

CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov



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HEART OF THE BAY

Agenda

Monday, April 29, 2024

5:30 PM

Conference Room 2A and Virtual Platform (Zoom)

Council Economic Development Committee

SPECIAL COUNCIL ECONOMIC DEVELOPMENT COMMITTEE MEETING

NOTICE: The Council Economic Development Committee will hold a meeting in Conference Room 2A.

PUBLIC PARTICIPATION

How to submit written Public Comment:

Send an email to economic.development@hayward-ca.gov by 2:00 p.m. the day of the meeting. Please identify the Agenda Item Number in the subject line of your email. Emails will be compiled into one file, distributed to the Council Economic Development Committee and staff, and published on the City's Meeting & Agenda Center under Documents Received After Published Agenda. Written comments received after 2:00 p.m. that address an item on the agenda will still be included as part of the record.

How to provide live Public Comment during the meeting;

Participate in person Hayward City Hall, Conference Room 2A, 777 B Street, Hayward, CA 94541.

Please click the link below to join the webinar:

[https://hayward.zoom.us/j/86895038960?](https://hayward.zoom.us/j/86895038960?pwd=spezqDDflrRbChgRyhrENijtP1XWglilik.uL9kqbSPukCG0SPt)

pwd=spezqDDflrRbChgRyhrENijtP1XWglilik.uL9kqbSPukCG0SPt

Webinar ID: 868 9503 8960

Password: CEDC-4/25!

Or join by phone:

US: +1 669 900 6833 or +1 646 931 3860

Webinar ID: 868 9503 8960

Password: 8283291611

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS:

The Public Comments section provides an opportunity to address the Council Economic Development Committee on items not listed on the agenda. The Council Economic Development Committee welcomes 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 Council Economic Development Committee is prohibited by State law from discussing items not listed on the agenda, items will be taken under consideration and may be referred to staff.

The Council Economic Development Committee welcomes comments, including criticism, about the policies, procedures, programs, or services of the City, or of the acts or omissions of the Council Economic Development Committee. Speakers shall not use threatening, profane, or abusive language which disrupts, disturbs, or otherwise impedes the orderly conduct of a meeting. The City is committed to maintaining a workplace free of unlawful harassment and is mindful that City staff regularly attend public meetings.

Discriminatory statements or conduct that is hostile, intimidating, oppressive, or abusive – are per se disruptive to a meeting and will not be tolerated.

APPROVAL OF MINUTES

1. [MIN 24-046](#) Approval of the March 4, 2024 CEDC Regular Meeting Minutes

Attachments: [Attachment I Draft Minutes from the March 4, 2024 CEDC Meeting](#)

REPORTS/ACTION ITEMS

2. [RPT 24-034](#) Review Draft of Cinema Place Economic Analysis Scope of Work

Attachments: [Attachment I Draft Scope of Work](#)

3. [RPT 24-035](#) Downtown Action Plan Working Group (Oral Report Only)

Attachments: [Attachment I Foothill Action Plan Referral](#)

FUTURE AGENDA ITEMS

4. [RPT 24-032](#) Future Meeting Topics as of April 29, 2024

Attachments: [Attachment I Future Meeting Topics as of April 29, 2024](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



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File #: MIN 24-046

DATE: April 29, 2024

TO: Council Economic Development Committee

FROM: Chief Economic Development Officer

SUBJECT

Approval of the March 4, 2024 CEDC Regular Meeting Minutes

RECOMMENDATION

That Committee members review and approve the attached draft minutes from the March 4, 2024 Regular Meeting.

ATTACHMENTS

Attachment I Draft Minutes from the March 4, 2024 CEDC Meeting



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – March 04, 2024

CALL TO ORDER: Mayor Salinas called the regular meeting to order at 5:34 p.m.

ATTENDANCE: (October 2023-July 2024)

Meeting Attendees	Present 12/4/23	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Salinas	✓	5	0	5	0
Council Member Andrews	✓	4	1	4	1
Council Member Bonilla	✓	5	0	5	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Regina Youngblood Paul Nguyen, Chief Economic Development Officer; Daniel Mao, Economic Development Specialist; Amber Green, Economic Development Specialist; Daniel Olsen, Police Captain; Catherine Ralston, Economic Development Consultant; Javier Castro, Community Programs Specialist; Todd Falduti; Josiah

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES OF REGULAR MEETING February 5, 2023

A motion to approve the minutes from February 5, 2024, Regular Meeting was made by Council Member Bonilla and seconded by Council Member Andrews. The minutes were approved.

3. HAYWARD UPWARD ECONOMIC RECOVERY PLAN UPDATE: New “Hashtag Hayward” Initiative (Oral Update)

The Committee elected to move up item number three before item number two, due to Mayor Salinas arriving late.

