



CITY OF
HAYWARD
HEART OF THE BAY

**COUNCIL ECONOMIC
DEVELOPMENT COMMITTEE
APRIL 1, 2013**

Table of Contents

Agenda	2
CEDC Meeting Summary Notes for March 18, 2013	
Minutes March 18 2013.	4
CEDC Staff Report	
CEDC Staff Report	8
Attachment 1	11
Economic Development Activities for March, 2013	
ED Activity Report.	15



CITY COUNCIL ECONOMIC DEVELOPMENT COMMITTEE MEETING
Monday, April 1, 2013
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 March 18, 2013
[Minutes March 18 2013](#)
2. Clarification on the Committee's February 4, 2013 Recommendation to City Council Regarding a Proposed Commercial Overlay Zone on the Former Ford Site at 25501 Mission Boulevard (**Staff Report**)
[CEDC Staff Report Attachment 1](#)
3. Retail Update – James McMasters, Sr. Vice President & Retail Director, Colliers International (**Oral Presentation**)
4. Business Visitation Reports (**Oral Report**)
5. Economic Development Activities for March, 2013 (**Oral Report**)
[ED Activity Report](#)

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT

NEXT REGULAR MEETING – 4 P.M. MONDAY, MAY 6, 2013

****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
HAYWARD
HEART OF THE BAY

COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING SUMMARY NOTES – March 18, 2013

CALL TO ORDER: Chair Sweeney called the meeting to order at 4:07 pm.

ATTENDANCE:

Committee Member	Present 3/18/13	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Kanti Patel		8	2* excused	8	2 excused
Chris Lam	✓	6	4 (1 excused)	5	4 (1 excused)
Waseem Khan	✓	8	2 (1 excused)	7	2 (1 excused)
Vacant					
Mayor Sweeney (Chair)	✓	10	0	9	0
Council Member Jones	✓	10	0	9	0
Council Member Salinas		7	3**	7	3**

****CM Salinas teaches a class on Monday that starts at 4:15 p.m.**

OTHERS IN ATTENDANCE:

- Council Member Al Mendall
- Kelly McAdoo, Assistant City Manager
- David Rizk, Development Services Director
- Sally Porfido, Economic Development Coordinator
- Mary Thomas, Human Resources Analyst I
- Cecilia Manzo, Administrative Clerk I
- Kim Huggett, President, Hayward Chamber of Commerce
- Robert Berndt, Senior Vice President, SRS Real Estate Partners
- Jesus Armas, Armas Consulting
- Mark Sawicki, Economic Development and Housing Manager, City of San Carlos
- Doug Svensson, Applied Development Economics, Inc.
- Peter Cheng, Applied Development Economics, Inc.

PUBLIC COMMENTS: Kim Huggett reported on the following:

- About one hundred and thirty guests arrived for the Chamber of Commerce luncheon with the Ambassador from Mexico.
- On March 27, 2013, from 10 a.m. to noon, the Chamber of Commerce has organized a Contractor's Workshop for the purpose of providing information to businesses on how to contract with the City of Hayward and other public agencies. (Passed out flyers)
- Mr. Huggett met with City of Hayward staff and California State University East Bay (CSUEB) Professor Brian McKenzie regarding his upcoming class that will be tasked with a project to provide free consulting services for small businesses. He is targeting downtown businesses and wants to work with the Chamber and City staff to develop a list of businesses interested in receiving this free consulting service from his student teams.

1. APPROVAL OF MINUTES OF MARCH 4, 2013:

Mayor Sweeney asked that the March 4, 2013 minutes be changed to reflect the correct spelling of his last name. With that correction, the minutes were approved.

2. OVERVIEW OF RETAIL ANALYSIS FINDINGS BY APPLIED DEVELOPMENT ECONOMICS:

Doug Svensson and Peter Cheng from Applied Development Economics presented the findings of the Retail Market Analysis.

Peter Cheng reported on Taxable Sales Trends, General Retail Taxable Sales and Retail Leakage. He indicated that in the category of Transportation, taxable sales were the most negatively impacted, Hayward's automobile sales have declined as much as sixty percent. Retail leakage was noted in the store categories concentrated in the apparel, specialty retail and food groups. The City also has leakage in full service dining establishments in comparison to the number of fast food restaurants.

