



CITY OF
HAYWARD
HEART OF THE BAY

Economic Development Committee
Hayward City Hall – 4th Floor Conference Room

777 B Street, Hayward, CA 94541-5007

August 3, 2009

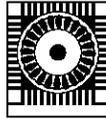
4:00 p.m.

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 July 6, 2009 Summary Notes**
4. **Election of Fiscal Year 2010 Officers**
5. **Business Visitation Report –**
6. **Agenda Planning for FY 2009-2010**
7. **Economic Development Activities Update – July 2009**
8. **Committee Member Announcements**
9. **Adjournment**



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ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING SUMMARY NOTES
JULY 6, 2009

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

ATTENDANCE:

Committee Member	Present 7/06/09	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Landon Baines (Acting Chair)	✓	1	0	1	0
Chris Lam	✓	1	0	1	0
Council Member May	✓	1	0	1	0
Manny Sawit	✓	1	0	1	0
Avtar Singh	✓	1	0	1	0
Terri Swartz	✓	1	0	1	0
Mayor Sweeney	✓	1	0	1	0
Jim Wieder	✓	1	0	1	0
Council Member Zermeno	✓	1	0	1	0

OTHERS IN ATTENDANCE:

- Greg Jones, City Manager
- Sean Brooks, Economic Development Manager
- Sally Porfido, Economic Development Specialist
- Nick Bruno, Attorney
- Andrew Wilson III, Hayward Resident
- May Almario, Business Development Manager, Incito
- Sara Lamnin, Program Director, Hayward Community Action Network
- Simon Wong, Reporter, Tri-City Voice Newspaper

2. **PUBLIC COMMENT:** Andrew Wilson, Hayward resident, commented on unauthorized car sales, allowing antique airplanes to be displayed at Street Parties, and Hayward Small Business Development Center Workshop attendance.
3. **APPROVAL OF June 1, 2009 SUMMARY NOTES:** The June 1, 2009 Summary Notes were approved.
4. **SELECTION OF NOMINATING COMMITTEE FOR FISCAL YEAR 2010 OFFICERS.**
Committee members selected Landon Baines, Jim Wieder, and Council Member May for the Nominating Committee.

5. BUSINESS VISITATION REPORT – GREG JONES, HOME DEPOT VISIT:

Greg Jones and Sean Brooks visited Home Depot. The store Manager is having issues with day laborers approaching customers in the Home Depot parking lot. Staff is working with the Police Department to address this situation. The store Manager needs assistance with obtaining permits to sell liquid propane and Christmas trees. Staff is assisting with obtaining these permits. In general, the Home Depot store is doing well in this economy, however, sales are relatively flat.

6. AGENDA PLANNING FOR 2009-2010:

Refer to attached revised Agenda Draft for 2009-2020. The Economic Development Committee members requested the next meeting be held on August 3, which in the past has been a no meeting month. At that time the 2009-2010 Agenda will be determined. Committee member comments on the Agenda draft:

Landon Baines – Would like the Committee to have more focus. He requested Committee members bring their ideas to the next Committee meeting.

Manny Sawit requested an update on the Economic Development Strategic Plan. Staff will e-mail committee members a copy of the current Strategic Plan for review prior to the August 3 Economic Development Committee meeting.

Council Member May requested the Committee review the Housing Element. Due to the size of the Economic Development Committee and public attendance, Council Member May requested the Committee meet in a larger conference room such as 2A.

Council Member Zermeno would like to include small businesses in the Economic Development Strategic Plan.

Terri Swarz requested that Sean Brooks give a Strategic Plan update in October.

Mayor Sweeney asked that the two student leader meetings be combined into one month.

7. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (JUNE 2009):

Staff continues to work with Hayward Executive Airport on the Economic Development Website “Hayward Open For Business” The Web Specialist will be adding this link in July.

Staff interviewed and prepared the PowerPoint Presentation for the July 7, 2009 Business Award for Elephant Bar Restaurant.

Staff has selected prospective retailers, from lists that Buxton Company has provided, that best fit the purchasing profiles of Hayward’s population, both workers and residents. Buxton will develop 60 marketing packages targeting the retailers Buxton lists. Staff is preparing an inventory of available sites for lease in the three project areas.

