



## CITY COUNCIL MEETING

777 B Street, Hayward, CA 94541

Council Chambers

<https://hayward.zoom.us/j/89933608747?pwd=qNzcP3fpQwg06wAHo8DhkfTCMWVr6.1>

Tuesday, January 27, 2026, 7:00 p.m.

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The concurrent City Council and Hayward Geologic Hazard Abatement District (GHAD) Board of Directors meeting was called to order by Mayor/GHAD Chair Salinas at 7:00 p.m. in the Council Chambers.

**Pledge of Allegiance:** Council/GHAD Member Bonilla Jr.

### ROLL CALL

Present: COUNCIL/GHAD MEMBERS Andrews, Bonilla Jr., Goldstein, Roche, Syrop,  
Zermeño

MAYOR/GHAD CHAIR Salinas

Absent: NONE

### HAYWARD GEOLOGIC HAZARD ABATEMENT DISTRICT (GHAD) BOARD MEETING

The Hayward City Council and Geologic Hazard Abatement District Board of Directors held its meeting and adjourned at 7:15 p.m. Mayor Salinas reconvened the meeting as the City Council at 7:19 p.m.

### CITY COUNCIL MEETING

#### CLOSED SESSION ANNOUNCEMENT

The City Council convened in closed session on January 27, 2026, at 6:00 p.m., with all members present and no public members regarding conference with legal counsel pursuant to Government Code section 54956.9(d)(2), regarding one case. City Attorney Lawson reported that the City Council met and discussed the item but took no reportable action.

#### PUBLIC COMMENTS

Kelly Abreu criticized the City for deflecting responsibility for the environmental impacts of data centers, such as diesel emissions, to state agencies, while approving large-scale diesel generator projects and failing to account for cumulative impacts; and urged the City to adopt reasonable regulations.

Katia Inzunza, La Casita restaurant owner in Hayward, via a Spanish interpreter, expressed concern that unregulated street vendors are hurting local restaurants that pay rent, taxes, and follow strict health and labor regulations; and called on the City to enforce current regulations.

Gregorio Arroyo, business owner in San Lorenzo, urged the City to take action against unregulated street vendors, stating they hurt businesses that follow all licensing and tax requirements.

Pepe, business owner, expressed concern for inconsistent enforcement, stating that brick-and-mortar businesses face strict inspections and fines, while street vendors operate without consequences; and called on the City to regulate street vending.

Gardenia Zuniga, Hayward resident and small business owner, expressed concern over the rise of illegal street vending near schools, including unsafe setups and public alcohol sales; and called for stronger enforcement of existing laws to ensure fairness for licensed businesses and to protect public health and safety.

Mayor Salinas noted that the City is actively addressing street vending; shared that while the City successfully shut down a warehouse that was illegally housing barbecue trailers, the operation later resurfaced at another location, complicating efforts; and offered to organize a meeting with concerned business owners, City staff, and officials to discuss enforcement complexities and solutions.

Council Member Andrews asked City staff to invite State and County representatives to participate in the meeting so they can hear community concerns firsthand, understand the City's enforcement efforts, and clarify their respective roles in addressing the issue, including relevant legislation.

Council Member Zermeño acknowledged the restaurant owners who spoke about the impacts of unregulated street vending; and supported the mayor's idea to convene a meeting with business owners.

Alejandro Jasso, Hayward resident and co-chair of Bike Hayward, urged the City to adopt a more balanced parking model, such as limited free hours with paid street parking, and to reinvest in services and alternative transportation infrastructure such as bike lanes.

### **CITY MANAGER'S COMMENTS**

City Manager Ott made three announcements: 1) the biennial January 22, 2026, Point-in-Time Count to survey sheltered and unsheltered homelessness in Hayward, led by Dr. Amy Cole-Bloom was successful, with results expected later this year; 2) the film screening of Kintsu Kuroi at the Downtown Library on January 31, 2026, co-hosted by the Hayward Area Historical Society and Hayward Arts Council, with pre-registration available online; and 3) the third Hayward Rides bike giveaway event on January 30, 2026, in partnership with Eden Youth and Bike East Bay, at the Eden Youth and Family Center Open House - 680 West Tennyson Road.



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**CONSENT CALENDAR**

Consent Item 4 was pulled from the consent calendar.

1. Adopt a Resolution Authorizing the City Manager to Accept Grant Funding in the Amount of \$153,000 from the California Department of Justice Tobacco Grant Program, and Appropriate the Funds to the Code Enforcement Division of the Development Services Department, for the Term of Three Years **CONS 26-032**

Staff report submitted by Development Services Director Buizer, dated January 27, 2026, was filed.