The City of Hayward identified several corridors and other concentrations of commercial business activity, as areas of focus for business attraction and other opportunities. Among these subareas, the Hesperian corridor, Central Mission Blvd. corridor and Southland Mall make up the areas with greatest taxable sales.

Hayward is a regional attractor; the amount of retail sales that Hayward attracts is far in excess of what the household population justifies within the city limits. Much retail sales activity is brought in from the tri-city area.

Mr. Cheng also explained the findings of the survey to business owners asking how much time they have on their current lease: 40.9% reported to have more than three years left; also 30% of them had less than a year left or a month-to-month lease, which has the potential of being a disruptive factor. Mayor Sweeney asked how that compared to other communities and Mr. Cheng responded that this is a little higher than average.

The Retail Market Analysis showed that 13.3% of business owners expect a rent or lease price increase that will make it difficult to continue operating at their current location. Ten percent may consider moving out of Hayward. Mayor Sweeney asked for data on how big these rent increases might be and Mr. Cheng responded that he would report back with more information.

Of the business owners surveyed, 70% of the business owners in Hayward do business in another language, 44.3% conducted business in Spanish. This closely mirrors the demographics of Hayward.

Central location and easy access to transportation were noted as the primary strengths of Hayward as a place to do business. Others include land cost and lease rates, diverse ethnic population, and area growth potential. Image, community perception, and business vacancies were listed as a few negative downfalls of conducting business of Hayward. Mayor Sweeney asked how this compared to other cities, and Mr. Cheng stated that Hayward business vacancies were higher than most.

Council Member Jones commented on the need for high quality spaces to bring in new businesses. He also noted that many of the vacancies on B Street cannot accommodate new leases in terms of space because of the way they are set up. It is important to create new quality spaces in the future catalyst sites. Mayor Sweeney asked for cross reference on this information in comparison to other cities.

Catalyst sites would include Airport retail sites, Southland Mall area, Kaiser Hospital site, State Highway 238, Holiday Bowl site, Mervyn's site, and the Downtown area. The former Auto Row, Kmart site, and Carlos Bee site are either vacant lots or empty buildings and ready for development.

CM Jones noted that Rite Aid has a contract that prohibits any other pharmacy in that Convenience Center, which limits other grocery stores such as Safeway from being able to use that space because of that restriction.

Mayor Sweeney mentioned that it would be a good idea to reconstruct the building on the former Lucky site and replace it with something new. They could potentially bring in a new, full service restaurant which would help with the leakage in that area.

Waseem Khan commented that Cal Trans is having appraisals done and looking to sell parcels along the 238 Corridor.

Mr. Cheng noted that he would do some follow-up with the cross tab information requested by Mayor Sweeney.

CM Jones wanted to know about transit options in relation to the catalyst sites. Mr. Cheng does agree that having suitable transit options would help these catalyst sites be successful.

David Rizk reported that having a strong connection with BART and a pedestrian friendly area is important so that people are easily able to access the businesses around them.

CM Jones thinks that developing housing along the south end of Hayward would be a good idea considering that a lot of the housing needs are spilling over from Union City and Fremont.

3. BUSINESS VISITATION PROGRAM REPORTS: (ORAL REPORTS)

Sally Porfido, Economic Development Coordinator reported on a Business Visitation Meeting that she went on with Kanti Patel to Pearson Dental Supply and SEEO, Inc. Business owners reported on current market trends.

Este Javiar, Assistant Manager at Pearson Dental Supply reported that they have no plans to expand at this time but have noticed a growth in sales. Ms. Javiar also noted that they have experienced a lot of illegal dumping in their parking area, but since putting up a fence, this has not recurred. They were informed to contact the ACCESS Hayward service if they have areas of concern and also how to file a police report on-line.

SEEO, Inc. mentioned they chose Hayward because of its central location and attractive lease rates. They eventually hope to expand their business into manufacturing. When looking for a new facility, they will consider rent, labor cost, and ease of permits.

COMMITTEE MEMBER ANNOUNCEMENTS:

CM Greg Jones expressed concern about pedestrian safety with the new Loop now in effect since March 15. He stressed that people should be aware of the street directional changes as they cross the streets and that police presence is a good idea. Assistant City Manager Kelly McAdoo explained that we need to figure out where to target the police presence.

ADJOURNMENT: Meeting was adjourned at 5:23 p.m.

