



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – December 04, 2023

CALL TO ORDER: Mayor Salinas called the regular meeting to order at 5:02 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	✓	3	0	1	0
Council Member Andrews		2	1	1	1
Council Member Bonilla	✓	3	0	1	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Regina Youngblood, Assistant City Manager; Paul Nguyen, Chief Economic Development Officer; Daniel Mao, Economic Development Specialist; Amber Green, Economic Development Specialist; Catherine Ralston, Economic Development Consultant, Sara Buizer, Director of Development Services; Jeremy Lochirco, Planning Manager; Javier Castro, Administrative Assistant; Donna Novitsky, Co-Founder of Yiftee; Ro Aguilar

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES OF REGULAR MEETING November 6, 2023

A motion to approve the minutes from November 6, 2023, Regular Meeting was made by Council Member Bonilla and seconded by Mayor Salinas. The minutes were approved with Council Member Andrews absent.

2. Development Services Department Activities Update

Director of Development Services Sara Buizer gave the presentation.

Council Member Bonilla questioned what type of issues applicants are facing during building a building besides PG&E-related issues. Director Buizer stated challenges faced by developers included: the increase of interest rates, increased costs of labor and construction materials, and PG&E were factors for all projects. She added another challenge included the environmental clearance process led by Alameda County Department of Environmental Health. Chief Economic

Development Officer Paul Nguyen added that supply chain issues are causing a delay. PG&E requires transformers and other electric equipment to be delivered to a project site before PG&E will schedule installation work. He added that the staff is working closely with all the priority projects and finding creative ways to solve issues.

Council Member Bonilla asked if citizens questioned the housing element and design standard. Director of Development Services Buizer stated that the outreach to the community was extensive so there have been no inquiries on this subject by the community.

Council Member Bonilla asked about the staffing shortage for Development Services. Director of Development Services Buizer stated she met with Human Resources and was working internally to streamline the multistep process. Council Member Bonilla stated a signing bonus could work in attracting candidates. Director of Development Services Buizer states she is in communication with Human Resources and exploring options.

Council Member Bonilla questioned if the move of the Housing Division from the City Manager's Office to Development Services had any benefits so far. Director of Development Services Buizer stated that there is a lot of overlap between the two work groups. For example, when a Code Inspector inspects a property, notices that it may not be habitable, and relocation is needed, Housing staff can coordinate faster to assist those individuals. She then added she would be able to give more statics over time as it has only been five months since the integration. Council Member Bonilla added possibly adding goals to meet could help.

Council Member Bonilla inquired about the status of the CVS store on Foothill. Chief Economic Development Officer Nguyen stated that it is vacant and that his team is in close contact with the broker. However, no news regarding tenant leasing activity was available to report. Chief Economic Development Officer Nguyen added that the ED Team is supporting the real estate broker, including providing the Development Pipeline brochure and other data elements that may help attract users.

Mayor Salinas asked if that brochure was up to date. Chief Economic Development Officer Nguyen stated it has not been updated since Fall 2022 as it requires significant resources to prepare and a significant number of new projects need to be moved forward to warrant an update. However, it is due for an update in 2024.

Mayor Salinas asked for clarification on the difference between an accessory dwelling unit (ADU) and a "Junior ADU". Director of Development Services Buizer Stated that a Junior ADU shares a cooking facility. Council Member Bonilla stated it's a way to go around the housing ordinance.

Mayor Salinas wanted an update on the Maple and Main project. Director of Development Services Buizer stated that they may be facing financial challenges. City Manager McAdoo stated the developers are exploring converting the project to affordable housing.

Mayor Salinas asked about the B and Main project and if it was moving forward as planned. Director of Development Services Buizer stated that the developer is moving forward. They have been very responsive and have hopes of having the building delivered.

Mayor Salinas inquired about the Fletcher and Mission project. Director of Development Services Buizer stated that they will likely receive their entitlement by early 2024.

Mayor Salinas asked about the requirements for the entry level Code Inspector position. Director of Development Services Buizer stated no degrees are needed for these positions. The Director added that they are working with Human Resources to move forward and have prioritized filling these positions. She added that for the time being they are prioritizing code cases.

Council Member Bonilla questioned what retail tenants are in the Mission Village project. The Director of Development Services Buizer responded that Starbucks would be entering that site. Council Member Bonilla stated that another Starbucks was approved on Mission and Tennyson as well.

3. Hayward Upward Economic Recovery Plan Update: Together for Hayward e-Gift Card Program

Chief Economic Development Officer Nguyen stated that this is one of the most successful programs that was conducted and introduced Economic Development Consultant Catherine Ralston, who then gave the presentation.

Mayor Salinas asked what the incentive is to buy the cards without the buy-one-get-one-free (BOGO) cards promotion. Chief Economic Development Officer Nguyen stated that the shop local movement is a big incentive for the community members. Co-founder Donna Novitsky added the gift card industry is a billion-dollar industry and what the card does is allow people to gift these cards to others to go anywhere the cards are accepted in Hayward. Economic Development Consultant Ralston stated that parents who were polled stated that they bought gift cards for their children to go out with their friends.

Mayor Salinas asked if we could see which business gained the most out of it. Chief Economic Development Officer Nguyen stated that Economic Development Consultant Ralston aggregated data by trade sector and more information is available.

Council Member Bonilla asked how we could prioritize Hayward citizens getting these gift cards. Chief Economic Development Officer Nguyen stated the main goal of the program is to drive customers into business Hayward residents or not. He added that we can work with Yiftee to explore an option for Hayward residents to buy first. Chief Economic Development Officer Nguyen then stated leading up to the new promotion, staff marketed it through the STACK newsletter, which mainly has Hayward residents signed up. He added that the local merchants promoted to their clients as well.

Chief Economic Development Officer Nguyen stated that the merchants who did more to promote the program, such as offering specials or promoting the gift cards through their social media absorbed more funds.

Council Member Bonilla then asked how this program could be continued since it was so successful. Chief Economic Development Officer Nguyen stated that staff can request funding from through the city budget process and attempt to get corporate sponsors to assist. Council Member Bonilla suggested there may be grant sources to keep the program going.

Council Member Bonilla questioned the \$3.50 fee per card purchase. Chief Economic Development Officer Nguyen stated the city paid for the fee as part of the program.

Mayor Salinas thanked the staff and the Yiftee representative.

4. FUTURE MEETING TOPICS AS OF November 6, 2023

Council Member Bonilla stated that he wanted to see the Gift Card Program come back to the committee.

COMMITTEE MEMBER/ STAFF ANNOUNCEMENTS AND REFERRALS

There were none.

ADJOURNMENT: The meeting was adjourned at 6:18 p.m.