



CITY OF
HAYWARD
HEART OF THE BAY

**COUNCIL ECONOMIC
DEVELOPMENT COMMITTEE**

NOVEMBER 7, 2011

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CITY COUNCIL ECONOMIC DEVELOPMENT COMMITTEE MEETING
Monday, November 07, 2011
Conference Room 2A
4:00 PM

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS: *(The Public Comment section provides an opportunity to address the City Council Committee on items not listed on the agenda. The Committee welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Committee is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.)*

1. Approval of Minutes of October 3, 2011
[Summary Notes](#)
2. Downtown Plan (**Oral Report Only**)
3. Fourth Quarter Business Visitation Reports (**Oral Reports**)
4. Economic Development Activities for October 2011
[Staff Report](#)

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT

NEXT REGULAR MEETING – 4 P.M. MONDAY, DECEMBER 5, 2011

Materials related to an item on the agenda submitted to the Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office, City Hall, 777 B Street, 4th Floor, Hayward, during normal business hours. An online version of this agenda and staff reports are available on the City's website.

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CITY OF
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COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

SPECIAL MEETING SUMMARY NOTES – OCTOBER 3, 2011

CALL TO ORDER: Chair Sweeney called the meeting to order at 4:11 pm.

ATTENDANCE:

Committee Member	Present 10/3/11	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Kanti Patel	✓	2	0	2	0
Chris Lam	✓	2	0	2	0
Waseem Khan	✓	2	0	2	0
Terri Swartz	✓	2	0	2	0
Mayor Sweeney (Chair)	✓	2	0	2	0
Council Member Halliday	✓	2	0	2	0
Council Member Zermeño	✓	1	1	1	1

OTHERS IN ATTENDANCE:

Kelly Morariu, Assistant City Manager
 David Rizk, Director of Development Services
 Sean Brooks, Economic Development Manager
 Bob Palermi, Hayward Police Department
 Mark Koller, Hayward Police Department
 Kim Huggett, President Hayward Chamber of Commerce
 Mary Thomas, City of Hayward Fellow

PUBLIC COMMENTS:

Kim Huggett, President, Hayward Chamber of Commerce, directed the Committee’s attention to two handouts:

- Leadership Hayward – 21st session is currently recruiting for the next Leadership Hayward program that begins November 9, 2011. There are 400 graduates of this program to date.

- Invited Committee members to attend the 3rd Annual Hayward/Union City Chamber Business Expo, under the Grand White Tent at St. Rose Hospital on Wednesday, October 5 from 4:30 to 7:30 p.m.

1. APPROVAL OF SEPTEMBER 12, 2011 MEETING NOTES: The September 12, 2011 meeting notes were approved.

2. HAYWARD POLICE DEPARTMENT UPDATE:

Sean Brooks introduced Captain Bob Palermini and Lieutenant Mark Koller to present an update on crime as was requested by the Council Economic Development Committee at a prior meeting.

Lieutenant Koller handed out copies of his PowerPoint presentation “Violent Crime Rates per 100,000 Population Comparison 2009 vs. 2010.” This report showed statistical data about crime, trends and its impact on our community. Lieutenant Koller stated that while a recent article in the Wall Street Journal detailed some Bay Area cities where violent crime is up, that is not true in Hayward. Hayward is not following that pattern and violent crime is down from 2009-2010. However, there has been somewhat of an increase in residential burglaries.

In the Downtown district, crime rates have gone down in the period January – June 2010 vs. the same period in 2011. This is not the case in most other Bay Area cities which are seeing an increase in violent crime.

Lieutenant Koller reviewed what the Police Department is doing to address gangs, graffiti, and homeless issues:

- Gang crimes in Hayward have been reduced where other cities have seen a spike. Hayward still has an active gang unit that is fully staffed. Also, Hayward has community policing district command offices that help district officers work on long term issues.
- SMASH Operations – Synchronized multi-agency safe housing program where district command and gang units work together to identify problem areas. Then, they bring in everyone from various City departments to take a collaborative approach at dealing with the problems and resolving them.
- Awareness – The Police Department uses hard analysis maps identifying problem areas and then provides increased patrol in those areas. Public awareness is provided through Crime Prevention and Neighborhood Alert in order to get information out to Hayward citizens. The Police Department also works with shopping center management to increase their private security systems.
- Education – The public is educated about safety procedures, crime reduction, and prevention.