It was moved by Council Member Syrop, seconded by Council Member Bonilla Jr., and carried unanimously, to adopt the resolution.

AYES: COUNCIL MEMBERS Andrews, Bonilla Jr., Goldstein, Roche,  
Syrop, Zermeño  
MAYOR Salinas

NOES: None

ABSENT: None

ABSTAIN: None

Resolution 26-001, "Resolution Authorizing the City Manager to Accept and Appropriate Grant Funding in the Amount of \$153,000 From the California, Department of Justice Tobacco Grant Program and Appropriate the Funds to the Code Enforcement Division of the Development Services Department for a Term of Three Years"

2. Adopt Resolutions Authorizing the City Manager to Negotiate and Execute Landscape Maintenance Contracts for Twin Bridges Landscape and Lighting Assessment District 7 with New Image Landscape Company in a Not-to-Exceed Amount of \$357,000 and for Parkside Heights Landscape and Lighting Assessment District 17 with Pacheco Landscape Management, Inc. in a Not-to-Exceed Amount of \$91,000 **CONS 26-014**

Staff report submitted by Maintenance Services Director Rullman, dated January 27, 2026, was filed.

It was moved by Council Member Syrop, seconded by Council Member Bonilla Jr., and carried unanimously, to adopt the resolutions.

AYES: COUNCIL MEMBERS Andrews, Bonilla Jr., Goldstein, Roche,  
Syrop, Zermeño  
MAYOR Salinas  
NOES: None  
ABSENT: None  
ABSTAIN: None

Resolution 26-002, "Resolution Authorizing the City Manager to Negotiate and Execute a Landscape Maintenance Contracts for Twin Bridges Landscape and Lighting Assessment District 7 with New Image Landscape Company in a Not-to-Exceed Amount of \$357,000"

Resolution 26-003, "Resolution Authorizing the City Manager to Negotiate and Execute a Landscape Maintenance Contracts for Parkside Heights Landscape and Lighting Assessment District 17 with Pacheco Landscape Management, Inc. in a Not-to-Exceed Amount of \$91,000"

3. Adopt Resolutions to 1) Initiate Proceedings Pursuant to Government Code Section 53753, 2) Provide Intention to Levy Assessments for FY 2026, 3) Preliminarily Approve FY 2026 the Engineer's Report, 4) Provide a Notice of Proposition 218 Public Hearing for Stratford Village Flood Control Facilities Improvement Assessment (MD1 - 2026), 5) Approve the Mailing of Ballots, and 6) Adopt Proposition 218 Assessment Ballot Procedures **CONS 26-015**

Staff report submitted by Maintenance Services Director Rullman, dated January 27, 2026, was filed.

It was moved by Council Member Syrop, seconded by Council Member Bonilla Jr., and carried unanimously, to adopt the resolutions.

AYES: COUNCIL MEMBERS Andrews, Bonilla Jr., Goldstein, Roche,  
Syrop, Zermeño  
MAYOR Salinas  
NOES: None  
ABSENT: None  
ABSTAIN: None

Resolution 26-004, "A Resolution of the City Council of the City of Hayward Initiating Proceedings Pursuant to Government Code Section 53753 and Article XIID of the California Constitution, Providing Intention to Levy Assessments for Fiscal Year 2026, Preliminarily Approving the Engineer's Report, and Providing for Notice of Hearing, and the Mailing of Assessment Ballots for the Stratford Village Flood Control Facilities Improvement Assessment (MD1-2026)"



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Resolution 26-005, "A Resolution of the City Council of the City of Hayward Adopting Procedures for Proposition 218 Assessment Ballot Proceedings for the Stratford Village Flood Control Facilities Improvement Assessment (MD1-2026"

4. Adopt a Resolution Authorizing the City Manager to Execute a Professional Services Agreement with Kittelson & Associates, Inc., in a Not-to-Exceed Amount of \$1,200,000 for Consulting Services for Phase 2 of the High Injury Network Safety Plan, Project No. 06942  
**CONS 26-020**

Staff report submitted by Public Works Director Ameri, dated January 27, 2026, was filed.

Ahmed Sharab, Hayward Hills resident and daily bike commuter, voiced support for the High Injury Network Safety Plan study on Mission Boulevard but urged the City to prioritize pilot programs over further studies, noting that existing concepts from prior planning efforts should be used to test real-world solutions efficiently.

