



MINUTES OF THE CITY COUNCIL MEETING OF THE CITY OF HAYWARD
Council Chambers
777 B Street, Hayward, CA 94541
Tuesday, February 21, 2017, 7:00 p.m.

The City Council meeting was called to order by Mayor Halliday at 7:00 p.m., followed by the Pledge of Allegiance led by Mayor Halliday.

ROLL CALL

Present: COUNCIL MEMBERS Zermeño, Márquez, Peixoto, Lamnin, Salinas
MAYOR Halliday
Absent: COUNCIL MEMBER Mendall

PRESENTATION

Utilities and Environmental Services Director Ameri noted the City was bestowed with the California Water Environment Association - San Francisco Bay Section 2016 Engineering Achievement Award for the Co-Generation Facility Project. Utilities and Environmental Services staff were presented with the award.

PUBLIC COMMENTS

Mr. Charlie Peters, Clean Air Performance Professionals representative, spoke about his interest for a position with the Bureau of Automotive Repair and provided a document for the record.

Ms. Wynn Grcich, Hayward resident, spoke about cell phone radiation and fluoride and chlorine in water.

Mr. Jim Drake, Hayward resident, spoke about sanctuary cities and utility bills.

Mr. Mike Azamey, Hayward resident, expressed concern about inactivated street light poles and incomplete landscaping related to the subdivision along Hayward Boulevard and Tribune Avenue.

Consent Items No. 3 and 5 were pulled for separate vote.

CONSENT

1. Minutes of the City Council Meeting on January 24, 2017 **MIN 17-020**
It was moved by Council Member Márquez, seconded by Council Member Lamnin, and carried unanimously with Council Member Mendall absent, to approve the minutes of the City Council meeting on January 24, 2017, with two typographical errors.

2. Minutes of the Special Joint City Council/Redevelopment Successor Agency Meeting on January 31, 2017 **MIN 17-021**
It was moved by Council Member Márquez, seconded by Council Member Lamnin, and carried unanimously with Council Member Mendall absent, to approve the minutes of the Special Joint City Council/ Redevelopment Successor Agency meeting on January 31, 2017.
3. Minutes of the City Council Meeting on February 7, 2017 **MIN 17-022**
It was moved by Council Member Zermeño, seconded by Council Member Peixoto, and carried unanimously with Council Member Mendall absent, to approve the minutes of the City Council meeting on February 7, 2017, with an amendment.
4. Approval of Final Map Tract 8152 (Eden Garden), associated with the previously approved Vesting Tentative Tract Map and proposed development of 35 single-family townhomes on a 2.15-acre site located at 1635 Denton Avenue, approximately 200 feet east of Eden Avenue (APN 441-0083-020-00); Meritage Homes of California (Applicant/Owner) **CONS 17-063**

Staff report submitted by Development Services Director Rizk, dated February 21, 2017, was filed.

It was moved by Council Member Márquez seconded by Council Member Lamnin and carried unanimously with Council Member Mendall absent, to adopt the following:

Resolution 17-015, "Resolution Approving Final Map Tract 8152 (Eden Garden) and Authorizing the City Manager to Execute a Subdivision Agreement"

5. Resolution Authorizing the City to Apply for Housing Related Parks Program Grant Funding **CONS 17-075**

Staff report submitted by Library and Community Services Director Reinhart, dated February 21, 2017, was filed.

Discussion ensued between Council Member Lamnin and City Manager McAdoo.

Council Member Lamnin offered a motion per staff's recommendation with an amendment that if the City receives HRPP (Housing Related Parks Program) grant funds and such funds displace Measure C funds, then Measure C funds would be allocated to the Fire Station No. 6 project, which is underfunded.

It was moved by Council Member Lamnin seconded by Council Member Zermeño and carried unanimously with Council Member Mendall absent, to adopt the following with an amendment that if the City receives HRPP (Housing Related Parks Program) grant funds and



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such funds displace Measure C funds, then Measure C funds would be allocated to the Fire Station No. 6 project.

Resolution 17-016, "Resolution Authorizing Submittal of an Application for Housing Related Parks Program Funding and the Execution of Related Documentation"

WORK SESSION

6. Economic Development Strategic Plan Update and Annual Report (Report from City Manager McAdoo) (Continued from January 24, 2017) **WS 17-002**

Staff report submitted by Economic Development Manager Hinkle, dated February 21, 2017, was filed.

City Manager McAdoo announced the report and introduced Economic Development Manager Hinkle who provided a synopsis of the report.

Mayor Halliday opened the public comments section at 8:07 p.m.

Mr. Sid Hamadeh, Eko Coffee Bar and Tea House business owner, spoke about the need to attract retail to downtown and the importance for staff to have knowledge about CDBG programs that can be geared to meet local business needs.

Mayor Halliday closed the public comments section at 8:13 p.m.

Discussion ensued among Council Members and City staff regarding recommended updates to the Economic Development Strategic Plan (EDSP) and economic development activities.

The City Council was in general agreement with the recommendations, applauded the Economic Development team on the awards received from the California Association of Local Economic Development and Development Counsellors International, and commended staff on approved projects that will help incentivize the local economy.