- In addressing the homeless issue, which is one of the bigger issues in the Downtown, the Police Department is taking a three pronged approach – enforcement, locating the homeless camps and moving them on, and educating them as well as working with advocates to get them more skills to enable them to progress. In addition, work is in progress with homeless food programs to move them to more suitable locations.
- Graffiti – This is an area of concern and the Police Department has an aggressive program with the Graffiti Hotline which gives them needed information enabling them to take care of incidents quickly. Also, the City’s Access Hayward system is a good tool for the Police Department which allows the public to inform them quickly about graffiti incidents. Lt. Koller stated that the Mural Program is a great deterrent to graffiti as well as providing attractive murals for the community to enjoy.

Terri Swartz asked Lt. Koller to address the Southland Mall Area. Lt. Koller explained that Southland Mall’s property crimes/auto burglaries have gone down considerably. The new property management has done some reorganization within the parent company that owns Southland. It used to be one of many malls and not a high priority for improvement funding. Now they are part of a much smaller group and they are at the top of the priority list. The Police Department has been meeting with the general manager at Southland and with Aaron Gallagher, the Security Director, to install better security systems that can be used in tracking who is responsible for crimes. There are many positive steps being taken at Southland Mall at this time.

Lt. Koller also touched on ways to improve safety at South Hayward BART. BART police are working with the Hayward Police Department in a collaborative effort to reduce crime by using their joint resources. For example, BART is working with the Hayward P.D. to redesign the pedestrian stairway that accesses BART from Tennyson Road underneath the BART tracks which makes it ideal for robbers. This redesign would make it a much safer station.

Committee discussion ensued involving the time it takes for officer response to non-life threatening crimes. Mayor Sweeney requested that Lt. Koller get back to the committee regarding the safety improvements at the South Hayward BART and officer response times as it relates to crime-free shopping.

Lt. Koller responded to Mayor Sweeney’s request to discuss the industrial area and any crime trends that have developed there. Currently, the industrial area’s major concern is metal theft. The Police Department is augmenting their patrol of the industrial area as well as instructing businesses to increase their security systems, in particular alarm systems, and security cameras. They also work with businesses to perform a security inspection and make recommendations for improving their security systems.

In response to questions about rental properties with absentee owners, Lt. Koller spoke about the synchronized multi-agency safe housing program (SMASH). This program makes sure all

those involved in the complex (owner, manager, maintenance) go to the Police Dept. for training on how to run a safe facility and they receive a certificate for this. They are then required to meet certain security measures, such as deadbolts, etc. The next step is to have a safety social where they invite all tenants that live in the complex to review the meaning of crime free. The last component is a lease addendum which gets posted in the manager's office and all tenants must sign the lease addendum which states they will not participate in criminal behavior or bring in people who do, subject to eviction.

Discussion ensued regarding CEDC recommendation to the Council that they adopt a requirement for all multi-family housing to participate in SMASH. Chris Lam and Terri Swartz made a motion that the Committee recommend that the City require all new multi-family housing units to participate and maintain a crime-free multi-family housing program. This motion passed unanimously. Staff will report back to the CEDC in December on the follow-up steps regarding this action.

Chris Lam asked what kind of program the Police Department has to work with the community to deal with crime. Lt. Koller gave an overview of the Neighborhood Alert program which is a neighborhood watch type of program. He also suggested committee members look at the City website's residential burglary video which presents crime prevention tips. The Police Department also partners with the City's Neighborhood Partnership Program to review citizen concerns and to suggest prevention tips. The Police Department is working to improve their community outreach in many ways, such as the upcoming Safety Summit geared towards all residential, commercial, retail and citizens.

Mayor Sweeney and the committee members thanked Lt. Koller for his time and the valuable information provided.

3. ECONOMIC DEVELOPMENT ACTIVITIES FOR SEPTEMBER – SEAN BROOKS

Sean Brooks gave an overview of the economic development activities for September with highlights as follows:

On September 7, 2011 the Northern Silicon Valley Partnership ("NSVP") sponsored a Business Social event from 4 p.m. to 6 p.m., and invited business leaders from the member cities of Hayward, Fremont, Newark, and Union City for a networking and entertainment event. This event was held at the Union City Civic Center Park, with dinner provided by Texas Roadhouse BBQ, as well as wine, beer, soft drinks, music, and guest speakers.

The NSVP was formed to leverage the combined economic power of the four Southern Alameda County cities and two county agencies. The NSVP supports a business culture that fosters innovation across the diverse group of cities and agencies participating in the program, working with our base of existing businesses to attract new ventures to the region.