Alejandro Jasso, Hayward resident, emphasized that Mission Boulevard has already undergone years of study and public outreach; and advocated for immediate pilot programs, such as those successfully implemented on Orchard Avenue, to improve bike safety and test lane reductions.

Tyler Dragoni, Hayward employee, criticized the City for spending over \$12 million on studies related to Mission Boulevard without implementing safety improvements, despite repeated pedestrian and cyclist fatalities at the same location; and urged the City Council to start piloting and building projects using existing data to create safer, multimodal infrastructure.

Bruce Duke urged the City to move beyond planning and pursue pilot implementation projects on Mission Boulevard, describing current biking conditions as dangerous and discouraging; and emphasized that as housing density increases along the corridor, safer bike infrastructure and other high-capacity transportation options are necessary to support mobility and local businesses.

In response to Council Member Roche's request for clarification on the funding sources for Consent Items 2 and 4, City Manager Ott confirmed that both items, related to landscaping assessments and a transportation study, were funded through special assessment districts and external grants and not diverting General Fund resources away from more pressing financial needs.

In response to Council Member Andrews' inquiries, Principal Transportation Engineer Tang confirmed that High Injury Network studies were necessary to qualify for future grants and funding for transportation improvements and while pilot efforts are always explored separately, the current grant is specifically restricted to planning and cannot fund implementation efforts.

Council Member Bonilla Jr. acknowledged that the funding is for planning rather than implementation but expressed strong alignment with public commenters who are eager to see tangible safety improvements on Mission Boulevard; and expressed confidence that staff will move through the planning phase efficiently to secure implementation funding and deliver multimodal, pedestrian- and bike-friendly improvements on key corridors.

Council Member Syrop appreciated the public input advocating for more action-oriented approaches to pedestrian and bicycle safety; emphasized that while Mission Boulevard has received attention, other locations also require study and investment; and noted the importance of equitable sequencing of traffic-calming projects citywide.

Council Member Zermeño thanked his colleagues and public speakers for their comments and encouraged residents to purchase bicycles locally in Hayward.

Mayor Salinas acknowledged the sustained advocacy and engagement from community members, particularly those following the issue through Council Infrastructure Committee meetings; agreed that improvements to Mission Boulevard are necessary; and emphasized the ongoing progress.

It was moved by Council Member Syrop, seconded by Council Member Bonilla Jr., and carried unanimously, to adopt the resolution.

AYES:	COUNCIL MEMBERS Andrews, Bonilla Jr., Goldstein, Roche, Syrop, Zermeño MAYOR Salinas
NOES:	None
ABSENT:	None
ABSTAIN:	None

Resolution 26-006, "Resolution Authorizing the City Manager to Execute a Professional Services Agreement with Kittelson & Associates in a Not-to-Exceed Amount \$1,200,000 for Consulting Services for Phase 2 of the High Injury Network Safety Plan, Project No. 06942"



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**WORK SESSION**

5. Business-Friendly Hayward Project Update: Review of Draft Municipal Code and Zoning Maps Revisions Related to the Business-Friendly Hayward Project (Report from Development Services Director Buizer) **WS 26-003**

Staff report submitted by Development Services Director Buizer, dated January 27, 2026, was filed.

Development Services Director Buizer announced the item and introduced Assistant Planner Riddle and Senior Planner Blanton who provided an overview of the work session.

Mayor Salinas opened the public comment section at 8:26 p.m.

Philip Sidles, representing Prologis, expressed support for the Business-Friendly Hayward initiative but opposed limiting data centers solely to IG (Industrial General) district, arguing that IP (Industrial Park)-zoned areas, particularly in western Hayward, are well suited due to existing electrical infrastructure and buffers from residential areas; and urged the City to allow data centers in both IP and IG districts and establish objective performance standards that protect compatibility while preserving the fiscal opportunity and encouraged staff to reach out to property owners in IG and IP areas.

Lola De La O, representing the Indigenous-led organization Honor the Earth, warned of the environmental and public health impacts of data centers, citing high water consumption, potential health risks, and connections to surveillance technologies affecting marginalized communities; urged the City to consider these broader impacts carefully; and provided research materials encouraging further dialogue and caution before approving data center expansion.

Kelly Abreu noted that the City's proposal to regulate data centers by zoning alone is overly simplistic and does not reflect the highly technical siting requirements for industry, including massive electrical, water, and fiber infrastructure needs; and urged the City to better define data centers, particularly by electrical load, and to ensure careful, technically informed decisions to avoid inappropriate approvals and environmental impacts.