DATE: April 1, 2013

TO: Council Economic Development Committee

FROM: Development Services Director

SUBJECT: Clarification on the Committee’s February 4, 2013 Recommendation to City Council Regarding a Proposed Commercial Overlay Zone on the Former Ford Site at 25501 Mission Boulevard

RECOMMENDATION

That the Committee reads this report and provides clarification regarding its February 4, 2013 action and recommendation to City Council.

BACKGROUND

On March 19, 2013, the City Council adopted an Economic Development Strategic Plan for Hayward¹. When staff presented the Strategic Plan to Council on February 26, staff summarized the February 4, 2013 recommendation of the Council Economic Development Committee (CEDC) to Council regarding a commercial overlay zone for former auto row sites along the west side of Mission Boulevard, including the former Ford dealership site. The overlay zone will be incorporated into the draft Mission Boulevard Specific Plan and Form-Based Code (MBSCP), which will be released, along with an accompanying Draft Environmental Impact Report (DEIR), in the near future. The language from the February 26 staff report is as follows, with relevant text highlighted:

“The current draft MBSCP allows both residential and commercial uses throughout the area, including the catalyst sites. On February 4, 2013, the Committee indicated a preference to reserve the catalyst sites within the MBCSP for non-residential uses only. On February 11, 2013, staff presented proposed changes to the draft Regulating Plan (see Attachment V), which include:

- A Commercial Overlay zone for the Former Auto Row site that would prohibit residential units on the ground floor, but would allow residential units on the second floor and above
- A Commercial Overlay zone for the Carlos Bee Site with the exception of the eastern half due to the earthquake fault and steep slopes

¹ Staff report and attachments, including the Strategic Plan are at: <http://www.hayward-ca.gov/CITY-GOVERNMENT/CITY-COUNCIL-MEETINGS/2013/CCA13PDF/cca031913full.pdf> (agenda item #8).

- A change to the proposed zoning designation for the former Ford site, the largest parcel in the Former Auto Row, from T4-1 to T4-2. The T4-2 zone would provide more flexibility by allowing light industrial uses, including research and development...”

The February 4, 2013 CEDC meeting summary notes are included as Attachment I. At the meeting, staff presented three options:

1. Do not revise the draft MBCSP and allow the potential for multi-family residential uses as permitted primary uses on the ground level throughout the catalyst sites in this area.
2. Revise the draft MBCSP to require commercial uses on the ground level for the first 250 feet measured from Mission Boulevard.
3. Revise the draft MBCSP to require all portions of all the properties to be developed with a commercial land use on the ground floor.

DISCUSSION

The property owner (Auto Nation) of the former Ford site is concerned that the current proposal to establish a commercial overlay zone on the entire property will impede the opportunity to revitalize the property. As relayed to staff by the owner’s representative, Auto Nation believes the commercial overlay zone should apply only to a portion of the property, namely that which fronts Mission Blvd. The property owner’s representative reviewed the February 4 CEDC meeting summary notes and has expressed concern that the statements in the February 26 City Council staff report do not reflect that deliberations or conclusions of the CEDC.

While there was discussion and initial preference expressed for option #2 above (first 250 feet only subject to the overlay zone), staff recalls the CEDC toward the end of the discussion on the topic recommending that the entire site be subject to the overlay zone (option #3 above). Because such discussion is not reflected in the attached summary notes from the meeting, staff seeks clarification regarding the Committee’s February 4 action and recommendation to Council.

FISCAL IMPACT

Any changes to the MBCSP as a result of the Committee’s direction will be considered in the fiscal impact analysis prepared for the MBCSP.

NEXT STEPS

If the CEDC concurs with staff’s assessment of its February 4 recommendation, staff will continue to proceed to prepare the Draft MBSCP and DEIR for release in the near future with no additional changes. One of the alternatives planned to be included and analyzed in the DEIR will include an overlay zone that is only approximately 250 feet deep.

Prepared and Recommended by:

David Rizk, AICP, Development Services Director

Approved by:



Fran David, City Manager

Attachments:

Attachment I

Summary Notes from the February 4, 2013 Council Economic
Development Committee Meeting



CITY OF
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COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING SUMMARY NOTES – February 4, 2013

CALL TO ORDER: Chair Sweeney called the meeting to order at 4:05 pm.