Chief Economic Development Officer Paul Nguyen introduced Economic Development Specialist Daniel Mao and Economic Development Consultant Catherine Ralston who then gave the presentation.

Council Member Andrews asked the Economic Development team if they will be using Tik Tok. Chief

Economic Development Officer Nguyen answered that most of the influencers they are using have multiple social media platforms and it will be up to the business owners to decide which platform they will use. Economic Development Specialist Mao clarified that while business owners aren't obligated to use the suggested influencers, any new influencers would need to be reviewed by ED staff beforehand.

Council Member Andrews questioned if the Economic Development team can add artists to the artist pool. Chief Economic Development Officer Nguyen stated the team is just providing suggestions and the businesses are welcome to send Economic Development the artist or influencers they want to use, and the businesses' proposed vendors will be vetted by ED staff before they are given the go ahead.

Council Member Andrews asked how Economic Development will make sure to not pay for any offensive art pieces. Economic Development Specialist Mao stated the grant has eligible expenses and if they do not meet that requirement, they will not get reimbursed.

Council Member Bonilla asked what the amounts of the grants are. Economic Development Specialist Mao answered the range of the grants are from five to ten thousand dollars, but each recipient will be different.

Council Member Bonilla questioned what the total amount of money will be given out. Economic Development Specialist Mao stated the allocated program budget is approximately ninety thousand dollars.

Chief Economic Development Officer Nguyen stated that this grant is separate from the Restaurant Relaunch and Restore and Reopen Grants, which were more driven on creating a façade and patios for businesses. This new program targets low level and quick improvements focused on interior and exterior aesthetics that do not require building permits or major infrastructure upgrades

Council Member Bonilla questioned during the selection process will businesses be picked that already received grant funding by Economic Development. Chief Economic Development Officer Nguyen stated Economic Development marketed the program to all Hayward consumer facing retail businesses and restaurants. Grantees will be selected with a focus on geographic distribution through the city and incorporate equity and inclusion criteria.

Mayor Salinas inquired about the types of businesses applying and their social media presence. Chief Economic Development Officer Nguyen noted all applicants are from an array of business types. Economic Development Specialist Mao added that the team is looking if these businesses already have a social media account because this program is not designed to train businesses on how to use the basics of social media, but to take them to the next level.

2. Hayward Police Department Business Crime Statistics and Response Service Update (ORAL REPORT ONLY)

Chief Economic Development Officer Paul Nguyen introduced Police Captain Daniel Olsen who then gave the presentation.

Council Member Bonilla asked what the implications were in the historical and statistical data

presented. Captain Daniel Olsen explained that under Prop 47 anything stolen below \$950 is considered a misdemeanor.

Mayor Salinas expressed concerns about the impact of Prop 47 on retailers in Hayward. Chief Economic Development Officer Nguyen noted that while the impact may vary, small businesses often feel the loss of \$950 in inventory significantly.

Mayor Salinas questioned the statistics and how do businesses work with Hayward Police Department on crime that is occurring on their property. Captain Olsen emphasized the importance of building individual relationships with business owners.

Captain Olsen added that Hotels/Motels do not have to give Police the registry of their guests.

The Committee sought clarification on changes in specific crime statistics, which Captain Olsen provided.

Council Member Bonilla asked about the process for businesses to request crime prevention services. Captain Olsen explained that the district command informs new businesses, and any business can request these services.

Council Member Bonilla inquired about the protocol for reporting vandalism or robbery online and when the Police Department would respond. Captain Olsen stated that if businesses provide evidence requiring collection, the Hayward Police Department will respond.

Council Member Bonilla asked about grants for business hardening. Chief Economic Development Officer Nguyen stated there are none currently, but City Manager Kelly McAdoo mentioned the potential for a grant program, balancing with downtown aesthetics.

Council Member Bonilla asked if the dummy police cars have cameras installed in them. Captain Olsen confirmed they did not.

Council Member Bonilla asked if Hayward Police Department partners with Hayward Chamber of Commerce and Downtown Hayward Improvement Association for their consulting services for businesses. Chief Economic Development Officer Nguyen stated this information is shared with all new businesses contacting Economic Development.

Council Member Bonilla asked about incentive programs for police officers operating in high crime rate areas. City Manager McAdoo stated there are none currently, and Captain Olsen explained the criteria for special assignments.

4. FUTURE MEETING TOPICS

Council Member Andrews stated she wanted to see a placemaking update and to consider play structures in different locations.

COMMITTEE MEMBER/ STAFF ANNOUNCEMENTS AND REFERRALS

Chief Economic Development Officer Nguyen announced that Sourdough & Co. will be establishing a presence in Lincoln Landing, and in SoHay, Paris Baguette Bakery Café is currently in the permitting process.