Mayor Salinas closed the public comment section at 8:32 p.m.

Discussion ensued among members of the City Council and City staff, and the following clarifications were made: the in-house dashboard is being developed by IT staff to help track development applications; while recently approved data centers expressed interest in using recycled water, infrastructure limitations currently prevent this, and backup systems continue

to rely on grid power; and decommissioning standards for data centers remain unclear due to their recent emergence.

Council Member Syrop emphasized the transformative potential of regulatory simplification in economic development; advocated for a cautious, wait-and-see approach on data centers before approving new facilities, citing concerns over energy use, water supply, environmental impact, and public health; argued that due to their scale and impact, data center Conditional Use Permits (CUPs) should come before the City Council rather than the Planning Commission; stressed the need for substantial community benefits from any future data center applicants; noted that data centers should be able to use recycled water to mitigate impact to water supply; supported expanding Accessory Commercial Units (ACUs) uses to include takeout restaurants to foster equitable business opportunities, particularly for sidewalk vendors seeking transitional pathways into legal operations; asked staff to consider more walkable neighborhood ACU pilots and supported streamlining permitting for childcare citywide; supported a more flexible entertainment permit structure by listing excluded uses rather than specifying permitted ones; hoped to see the “80% of all permits are processed in less than three rounds of review” metric improve in the future.

Council Member Andrews focused on process improvements and transparency around revenue-generating projects; supported using simple tools such as spreadsheets for tracking and understanding where delays are occurring; requested regular updates on projects within the business concierge program, including causes of delay, presented at Council Economic Development Committee meetings; expressed concern over environmental and infrastructure impacts of data centers, including energy storage, off-grid capacity, and recycled water usage; encouraged further research on best practices and community benefit standards from comparable cities be presented to the City Council; and suggested the Council Sustainability Committee review data center impacts and benefits, and the Council Infrastructure Committee explore recycled water upgrades.

Council Member Bonilla Jr. expressed general support for the proposed changes and praised efforts to simplify permitting process; supported requiring CUPs for massage parlors and liked the approach to entertainment permits that lists exclusions; expressed support for adding “event space” into definitions of cultural facility/community center; supported more youth-focused experiential spaces and clear performance standards for data centers; favored having the City Council review CUPs for data centers and consider IP and IG appropriate zones; supported creating robust performance standards for data center requiring strong environmental protections and substantial community benefits; suggested areas, such as Tennyson Road, to pilot ACUs and expressed concern with blanket restaurant exclusions; and advocated for reducing financial burdens, including lower fees for temporary use permits, to make entrepreneurship more accessible.



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Council Member Goldstein appreciated the long-term effort and supported ACUs for amenities but was cautious about broader uses such as restaurants; suggested a middle-ground approach to food-related ACU uses and urged careful attention to enforcement to avoid conflicts similar to street vending; supported the three-round review limit and collaborative project meetings; questioned the exclusion of data centers from IP zones and advocated for open dialogue with developers, especially on power and water options; warned against extreme solutions such as small nuclear reactors; advocated for staying informed about emerging technologies such as closed-loop cooling systems; and encouraged caution but remained open to innovation.

Council Member Roche commended the code simplification efforts and appreciated the responsive metrics in the report; supported the ACU concept and suggested expansion into corridors Tennyson Road and A Street but was hesitant to allow restaurants, given the City's ongoing challenges with street vendors; supported adding "event space" into the definition and temporary entertainment permit changes; was disappointed at the reaction on data centers, noting the Stack Center followed the legally allowable process and was publicly reviewed; urged the City to define clear, strict standards for future data centers instead of outright opposition; and supported allowing CUPs for both IG and IP zones.

Council Member Syrop reiterated that he was not advocating for a data center ban but for a pause to assess impacts from the existing facility; and stressed the importance of transitional opportunities for low-income entrepreneurs emphasizing the City's responsibility to create equitable commercial options.

Council Member Zermeño praised the effort as a vehicle for future economic growth and was especially supportive of pop-ups, simplification of permitting, and activating underutilized downtown properties; supported expansion of cultural facilities and voiced opposition to any expansion of massage parlors; noted data centers are part of the future and supported requiring CUPs and gray water use with a preference for them to come before the City Council for review; and wanted to ensure that ACUs do not negatively impact the City's existing 350+ eateries and undermine existing businesses.