ATTENDANCE:

Committee Member	Present 2/4/13	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Kanti Patel	✓	6	1 excused	6	1 excused
Chris Lam	✓	3	4 (1 excused)	3	4 (1 excused)
Waseem Khan	No*	5	2 (1 excused)	5	2 (1 excused)
Al Parso	✓	6	1	6	1
Mayor Sweeney (Chair)	✓	7	0	7	0
Council Member Jones	✓	7	0	7	0
Council Member Salinas	✓	6	1**	6	1**

*Chris Lam, excused absence due to illness.

*Waseem Khan, excused absence due to medical emergency.

**CM Salinas teaches class on Monday that starts at 4:15 p.m.

OTHERS IN ATTENDANCE:

Kelly McAdoo, Assistant City Manager
 Fran Robustelli, Human Resources Director
 David Rizk, Development Services Director
 Tracy Vesely, Director of Finance
 Sean Reinhart, Library & Community Services Director
 Kim Huggett, President Hayward Chamber of Commerce
 Richard Patenaude, Planning Manager
 Erik Pearson, Senior Planner
 Mary Thomas, Management Fellow
 Bob Berndt, SRS Real Estate Partners, Representing Auto Nation
 Michael Emerson, Hayward Resident
 Mark Sawicki, Berkeley Resident

Hayward Council Economic Development Committee
 Regular Meeting Summary Notes
 February 4, 2013
 Page 2 of 4

PUBLIC COMMENTS:

- Mr. Michael Emerson, Hayward resident, explained that he was invited to speak to the Council Economic Development Committee (CEDC) by Council Member Greg Jones. He would like to build a 911 Memorial in Downtown Hayward. He gave an overview of the memorials he has built in other cities and cited support he received from several public officials. He is asking for the City's support and land. Mayor Sweeney requested more project details such as where he wants to build it, what it will look like, a breakdown of all project costs, and where the money will come from to fund it.

CM Jones stated that it is important for the community to recognize the service. This project has to be privately funded and we will need to work through the appropriate process.

- Mr. Robert Berndt, Senior Vice President SRS Real Estate Partners, representing Auto Nation, referred to a letter dated January 23, 2013 that was included in the CEDC meeting packet. He stated that there has been no interest from retail at the former Ford site. He restated his recommendation in the letter to allow for some high-density residential development at the former Ford site to drive demand for future retail.
- Mr. Kim Huggett, President of the Hayward Chamber of Commerce, invited CEDC members to attend a luncheon with AMB. Carlos Felix Corona, Consul General of Mexico, on Thursday, February 21 from 11:30 a.m. to 1 p.m. at the Golden Peacock Banquet Hall.
- Mayor Sweeney commented that CM Salinas, a member of the CEDC, is now teaching a class on Monday that begins at 4:15 p.m. He requested a review of an alternative start time or different meeting day to enable CM Salinas to attend meetings.

1. OVERVIEW OF THE PROCESS FOR DETERMINING DESIRED USES FOR THE CATALYST AND OPPORTUNITY SITES:

Ms. Robustelli, Human Resources Director, summarized the process for determining desired uses for Catalyst and Opportunity sites and asked for CEDC member feedback. To summarize the presentation:

- CEDC Timeline to Review Catalyst Sites (February through June, 2013).
- Data to be presented.
- Work tasks related to the Catalyst and Opportunity sites.
- Next steps:
 - February 4, 2013, review of the first site – former Ford Dealership
 - February 11, 2013, review Catalyst sites in the Mission Boulevard Corridor Specific Plan area.

CM Jones suggested that, recognizing that the CEDC has an opinion about what they would like to see at these sites, do we need more outreach into the community about these sites?

David Rizk, Development Services Director, responded that there have been community outreach meetings about design issues throughout the City. However, there are no formalized plans yet to do outreach about these sites at this time. They may need to revisit this outreach effort in the future.

Hayward Council Economic Development Committee
 Regular Meeting Summary Notes
 February 4, 2013
 Page 3 of 4

2. LAND USES FOR CATALYST SITES IN THE ECONOMIC DEVELOPMENT STRATEGIC PLAN LOCATED WITHIN THE FORMER AUTO ROW AREA:

David Rizk explained that the purpose of this review is so that the CEDC members can read and comment on the report included in their packet and provide direction regarding desired land use(s) for the former Ford dealership site, which is identified as a Catalyst site in the draft Economic Development Strategic Plan (EDSP) and located within the draft Mission Boulevard Corridor Specific Plan/Form-Based Code (MBCSP) area.