The program consisted of:

Welcoming remarks by Tony Acosta, Deputy City Manager of Union City

NSVP City Introductions by respective cities:

- Sean Brooks, Economic Development Manager, City of Hayward
- Christina Briggs, Economic Development Manager, City of Fremont
- Terrance Grindall, Economic Development Director, City of Newark

NSVP Partnering Organizations

- Marybeth McCarthy, Business Services Representative, Alameda County Workforce Investment Board
- Robert Sakai, Technology Director, Alameda County East Bay Economic Development Alliance

Closing remarks by Larry Cheeves, City Manager, City of Union City. Over 150 businesses, elected officials, and public agencies attended the event.

The long awaited Grand Opening of the new Fresh and Easy at 19671 Hesperian Blvd. located within the Target anchored center occurred on Wednesday, September 28. The ceremony began with a Welcome from the Store Manager followed by comments from Council Member Barbara Halliday. During the ceremony, Fresh & Easy presented a \$1,000 check to the College Dream Team Association, a student run club at the Leadership School in Hayward and then opened the doors for the new store.

The City is excited to welcome its second Fresh & Easy to its community. Prospective shoppers will enjoy the inviting atmosphere, friendly staff, and grand opening specials. Fresh & Easy makes all their own brand products with no artificial colors, flavors, high-fructose corn syrup and no added trans fats. The grocer offers a wide variety of fresh and affordable entrees ranging from \$2.50 mini-meals to full course dinners for \$7.00. Consistent with their business model, this Fresh & Easy store has hired many employees from Hayward and surrounding communities.

SMALL BUSINESS REVOLVING LOAN FUND ACTIVITIES:

Two start-up businesses 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 start-up businesses were for a food truck vendor and a senior services provider.

Ten businesses were provided information and assistance by staff.

Three Commercial Brokers were provided assistance with Hayward sites that they are representing.

OTHER ECONOMIC DEVELOPMENT ACTIVITIES:

September 14: the Hayward Chamber in Commerce in alliance with the Fremont and Newark Chamber of Commerces hosted a small business tax seminar featuring John Chiang, the California State Controller. The Asian Business Alliance in partnership with the Asian Pacific Islander American Public Affairs Association (APAPA) was instrumental in bringing this event to Hayward. The seminar took place at Chabot College in the Event Center beginning at 1:00pm. Various topics such as Taking Advantage of CA Resources and Opportunities, Making Sure Your Business Thrives During Difficult Times, Growing Your International Trade Business, as well as a host of other topics.

Economic Development staff coordinated the City of Hayward's participation in the fourth Chamber of Commerce Street Party held on Saturday, September 17, 2011 from 12 p.m. to 5 p.m. The City was represented by the Police Department, Fire Department, Animal Control, and Public Works.

This event had an "Art & Wine Festival" theme, with participation from a popular pony ride and a large slide for children. A huge crowd-pleaser on Main Street between A and C Streets was the showcasing of classic cars and hot rods.

Seventy-four vendors participated in this event, including a beer garden supplied by Buffalo Bill's, and food vendors featuring tacos, barbeque, kettle corn, teriyaki, funnel cakes, soft drinks, and sweets. Various forms of entertainment included face painting, balloon artist, performers, and several music groups.

The Hayward Chamber of Commerce reported that there were approximately 6,000 attendees at the fourth and final 2011 Street Party.

The concert and movie series will conclude on Friday, September 30 with the Herd of Cats (Jazz) featured at 5:30pm and the movie *Tangled* at 8:15pm. The community continues to embrace the movies and is excited about all the free events that the City sponsors in partnership with HARD.

On September 15, 2011 the NSVP sponsored a Career Strategy Forum at the Crowne Plaza Hotel in Union City from 8:30 a.m. to 12 p.m. The Northern Silicon Valley Partnership consists of the cities of Hayward, Fremont, Newark, Union City, and Alameda County Workforce Investment Board. This free event was geared to assist job seekers in cultivating new skills as they relate to the career development process. This was the third annual NSVP Career Strategy Forum.

4. COMMITTEE MEMBER ANNOUNCEMENTS:

Committee members discussed inviting the Hayward Unified School District Superintendent to the November or December meeting and also suggested we invite the School Board to attend as well. The new Superintendent should be on board by November so December

would be a good date to have the HUSD Update in order to give the new person a chance to acclimate.

David Rizk will be asked to review the new Downtown Plan at the November 7 CEDC meeting.