Council Member Roche expressed support for continuing to involve the Planning Commission in the review of data center CUPs before review by the City Council, citing the value of initial vetting and applicant engagement at that stage.

Council Member Bonilla Jr. emphasized consistency and fairness in restaurant-related ACU decisions when they meet legal requirements; and warned against using the street vending issue as a reason to overly restrict future business opportunities.

Mayor Salinas emphasized the importance of proportional oversight; supported future data center CUPs coming before City Council to ensure community benefits are in place and zoning districts are vetted; expressed concern about introducing ACUs at a time the City is facing challenges with unpermitted street vending; warned against opening the door to widespread neighborhood-based restaurant operations before the City has control of its existing challenges; and concurred with allowing event spaces in more zoning districts.

**PUBLIC HEARING**

- 6. **Moratorium on New Massage Businesses: Adoption of an Interim Urgency Ordinance Pursuant to Government Code section 65858, Extending the Temporary Moratorium on New Massage Businesses in Hayward for up to 10 Months and 15 Days, and Finding that the Action is Exempt from Environmental Review (Report from City Attorney Lawson) PH 26-002**

Staff report submitted by City Attorney Lawson, Development Services Director Buizer, and Police Chief Matthews, dated January 27, 2026, was filed.

Mayor Salinas indicated that an item related to massage businesses came before the City Council previously, and with no objections, forewent staff’s oral report.

There being no speakers, Mayor Salinas opened and closed the public hearing at 9:40 p.m.

Council Member Syrop acknowledged Council Member Andrews' ongoing work to address human trafficking, noting that it is a serious issue that often goes unspoken and under-prioritized; and recognized the advocacy of former Personnel Commission Chair Wright, who had been vocal about the need for stronger oversight of massage parlors.

Council Member Andrews asked that signage about human trafficking be required at massage establishments, noting its increasing presence at airports and hotels to which staff confirmed this is part of the proposed regulatory amendments; and thanked Council Member Syrop for the acknowledgment of her efforts in raising awareness and addressing trafficking issues.

It was moved by Council Member Zermeño, seconded by Council Member Goldstein, and carried unanimously, to adopt the ordinance.

AYES: COUNCIL MEMBERS Andrews, Bonilla Jr., Goldstein, Roche, Syrop, Zermeño  
MAYOR Salinas  
NOES: None  
ABSENT: None  
ABSTAIN: None



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Ordinance 26-02, "An Interim Urgency Ordinance of the City Council of the City of Hayward Pursuant to Government Code Section 65858, Extending a Temporary Moratorium on New Massage Businesses for a Period up to 10 Months, 15 Days, and Finding that the Action is Exempt from Environmental Review"

7. East Bay Greenway Multimodal Project: Adopt a Resolution Approving the Project Evaluation for the East Bay Greenway Multimodal - Hayward Segment Project (Report from Public Works Director Ameri) **LB 26-002**

Staff report submitted by Public Works Director Ameri, dated January 27, 2026, was filed.

Public Works Director Ameri announced the item and introduced Mr. Kanda Raj, Project Manager at Alameda County Transportation Commission (ACTC), and Senior Transportation Engineer Woodward who provided an overview of the staff report.

Mayor Salinas indicated that the item was presented to the Council Infrastructure and Airport Committee for review and approval; and he had seen various iterations in his role as the City's delegate to ACTC.

Mayor Salinas opened the public hearing at 10:04 p.m.

Ahmed Shorab voiced support for the project, emphasizing the safety benefits for daily riders and children along the corridor; urged robust crossing infrastructure in areas where bike lanes change sides; and encouraged staff to collaborate with Bike Hayward and Bike East Bay during design phases.

Alejandro Jasso, Hayward resident, supported moving the project forward, expressing concerns with delays and high costs of the current scoping phase; encouraged the City to plan for parking removal impacts by implementing residential parking permits and promoting programs such as Clean Cars for All; and urged collaboration with local bike advocacy groups.

Tyler Dragoni supported the project but criticized the shift from Mission Boulevard to Whitman Street, noting that parts of the plan fall short of the "all ages and abilities" standard; and recommended aggressive traffic calming measures, such as raised intersections and flashing beacons at bikeway switches, to ensure rider safety.

Bruce CV supported the project and emphasized the need for safety upgrades, particularly on Silva Avenue and Montgomery Street; and called for diverters and automated bike-prioritized crossings at lane switches, while also noting Mission Boulevard still needs improved access for cyclists.