Mr. Rizk explained the PowerPoint presentation map describing this MBCSP area, highlighting the former Ford dealership site. The former Ford site is nine acres in size. The EDSP team asked for CEDC input on the following three options for this site:

- 1) Make no changes. This would allow for residential and retail.
- 2) Create an overlay zone that would limit uses for the properties on the ground level for the first 250'. This would require commercial uses for the properties on the ground level for the first 250 feet measured from Mission Boulevard.
- 3) Revise the draft MBCSP to require all portions of all the properties to be developed with a commercial land use on the ground floor and either prohibit multi-family residential development or allow residential development only with approval of a Conditional Use Permit on the ground floor.

Committee Member Comments:

Kelly McAdoo, Assistant City Manager, spoke on behalf of CM Salinas regarding his desire that certain commercial uses, such as check cashing stores, pawn shops, and tattoo parlors, be prohibited on this site.

Ms. Robustelli spoke on behalf of Chris Lam that he would like to see the former Ford site used for commercial/retail and not residential.

Al Parso pointed out that the number one need in the City is for jobs. He suggested talking to California State University East Bay (CSUEB) about their viewpoint on businesses that create jobs for Hayward residents. Mr. Parso raised an objection to putting residential housing on a busy street. He leans toward option 2 but would like to find out what businesses would create good jobs.

Kanti Patel believes this area has enough grocery stores. He would like option 2 with commercial uses on the ground level and residential above or behind.

CM Jones would like to see major corridors, such as Mission Boulevard, preserved for business purposes. He also does not like the idea of putting housing on busy streets. Option 2 is ok but he would like to see it preserved for commercial use. Hayward does not have enough available land for new commercial use. He recommended putting a good hotel on this site that would serve the needs of CSUEB or Stonebrae for their golf tournament events. Therefore, his choice would be option 2.

Mayor Sweeney agreed with Al Parso's comment about discussing this with CSUEB. He agrees that option 2 is closest to the best option. Thought needs to be given about how to create a livable neighborhood. What would be the things that make you want to live in a neighborhood? Mayor

Hayward Council Economic Development Committee
 Regular Meeting Summary Notes
 February 4, 2013
 Page 4 of 4

Sweeney agreed with CM Salinas about prohibiting certain types of undesirable retail and service uses on this site.

CM Jones pointed out that CSUEB could possibly use this site as a center for University related retail.

Mr. Rizk said that Attachment III, T4-2 could include research and development.

Mayor Sweeney asked the EDSP team to make sure this site does not turn into a housing complex and asked if the EDSP team had any questions.

Mr. Rizk asked if they should reserve some of the site for residential on the back side. He can put this into the Form Based Code.

Al Parso is in favor of restricting the site to commercial/retail.

CM Jones is not opposed to going vertical for residential and keeping commercial and retail on the ground floor.

Kanti Patel asked what would happen to the existing housing at this site. David Rizk responded that they would remain until such time as they were torn down and then they would be converted to commercial/retail.

COMMITTEE MEMBER ANNOUNCEMENTS:

Mayor Sweeney asked the CEDC members to consider choosing an alternative date and/or time for the CEDC meeting, at least through May 2013, to accommodate CM Salinas. He teaches a new class on Mondays and Wednesdays that begins at 4:15 p.m., thereby making it impossible for him to attend the CEDC meetings as they currently stand.

Kelly McAdoo will review the current CEDC meeting schedule and send members an option survey to change the CEDC meeting to a date and/or time that will work for all members.

Note: the next CEDC meeting will be Monday, February 11, 2013, at 4 p.m., in room 4A.

ADJOURNMENT: Meeting was adjourned at 4:56 p.m.



DATE: April 1, 2013
TO: Kelly McAdoo
Assistant City Manager
FROM: Sally Porfido, Economic Development Coordinator
SUBJECT: **Economic Development Activities for March 2013**

BUSINESS DEVELOPMENT:

