



COUNCIL BUDGET & FINANCE COMMITTEE MEETING
Meeting Minutes of January 15, 2025

Call to Order: 5:30 p.m.

Members Present: Mayor Salinas, Councilmember Syrop, and Councilmember Bonilla Jr.

Members Absent: None

Staff: Dr. Ana M. Alvarez, Regina Youngblood, Nicole Gonzales, Christina Crosby, Franchesca Hatfield, Crissy Mello, Nicholas Mullins

Guests: None

Public Comments: None

1. Approval of Meeting Minutes from November 20, 2024

Action: Minutes reviewed and unanimously approved.

2. Transient Occupancy Tax (TOT) Review

- Director Gonzales presented
- Councilmember Syrop Questions:
 - A. Do we have a carve out amount of TOT for Emergency Shelter services? Do we know if this will affect that relationship?
 - I don't believe so. It's a different program. I don't see why we'd need to pass that on to social programs, but we'd have to look at every hotel to see what they are charging for the program.
- Councilmember Bonilla Jr. Questions:
 - A. When was it last increased? What year did it go to 8.5%?
 - I don't have that information off-hand, but it has been set at 8.5%.
 - B. Have we engaged hotels?
 - We haven't, but a lot of the conversation occurred when we took it to the Hayward voters for approval. There were a lot of committee meetings and a lot of public meetings on potential impacts to the hoteliers.
 - C. Have Hayward hotels demonstrated a post-pandemic rebound to consider increasing TOT?
 - Hayward has historically seen about \$2 to 2.5 million in TOT revenue annually pre-COVID. When you take into consideration the last 5 years, we've continued to see an increase. We're starting to see that ramp up to pre-COVID.
 - D. Should we jump straight to 14% or are you comfortable phasing up to 14%?

- I would be comfortable. I think the City has justification knowing where our neighboring jurisdictions are. I think the City has been very thoughtful on the impacts to the business community and you can see there has been a significant amount of revenue lost over the last 5 years.
- E. When could this go to City Council?
 - We can take it as early as February and Council can have an effective date that is included in the resolution.

Action: The Committee received the presentation and provided feedback.

3. FY 2025-26 Budget Process and Calendar Review (Oral Report)

- Director Gonzales presented
- Councilmember Syrop Questions:
 - A. Can the vacancy report include how long a vacancy existed?
 - It may be difficult to create due to the requisition system, but it isn't impossible.

Action: The Committee received the report.

4. Review and Approve the FY 2024-25 Agenda Planning Calendar

- Director Gonzales presented
- Is the Real Estate update going to include the theatre purchase?
 - Yes.
- Can we discuss the Hayward Community Foundation?
 - We can pencil it in and if we get closer to that date and if people aren't interested after budget we can move it to a different date.

Action: The Committee reviewed the calendar and provided feedback.

Committee Members/Staff Announcements: None.

Adjournment: The meeting was adjourned at 6:24 p.m.