



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – February 05, 2024

CALL TO ORDER: Mayor Salinas called the regular meeting to order at 5:31 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	✓	4	0	4	0
Council Member Andrews	✓	3	1	3	1
Council Member Bonilla	✓	4	0	4	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Paul Nguyen, Chief Economic Development Officer; Daniel Mao, Economic Development Specialist; Amber Green, Economic Development Specialist; Sara Buizer, Director of Development Services; Christina Morales, Housing Manager; Catherine Ralston, Economic Development Consultant; Javier Castro, Administrative Assistant; Todd Falduti; Sonia Wariach; Josiah

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES OF REGULAR MEETING DECEMBER 4, 2023

A motion to approve the minutes from December 4, 2023, Regular Meeting was made by Council Member Andrews and seconded by Council Member Bonilla. The minutes were approved.

2. APPROVAL OF THE REVISED REGULAR CEDC FY24 MEETING SCHEDULE

A motion to approve the revised regular CEDC FY24 meeting schedule was made by Mayor Salinas and seconded by Council Member Andrews. The revised schedule was adopted.

3. ANALYSIS OF HAYWARD HOUSING AND RENTAL MARKET WITHIN HAYWARD (ORAL REPORT ONLY)

Chief Economic Development Officer Paul Nguyen introduced Housing Manager Christina Morales who

then gave the presentation.

Council Member Bonilla thanked Manager Morales for the presentation. He then asked why San Leandro and Union City were not included in the data. Manager Morales responded that the focus of the data that was cited in the article Council Member Bonilla brought up.

Council Member Bonilla asked if there were any conclusions from the analysis that could be applied to Hayward. Manager Morales stated the driving factor for the affordability of housing in Hayward is due to the income of the individual. She added that if rent goes up there may be migration from the broader Alameda County. Manager Morales then stated that rent control does help tenants living in the city and not moving to keep it stabilized. City Manager McAdoo stated that there are a lot of different factors that go into the community housing markets.

Council Member Andrews asked what the impact on the amenities was based on this report. Manager Morales stated that there is a balance between amenities that will be an increase of revenue in the community and the risk of gentrification. She then stated that the larger development where amenities are built in. Chief Economic Development Officer Nguyen stated it was important to balance requests for more amenities from developers and how the costs of those amenities inflate the cost of a project and the subsequent rental rates or list prices of homes.

Council Member Andrews asked how we can tell a different story about Hayward for the developers to encourage more amenities and commercial space. Chief Economic Development Officer Nguyen stated the information that Housing gave is regularly provided to developers of housing, industrial, and commercial space. He added that Hayward is changing, and the Development Pipeline brochure, which highlights all major developments in the City, is used by Economic Development staff to highlight Hayward and attract new development.

Mayor Salinas questioned at what point we use the data given by housing to sell Hayward. Chief Economic Development Officer Nguyen answered that Economic Development does that every day. ED staff regularly provides prospective retailers with this information to attract them to Hayward.

Mayor Salinas asked will the information given change the minds of developers. Chief Economic Development Officer stated there are numerous variables for why a business or developed chooses to invest. The existence of active projects and "rooftops" does help, but it is not the only factor that secures investment.

Mayor Salinas stated that Hayward is building their share of housing for all income levels with a high degree of diversity while stabilizing the rent price.

4. HAYWARD UPWARD ECONOMIC RECOVERY PLAN UPDATE: RESTAURANT RELAUNCH AND RESTORE AND REOPEN PROGRAMS

Chief Economic Development Officer Nguyen introduced Economic Development Specialist Daniel Mao, who then gave the presentation.

Council Member Bonilla asked if this program is a one and done or will Economic Development find more money to continue the program. Chief Economic Development Officer stated that there are not any public grants for this type of work and the money will need to come from the general

fund. He added the annual Economic Development budget is small and has not increased in several years. Council Member Bonilla added that the Council may need to consider keeping this program going as the benefit to the community is valuable.

Council Member Andrews asked if Economic Development could create a brochure to promote this program if future money is found. She added that she would want to bring this to City Council, due to the economic impact of the program and the community pride. Chief Economic Development Officer stated that Council has a Strategic Roadmap session where they can discuss the possibility of continuing this program. He then added that the Economic Development team can create a brochure and it will be posted on the project's webpage if the program continues.

Council Member Andrews asked how we can communicate to businesses that signage is important, and the visibility of the sign can hinder the business. Chief Economic Development Officer Nguyen stated Economic Development will be looking at business barriers of success and signage can be part of that research.

Council Member Andrews asked if we could have street signs of the business in the surrounding area. Chief Economic Development Officer Nguyen stated that Public Works and Maintenance Services Department makes and places city signage. Economic Development can explore the issue with those departments.

Council Member Andrews asked if chairs and lights can be placed outside of the restaurant to catch the eye of the public. Chief Economic Development Officer Nguyen stated in the affirmative. He stated that he considered those points of interest that can help catch the eye of customers passing by and activate the streetscape.

Mayor Salinas asked if we could ask the businesses that were supported to acknowledge them and invite them to the State of the City.

5. HAYWARD RESTAURANT MONTH 2024

Chief Economic Development Officer Nguyen introduced Economic Development Consultant Catherine Ralston who then gave the presentation.

Council Member Andrews asked what Economic Development's relationship with influencers was to come out to restaurants. Chief Economic Development Officer Nguyen stated that Economic Development will be launching a new program called Hashtag Hayward to harness social media influencers to assist with local business. He added that social media is very organic and the way of the future. He added that some eligible expenses will be social media influencers and infrastructure like signage and points of interest to serve as the backdrop for customer pictures.

Economic Development Specialist Daniel Mao added that another eligible expense will be to have assistance from the influencers to create a social media presence.

Council Member Andrews asked if there would be training in Search Engine Optimization (SEO). Economic Development Specialist Mao stated businesses found they were more effective using social media rather than SEO.

Council Member Bonilla asked will Economic Development do this again. Chief Economic Development Officer Nguyen stated he would do this again but give more time to promote the program, as it helps build relationships with businesses and assists them in getting seen in social media.

Council Member Bonilla asked if there is another measure to quantify the benefits of this program outside of the gift cards. Chief Economic Development Officer Nguyen stated that the gift card program was an easy platform to gather information, but the correct way would be to collect raw data from the businesses. He added that is a very hard ask for these businesses and Economic Development received validation from the businesses stating they would participate again.

Council Member Andrews asked if we can do a physical banner advertising about this program next year. Chief Economic Development Officer Nguyen said that is a possibility and Southland Mall assisted with allowing banners and posters around the mall for the gift card program.

Mayor Salinas thanked Economic Development staff for the presentation.

6. FUTURE MEETING TOPICS

Chief Economic Development Officer Nguyen asked the Committee if they had any specific questions they want answered by Hayward Police Department for the March Regular Meeting.

Council Member Andrews stated how businesses should deal with break-ins, smash and grabs for cars at retail locations. She added the following questions: How is Hayward Police Department educating businesses without proving intel to the public on tactics? How is Hayward Police Department working with neighborhood watch and cameras with privacy concerns?

Mayor Salinas asked if we could ask the businesses that have been victims of smash and grabs to participate in the meeting to learn what Hayward Police Department is doing.

Council Member Bonilla asked if Hayward Police Department can provide statistics around crime and safety.

COMMITTEE MEMBER/ STAFF ANNOUNCEMENTS AND REFERRALS

There were none.

ADJOURNMENT: The meeting was adjourned at 6:44 p.m.