Council Member Halliday reported on her recent attendance at the California League of Cities meeting. Members discussed the restaurant “Happy Hour” policy for the City of Hayward which is currently under review.

Sean Brooks, Economic Development Manager, announced two new retail openings, Carter’s Baby Store and 5 Guys Burgers & Fries, both at the Target center on Hesperian at A Street.

5. ADJOURNMENT: Meeting was adjourned at 5:34 p.m.



DATE: November 7, 2011
TO: Sean Brooks, Economic Development Manager
FROM: Sally Porfido, Economic Development Coordinator
SUBJECT: **Economic Development Activities for October 2011**

BUSINESS DEVELOPMENT:

1) The City of Hayward in partnership with the Hayward Chamber of Commerce and the Hayward Public Library put on the first annual “Restaurant Walk” event on Thursday, October 20 from 5pm – 9pm. This event showcased the City’s fine restaurants within the Downtown corridor. Participants enjoyed dining at 11 of Hayward’s Fun Restaurants for the price of \$20. The following restaurants participated, featuring these items:

- Shark Shack (871 B Street) – Enchiladas with rice and beans
- Me Restaurant & Lounge (926 B Street) – Crab & Salmon Deviled Eggs
- Bijou Restaurant (1036 B Street) - Jalapeno Croquettes
- Something Sweet (1049 B Street) – One mini cupcake
- Buffalo Bills (1082 B Street) – One pint of world famous Buffalo Bills Beer
- Crepes de Art (22254 Foothill Blvd.) – One Dessert Crepe
- Sunflower Café 2 (1213 A Street) – Spring Rolls
- Snappy’s Café (978 A Street) – One cup of coffee or tea
- Swiss Delices (978 A Street) – One seasonal dessert
- Buon Appetito (917 A Street) – Bruschetta di Pomodoro or Eggplant Involtini Appetizer
- Taqueria Los Pericos (792 B Street) – Bean and cheese burrito

This first annual event was a sell-out. The net proceeds benefited the Hayward Public Library’s After School Homework Support Center and the Leadership Hayward program.

2) SMALL BUSINESS REVOLVING LOAN FUND ACTIVITIES:

Two start-up businesses 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 start-up businesses were for a metal works business and a restaurant.

Office of the City Manager

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Twenty-three businesses were provided information and assistance by staff:

- AdMail, Inc. – Small Business Loan Request
- Espresso Yogurt – Used Equipment Purchases
- Parker’s Crazy Cookies – Small Business Loan Request
- Buffalo Bill’s – Used Equipment Purchases & Restaurant Walk
- California Acupuncture – Used Equipment Purchases
- Janis Duran, Superintendent Hayward Unified School District – Upcoming Presentation
- Marelich Mechanical – Business Recognition Award for October
- Serpico Landscaping – Business Recognition Award for December
- Shark Shack – Restaurant Walk
- Bijou Restaurant & Bar - Restaurant Walk
- ME Restaurant & Lounge - Restaurant Walk
- Buon Appetito - Restaurant Walk
- Snappy’s Café - Restaurant Walk
- SunFlower 2 - Restaurant Walk
- Crepes de Art - Restaurant Walk
- Something Sweet - Restaurant Walk
- Taqueria Los Pericos - Restaurant Walk
- Swiss Delices - Restaurant Walk
- Fresh & Easy – New store opening on Hesperian
- Carter’s Baby Store – New store opening on Hesperian
- Dream Courts – New events
- 5-Guys Burgers & Fries – New store opening in Hayward
- Danger Film Company – Commercial filming in Hayward

Three Commercial Brokers were provided assistance with Hayward sites they are representing.

OTHER ECONOMIC DEVELOPMENT ACTIVITIES:

- 3) Staff attended the Silicon Valley Leadership Group’s Local Government Days to participate in a forum about Silicon Valley issues that relate to transportation, housing, education, safety, and health. The group recognizes the nexus between Silicon Valley and Southern Alameda County cities such as Fremont, Newark, Union City, and Hayward. This was the first time Hayward was invited to participate in the discussion.

Each City had a few minutes to talk about their top 2 or 3 priorities with Hayward emphasizing Council’s 3 priorities - Safe, Clean, & Green. The Bay Area region overall is rich in talent and attractive for business development, but can sometimes be a difficult place to grow your business based on the regulatory bodies and agencies. This group recognized the need for better schools, improved infrastructure, and collaborative partnerships as ways to strengthen our economy. These topics and other related items will be further developed at the next Silicon Valley Leadership Group meeting.