Chief Economic Development Officer Nguyen introduced Javier Castro as the new Community Program Specialist, who has joined Economic Development full-time. He highlighted Castro's contributions to various projects including the Hayward Food Action Plan, Hayward Peoples Budget, and the improvement of Heritage Plaza sculptures. Nguyen mentioned Castro's prior experience with Pandemic Food Distribution and educational background, including a bachelor's degree in business from Cal State East Bay and two associate degrees from Chabot College.

Council Member Andrews expressed anticipation for the opening of Arthur Mac's on B Street and hoped that the City of Hayward and other districts could facilitate in aiding the business's opening.

ADJOURNMENT: The meeting was adjourned at 6:56 p.m.



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File #: RPT 24-034

DATE: April 29, 2024

TO: Council Economic Development Committee

FROM: City Manager

SUBJECT

Review Draft of Cinema Place Economic Analysis Scope of Work

RECOMMENDATION

That the Council Economic Development Committee (CEDC) reviews the draft scope of work for an economic analysis of the recently acquired Cinema Place property and provides feedback and input to staff.

SUMMARY

In March of 2024, the City of Hayward Economic Development Corporation (Corporation) acquired the Cinema Place property (Property) from Levy Affiliated Holdings as a strategic acquisition to support revitalization and preservation of Hayward's Downtown economic core. The purpose of this agenda item is to receive the Committee's feedback on the draft scope of work for a consultant to conduct a strategic economic and market analysis for the Cinema Place property.

ATTACHMENTS

Attachment I Draft Scope of Work

Background

In March of 2024, the City of Hayward Economic Development Corporation (Corporation) acquired the Cinema Place property (Property) from Levy Affiliated Holdings as a strategic acquisition to support revitalization and preservation of Hayward's Downtown economic core.

The Property is generally located at the corner of Foothill Blvd and B Street in downtown Hayward. It consists of an irregular-shaped, 1.54-acre parcel of land and is improved with one retail / theater building containing a total of 52,928 rentable square feet (SF) and a 450 square foot maintenance building. The buildings were reportedly constructed in one phase in 2008. The main subject building consists of a two-story structure with a total of 11 retail tenant spaces within. As the subject building occupies approximately 99% of the parcel, there are no other amenities associated with the subject property, with the exception of the landscaping, dumpster / trash compactor enclosure, the concrete paved entry at the main building entrance along B Street and concrete sidewalks at the building perimeter.

Parking stalls are provided at the maintenance building located at the southwest side of the subject property. Additional parking is provided for a total of 244 automobiles at an adjacent, City owned and maintained, two-story concrete parking structure located immediately to the south of the Property. Access to this parking structure is provided by means of an asphalt paved drive lane located at the southwest side of the Property and additional driveway entrances at the parking structure perimeter along Foothill Boulevard.

The Property was originally developed through a partnership between the former Hayward Redevelopment Agency and a private developer in 2008. The Hayward Successor Agency maintained and managed the ground lease with Levy Affiliated until the Corporation acquired the rights to the ground lease in March 2024.

Currently, nine of the 11 retail spaces are occupied with a mix of tenants. Cinemark/Century Theaters currently leases the theater space, which contains 12 screens. The second floor of the retail space is leased by Hinata Sushi Buffet. The ground floor retail spaces include several fast casual dining establishments, including Wing Stop, Metro Taquero, Rockit Char Grill, and Blue Crown Bistro. There is also Atlas Coffee Shop, Once Tea Boba, and a nail salon. All maintenance and operations agreements were conveyed to the Corporation upon acquisition of the property.

Proposed Scope of Work

The post-COVID retail and movie theater environment is vastly different and more challenging than in past years. The Corporation intends to continue the current tenant leases for the Property while undertaking a strategic economic analysis and positioning study. The intent of this study is to understand the long-term opportunities and investment options that are available to the Corporation to successfully position the property for long term success. The Corporation is seeking a consultant that will review current retail market conditions in the area, the current environment for movie theaters, retail/dining

gaps in Downtown Hayward, and other factors (including physical layout and amenities site) that could influence the success of this property.

The Corporation is also interested in exploring other entertainment opportunities for the theater space that could include strategic capital investments to reposition the space for other entertainment uses or to maximize the success of future theater operations.

Currently, Cinemark Theater has a lease for all 12 screens and will maintain control of the theater until and if they choose to terminate their lease. They currently have a 3-year lease option.



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File #: RPT 24-035

DATE: April 29, 2024

TO: Council Economic Development Committee

FROM: Chief Economic Development Officer

SUBJECT

Downtown Action Plan Working Group (Oral Report Only)

RECOMMENDATION

That the Council Economic Development Committee (CEDC) receives the presentation from City Manager Kelly McAdoo, who will provide an oral report on the Downtown Action Plan Working Group.