Staff is coordinating the three business visits for the quarterly Business Visitation Program. Memos and letters have been sent out for all involved businesses, Economic Development Committee members, and staff.

Staff met with the following applicants for the Small Business Revolving Loan Fund:

Staff met with the Small Business Loan Committee and received approval for equipment loans to an Indian fusion type restaurant on Mission Boulevard, and a bakery. The bakery has completed loan documents and funding is scheduled for July.

Staff met with the owners of an industrial based Bakery. They are requesting a loan to purchase used bakery equipment and are in the process of completing an application package.

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 smog shop, yogurt & deli restaurant, board & care business, Indian fusion restaurant, and a book shop.

One commercial broker was provided assistance with various site questions.

Nine additional business owners were provided assistance in obtaining various City services.

Staff is coordinating the City of Hayward multi-department participation in the four Hayward Chamber Street Party events scheduled for June 18, July 16, August 20, and September 17. The City will be represented by the Economic Development, Redevelopment, Library, Police, and Fire Departments. Council Members are being asked to sign up for 1 hour rotating participation assignments.

Staff participated in a Mid-County Business Fair for Small Businesses in Castro Valley, San

Leandro, and Hayward. This fair presented business resources available from 17 different service providers.

Staff is coordinating downtown restaurant participation in the City of Hayward Chamber Mixer on August 12, 2009.

Staff is meeting with Chabot College and Cal. State University East Bay on development of downtown discount days for college students.

Staff attended the East Bay Economic Development Alliance (East Bay EDA) Council Meeting in Oakland. They will have a Team California booth at the July Semicon 2009 Trade Show and staff will participate in the event at the East Bay EDA booth.

Northern Silicon Valley Partnership (Fremont, Hayward, Newark, and San Leandro):

Staff met with the Northern Silicon Valley Partnership of the Cities of Hayward, Fremont, Newark and Union City to finalize the July 16, 2009 Investor Roundtable “The Changing Landscape of Investment”. This event promotes connections between entrepreneurs and investors and will be held in Fremont.

The next investor roundtable event will be held in Hayward on July 16, 2009 at the Fremont City Hall from 9 a.m. to 11 a.m.

8. COMMITTEE MEMBER ANNOUNCEMENTS:

New member introductions: Chris Lam, owner/President Pucci Foods; Terri Swarz, Dean College of Business & Economics, Cal State University East Bay; Jim Wieder, President Hayward Chamber of Commerce and owner Hayward ACE Hardware.

9. ADJOURNMENT: Meeting was adjourned at 5:00 p.m.

FUTURE ECONOMIC DEVELOPMENT TOPICS - JULY 2009 THROUGH JUNE 2010

July 6, 2009

1. Appointments to EDC Nominating Committee
2. Agenda Planning

August 3, 2009

1. Election of 2009-2010 EDC Committee Officers
2. Agenda Planning

September 14, 2009

1. Presentation and Discussion: Buxton Update. Guest Speakers: Lisa Hill, Buxton Company

October 5, 2009

1. Economic Development Strategy Update by Sean Brooks
 - Small business discussion
2. "Buy Hayward First Campaign"

November 2, 2009

1. Presentation and Discussion: Invite CSUEB and Chabot Jr. College, Everest College, Heald, and Life Chiropractic Student Leaders for a discussion on what retail students want

December 7, 2009

1. Development Services Department Building Incentives Update

January 4, 2010

1. Presentation & Discussion: Commercial/Industrial Market Update, Jim Morris

February 1, 2010

Open

March 1, 2010

1. Presentation & Discussion: Alameda County Workforce Investment Board (Review new training programs & employee assistance programs)

April 5, 2010

1. Review Community Promotions Applications

May 3, 2010

1. Appointments to EDC Nominating Committee
2. Presentation and Discussion: Retail Update
Speaker: Christine Firstenberg, Managing Director, Metrovation Brokerage

June 7, 2010

1. Election of 2010-2011 EDC officers
2. Agenda Planning

Other Topics:

- Airport Update
- Schools
- Industrial Area Discussion

Dated: August 3, 2009