



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.