 cosmetology business, custom clothing business, a taco stand, and a demolition business.

Two commercial brokers were provided assistance with various site questions and **seven** additional business owners were provided assistance in obtaining various City services.

Staff attended an East Bay Economic Development Alliance meeting in Oakland. City members were asked to review and finalize their information for the new 2009-2010 East Bay EDA Business Resource Guide. Cities were also invited to attend upcoming events, participate in tradeshow, and review the status of East Bay EDA projects that assist cities in business

recruitment and retention.

Staff met with two representatives from Rubicon Programs, Eden Area One Stop Career Center. They serve the local and regional workforce through workforce development activities and workforce preparation services to address the job, education, training, and employment needs in the Eden area which includes Castro Valley, Hayward, San Leandro, San Lorenzo, Union City and unincorporated area of Eden. They have requested the City of Hayward sign a Memo of Understanding between Rubicon Programs, Inc. and the COH to describe how their resources can be utilized to better serve mutual customers.

Staff facilitated a Small Business Development Center business workshop “Smart Office, Smart Worker” on February 26 and there were over 50 attendees. The March 26 workshop will be “Accessing Capital for Small Businesses & Start-Up Companies.”

6. BUSINESS VISITATION REPORTS: Reports were given at the February meeting.

7. COMMITTEE MEMBER ANNOUNCEMENTS:

Committee member Ed Mullins invited members to the Hayward Chamber Mixer to be held at Buffalo Bill’s on Wednesday, March 11, from 5 p.m. to 7 p.m.

Greg Jones, City Manager, informed the Committee of an upcoming tour/visit to Gillig Corporation on March 6.

Mr. Jones also discussed the upcoming 2009 Stonebrae Classic Golf Tournament from March 30 through April 5, 2009 in Hayward as an opportunity for good publicity for the City of Hayward.

8. ADJOURNMENT: Meeting was adjourned at 5:15 p.m.