SUMMARY

This agenda item comes as a referral request from Council Member Andrews and Council Member Roche dated January 20, 2024 (Attachment I). Council Members requested that staff create a multi-department task force to evaluate and address support for small businesses and to stimulate growth and activity in the Downtown, especially along Foothill Boulevard between C Street and City Center Drive. Foothill Boulevard is a major gateway and thoroughfare through Downtown.

Based on engagement with Council Members through the ongoing Lean Innovation initiative on placemaking, discussions with the business owners and representatives of the business community, and staff experiences, there are key crosscutting issues identified as potential areas to address to improve the vibrancy and viability area. These include: 1) Public Safety Perception and Security; 2) Curb Appeal, Cleanliness and Points of Interest; 3) Traffic Calming, Walkability and Parking; and 4) the Unhoused.

At the April 29 Special CEDC Meeting, staff will provide an oral update on the formulation of the Working Group and outline its plans to develop and implement a limited-duration rapid response plan to improve the district.

ATTACHMENTS

Attachment I Foothill Action Plan Referral



COUNCIL REFERRAL MEMORANDUM

To: Hayward Mayor and City Council
From: City Council Members Angela Andrews and Julie Roche
Subject: Foothill Boulevard Action Plan
Date: 1/20/24

Background:

Council Member Andrews and Roche request approval of the full Council for this referral to be assigned to staff to promptly revisit the Downtown Specific Plan and Economic Development Plan. We also would like to direct staff to evaluate a Foothill Boulevard Action Plan to address support for small businesses, stimulate growth, and provide support for those experiencing homelessness.

Foothill Boulevard is a major gateway and thoroughfare. The Council has prioritized increasing economic development throughout the city by promoting complete streets, providing signage improvement grants, recovery support, event management and other activities but more needs to be done.

We are recommending the following action steps for staff to take and bring back a full recommendation to the Council:

- Create a task force to include the following:
 - Economic Development Department
 - Hayward Evaluation and Response Teams (HEART)
 - Maintenance Department
 - Public Works
 - Code enforcement
 - Downtown Hayward Improvement Association
 - Local Business Owners
 - Retail Consultant
- Provide outreach and resources for those experiencing homelessness.
- Educate businesses on best practices in security, curb appeal and other activities to stimulate businesses.
- Provide support to businesses experiencing vandalism and theft.
- Review circulation, signaling, and traffic improvements.
- Create safe pathways to include lighting to bring pedestrians and visitors from BART and Lincoln Landing.

- Landscaping improvements including trees and planters to improve curb appeal and create an attractive street to encourage pedestrian activity.
- Grants for higher visibility signage of local businesses. (Ex. Tin's Teapot Bistro has received a grant to install public art and it has increased business for this establishment.)
- Consider new branding and create high visibility guides signage of local landmarks.
- Enhance parking delineators to encourage parking on Foothill Boulevard.
- Incentives to attract businesses to come to Foothill Boulevard.
- Work with local community groups to create street events on Foothill Boulevard (Ex: tabling, street art, etc.).
- Install permanent public art including but not limited to murals, statues, interactive art, decorative crosswalks, performances, etc.
- Hiring of community ambassadors to guide visitors and pedestrians to resources and businesses.
- Work with A.C. Transit to provide a shuttle on Mission and Foothill to connect to BART to increase visitors downtown.

We believe adopting the requested resolution is necessary to ensure effective ways to address homeless, vandalism, and support small businesses on Foothill Boulevard. With this model we hope to replicate for other streets throughout the city including but not limited to Tennyson, Mission Boulevard, and other streets.

Timeline: 2nd Quarter of FY24

Angela Andrews
Angela Andrews
City Council Member

Julie Roche
Julie Roche
City Council Member

References:

<https://smartgrowthamerica.org/resources/evaluating-complete-streets-projects-a-guide-for-practitioners/>

<https://simonwhite.au/2015/09/18/improving-our-streetscapes-as-an-economic-development-strategy/>

<https://www.pps.org/article/artfunding>

<https://economicdevelopment.business.ca.gov/>



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File #: RPT 24-032

DATE: April 29, 2024

TO: Council Economic Development Committee

FROM: Chief Economic Development Officer

SUBJECT

Future Meeting Topics as of April 29, 2024

RECOMMENDATION

That Committee members review and comment on the attached Future Meeting Topics.

ATTACHMENTS

Attachment I Future meeting topics as of April 29, 2024



**Council Economic Development Committee
Future Meeting Topics as of
April 29, 2024**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Hayward Upward Economic Recovery Program Updates	Standing Item
Economic Development	Downtown/Foothill Action Plan Update	To be Scheduled
Economic Development	Introduction to East Bay Small Business Development Center's Small Business Finance Assistance Programs	June 2024
Community and Media Relations	Update on Community and Media Relations Division	To be Scheduled

*Subject to change and data availability