Carl Gorringer, Hayward resident and Bike Hayward member, expressed support for advancing the project, highlighting its importance for improving access to schools and BART stations; and encouraged continued bike improvements along Mission Boulevard and stronger north-end connectivity, urging ongoing collaboration with Bike Hayward.

Mayor Salinas closed the public hearing at 10:16 p.m.

Members of the City Council thanked City and County staff, ACTC, and advocates.

Council Member Zermeño expressed support for the project as a bicyclist but shared disappointment that improvements are not planned for Mission or Hesperian Boulevards and that construction completion is delayed until 2031; and hoped it would result in cleaner streets, particularly along Whitman Street.

Council Member Syrop highlighted the transformative potential of the project for the Whitman neighborhood, especially as an equity-focused investment in a diverse area; acknowledged community concerns about parking and safety but emphasized that the project is about safer streets for all users; and urged faster project timelines and better communication about parking impacts, noting the importance of inclusive design and strong community outreach moving forward.

Council Member Roche supported the project and emphasized the need for sensitivity around parking impacts, especially for multi-generational households where street parking is critical to quality of life; acknowledged the value of protected bike lanes but stressed that balancing transportation improvements with residents' day-to-day needs is essential; and encouraged continued collaboration with bike advocates.

Council Member Goldstein stated that while he was initially skeptical about the shift from Mission Boulevard to Whitman Street, he now supports the change, noting that Whitman Street may offer a more realistic and safer corridor for cycling; emphasized the importance of safe street crossings, particularly for children and families; and welcomed investment in a neighborhood that has often been overlooked in major city projects.

Council Member Bonilla Jr. supported the project while expressing regret that it could not run along Mission Boulevard; highlighted his personal connection to the Whitman corridor and agreed that it has the potential to be transformative; stressed the importance of safe crossing infrastructure and asked about the possibility of including a parking permit system; noted continued collaboration with advocacy groups; and wondered how the Silva Avenue segment's deviation from "all ages and abilities" standards might impact funding.



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Council Member Andrews supported the project but remained concerned about impacts to long-time residents on Silva Avenue; appreciated the door-to-door outreach and asked that a comprehensive fact page be added to the City's website, including visuals, outreach records, and recordings to ensure transparency; and requested visual clarity in presentation slides and reiterated the importance of equity in project implementation.

Mayor Salinas voiced support for the project and its impact on the Whitman corridor, acknowledging that while Mission Boulevard would have been ideal, reducing its lanes would have sparked more controversy; encouraged infrastructure improvements on Mission Boulevard from Fletcher Lane to Tennyson Street; highlighted the Whitman corridor's significance, serving schools, families, and dense housing, and suggested adding trees, lighting, and beautification features to further enhance the neighborhood; wished for more collaboration with Union Pacific Railroad and Southern Pacific Railroad; and praised ACTC's flexibility and called for continued outreach, including visible signage and digital engagement tools to keep the public informed.

It was moved by Council Member Zermeño, seconded by Council Member Syrop, and carried unanimously, to adopt the resolution.

AYES: COUNCIL MEMBERS Andrews, Bonilla Jr., Goldstein, Roche,  
Syrop, Zermeño  
MAYOR Salinas

NOES: None

ABSENT: None

ABSTAIN: None

Resolution 26-007, "Resolution of the City Council to Review and Approve the Scoping Evaluation of the East Bay Greenway Multimodal - Hayward Project"

## **COUNCIL REPORTS AND ANNOUNCEMENTS**

In response to Council Member Bonilla Jr.'s inquiry, City staff spoke about the new visitor and tourism promotional campaign leveraging Hayward's location to cities hosting the Super Bowl and FIFA World Cup.

Council Member Andrews suggested bringing the promotional page to the Council Economic Development Committee to compare efforts by other cities.

Council Member Goldstein announced BEACON (Building Emergency Area Communications, Operations, and Networks) Exercise was hosting a Pre-Exercise Tabletop Exercise on January 31, 2026.

**COUNCIL REFERRALS**

There were none.

**ADJOURNMENT**

Mayor Salinas adjourned the City Council meeting at 10:40 p.m.

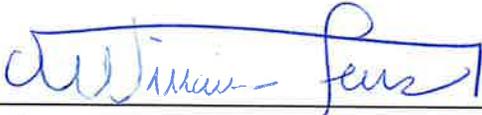
**APPROVED**



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Mark Salinas  
Mayor, City of Hayward

**ATTEST:**



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Miriam Lens  
City Clerk, City of Hayward