- 1) Staff met with the Southland Interim Mall Manager, Alan Clark of Rouse Properties, on March 13. Mr. Clark’s main office is in Chula Vista, CA and he is at the Southland Mall every two weeks. He indicated that Rouse Properties is open to review Southland Mall improvements. Staff will continue to work with Mr. Clark to push for a timeline for suggested improvements.
- 2) Staff met with the East Bay Economic Development Alliance, Advanced Technology Subcommittee to review a group action plan to develop a regional effort to attract advanced technology companies into the East Bay. The focus of this first meeting was to more fully understand the Obama Administration’s Advanced Manufacturing Partnership (AMP) and the creation of the National Networks of Manufacturing Innovation (NNMI) to invest in emerging technologies that will create high-quality jobs for Americans and sustain U.S. competitiveness. A work plan was developed that will:
 - Develop maps of area resources and develop new materials that focus on this sector.
 - Collect examples of best practices.
 - NNMI – track efforts closely to determine role for East Bay EDA and individual cities.
 - Support AMP project and leverage value for our Bioscience/Tech companies.
 - Education – Per NNMI, track development of new “manufacturing innovation institutes” (Three to be developed in 2013). Develop and/or promote programs that focus on manufacturing skills.

This sub-committee will next establish a regular meeting time to further the goals of the work plan.

- 3) Staff attended the East Bay Economic Development Alliance Director’s Council bi-monthly meeting. At the East Bay EDA retreat held at the City of Hayward in January 2013, five sub-committees were formed. At this meeting, the sub-committee chairs reported updates as follows:
 - Regional Advocacy
 - Marketing

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- Business Services
- Advanced Manufacturing
- International Council of Shopping Centers (ICSC) Alliance Program Event

Next the Oakland Foreign Trade Zone was reviewed and how it could be used by individual companies in East Bay cities. More information will be provided to each city as to how this process would work for their companies that want to expand into the international market.

The Executive Director of the Alameda County Workforce Investment Board gave an update on the services they can provide to Alameda County cities. They will be outreaching to East Bay cities to provide information on what services they can provide.

The meeting concluded with an update on the East Bay EDA activities by Karen Engel, Executive Director.

4) SMALL BUSINESS ACTIVITIES:

Twelve businesses were provided information and assistance by staff:

- MSI International, Inc. – Interviewed for Business Recognition Award for February 2013.
- Manada Roofing, Inc. – Business Recognition Award presentation for March 2013.
- Pearson Dental Supply - Business visit as part of the on-going Business Visitation Program.
- Bijou Restaurant – Regarding their small business loan.
- Southland Mall – Spoke to the Interim Mall Manager regarding continuing dialogue.
- Off-The-Grid Mobile Good Truck business – regarding statistics on the attendance at the Off-The-Grid Monday night events and summer attendance projections.
- Lit San Leandro – Organized a follow-up meeting to review bringing high speed cable access to Hayward.
- AdMail Express – regarding their small business revolving loan fund loan.
- Farmer’s Insurance agent – regarding their Business Directory listing.
- Starzz Management dba ME Restaurant & Lounge – regarding their small business revolving loan fund loan.
- Gillig – Regarding AC Transit contract.
- Parker’s Crazy Cookies – regarding business update.

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

OTHER ECONOMIC DEVELOPMENT ACTIVITIES:

- 5) The Northern Silicon Valley Partnership (NSVP) that includes the cities of Hayward, Fremont, Newark, and Union City met on March 27 to set the agenda and finalize committee member assignments for the NSVP Career Strategy Forum tentatively scheduled to be held on June 27, 2013 at the Crowne Plaza Hotel in Union City.
- 6) On March 8, staff met with the Biotech Education and Training Alliance (BETA) group at Ohlone College Biotechnology Center in Newark. This group is made up of Ohlone College staff, partner

City staff, Workforce Investment Board members, and local biotechnology company representatives. The purpose of this meeting was to review the programs that Ohlone College offers to prepare students for jobs in biotechnology and to prepare them for further education. The biotechnology company representatives stated that most of their employees have at least a Bachelor's degree, and many have Masters and PhD's.

Ohlone staff gave an overview of a Department of Labor grant that Ohlone College received as part of a consortium of community colleges that applied for the grant that is part of the Federal Stimulus Package. Their part of this three year grant is \$650,000. They will need to produce 120 trained students for the field of biotechnology. They can provide training to current workers in the field and can tailor the training to the needs of the company. Alameda County Workforce Investment Board is involved in this process as well. The community college consortium will be hiring a Coordinator and that person will provide information to East Bay cities and to biotechnology businesses about this training.

- 7) The following was a partnership event held by the City of Hayward and the Hayward Chamber of Commerce:
 - Contractor's Workshop at Marelich Mechanical in Hayward on March 27 from 10 a.m. to noon. This workshop provided approximately 25 attendees with valuable information on how to do business with public agencies.