Council Members offered the following comments/recommendations: there is an ongoing concern about vacant buildings in the downtown and the need for more retail; engage Chabot College and California State University East Bay in STEM career initiatives; engage labor unions in workforce development; strive to modify the EDSP around an emphasis on achievement, implementation and strength; provide concrete examples of potential retail opportunities; consider marketing and branding the City as an education city; obtain more information on students and their consumer profile to allure that population; consider the On-The-Job Training (OJT) Program for employers to get a subsidy to train and hire

individuals; consider the Dislocated Workers Program to help employers find skilled workers; consider marketing Hayward as a tourist attraction; place emphasis on open space; identify amenities that have not been highlighted and develop marketing materials around them; have city-wide consistency related to branding and marketing; have a social media marketing campaign; attract more Class A office space; consider rezoning to capture Advanced Industry companies; share with the Council the presentation from CEDC related to signage for the industrial area; gauge interest of business partners that might want to move to downtown and facilitate the process; consider creating administrative, satellite or classroom space in downtown for Chabot College and California State University East Bay; measure events that generate return on investment and consider placing a moratorium on events that are not achieving the expected return on investment; share information about nonmonetary resources with the community; leverage businesses in downtown to other sectors in the city; consider zoning that is allowed next to residential and retail to generate foot traffic for businesses; consider indoor recreation opportunities; contact business owners whose buildings need to be brought up to standards; engage the Chamber of Commerce to improve dialogue with existing businesses; consider reinstating the Council's participation in the Business Visitation Program; and consider increasing the investment in successful events that attract large crowds such as the Zucchini Festival.

LEGISLATIVE BUSINESS

7. Establishment of a Council Infrastructure Committee and Appointment of Council Members to Serve on the Newly Formed Committee (Report from Assistant City Manager Hurtado) **LB 17-006**

Staff report submitted by Assistant City Manager Hurtado, Director of Public Works Director Fakhrai, and Utilities and Environmental Services Director Ameri dated February 21, 2017, was filed.

Assistant City Manager Hurtado provided a synopsis of the staff report and noted there was a revised resolution which clarified that the Mayor would appoint members from the Council to serve on the Council Infrastructure Committee.

There being no public comments, Mayor Halliday opened and closed the public hearing at 9:37 p.m.

Council Member Márquez offered a motion per staff's recommendation including the revised resolution. Council Member Salinas seconded the motion.

It was moved by Council Member Márquez, seconded by Council Member Salinas and carried unanimously with Council Member Mendall absent, to adopt the following resolution with an amendment that the Mayor would appoint members from the Council to serve on the Council Infrastructure Committee:



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Resolution 17-017, "Resolution to Establish a Council Infrastructure Committee and Appointment of Council Members to the Newly Formed Council Infrastructure Committee"

INFORMATION ITEMS

8. **Accept and File Report Regarding Appointment of Hayward Community Members to Community Task Force to Update the Hayward Anti-Discrimination Action Plan RPT 17-029**

Staff report submitted by Assistant to the City Manager and Neighborhood Services Manager Korth, dated February 21, 2017, was filed.

The City Council received the staff report.

City Manager McAdoo noted the purpose of the report was to create a record of the appointment of Hayward members to the Community Task Force and added the first meeting would take place on February 22, 2017. It was recommended that the Task Force meetings be as consistent as possible, and that the contributions made during the meeting represent the voice of a unified City.

CITY MANAGER COMMENTS

City Manager McAdoo provided an update on the stormy weather over the weekend, and thanked staff for the assistance managing storm-related incidents.

COUNCIL REPORTS, REFERRALS, AND FUTURE AGENDA ITEMS

Council Member Salinas noted that the Hayward Promise Neighborhood, in partnership with the Alameda County Food Bank, will provide "Fresh Food for Families" at the HUSD Family Resources Center Hub on February 23, 2017. Mr. Salinas announced the California State University East Bay Town Hall meeting with Provost on March 4, 2017 at Hayward High School.

Council Member Márquez noted the Keep Hayward Clean and Green Task Force clean-up event on February 25, 2017 at Ruus Park.


Council Member Zermeño announced the Hayward Rotary Club was organizing the 9th Annual Champagne Omelet Brunch on February 26, 2017 at Moreau Catholic High School Event Center. Mr. Zermeño also announced the Latino Business Roundtable on February 24, 2017 at St. Rose Hospital Balch Pavilion.

ADJOURNMENT

Mayor Halliday adjourned the City Council meeting at 9:52 p.m., in memory of Mr. Ed Bullok.

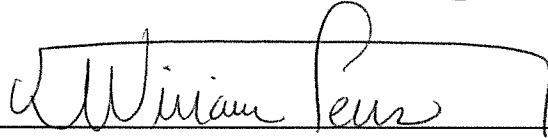
Mr. Ed Bullok was a longtime resident of Hayward, involved in the Hayward Rotary Club, instrumental in starting Casa Sandoval, co-founder of the St. Rose Hospital Foundation, and a well-known contributing member of the community. Mayor Halliday asked staff to work with the Bullok family to plant a tree in memory of Ed Bullok.

APPROVED:



Barbara Halliday
Mayor, City of Hayward

ATTEST:



Miriam Lens
City Clerk, City of Hayward