



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – May 5, 2025

CALL TO ORDER: Mayor Salinas called the regular meeting to order at 5:00 p.m.

ATTENDANCE: (September 2024-July 2025)

Meeting Attendees	Present 05/5/25	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Salinas	✓	7	0	7	0
Council Member Andrews	✓	7	0	7	0
Council Member Bonilla	✓	5	2	5	2

OTHERS IN ATTENDANCE:

Ana Alvarez, City Manager; Jayanti Addleman, Library Services Director; Todd Rullman, Maintenance Service Director; Paul Nguyen, Chief Economic Development Officer; Daniel Mao, Economic Development Specialist; Liz Moran, Management Analyst II; Javier Castro, Community Programs Specialist; Nick Yoo, Downtown Hayward Improvement Association Assistant District Manager; Todd Falduti, Southland Mall General Manager

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES OF REGULAR MEETING April 7, 2025

A motion to approve the minutes from April 7, 2025, Regular Meeting was made by Council Member Andrews and seconded by Council Member Bonilla. The minutes were approved.

2. APPROVAL OF THE FISCAL YEAR 2026 CEDC REGULAR MEETING SCHEDULE.

A motion to adopt the Fiscal Year 2026 CEDC Regular Meeting Schedule was made by Council Member Bonilla and seconded by Council Member Andrews. The schedule was adopted.

3. Update on Heritage Plaza Programing and Activation (Oral Report Only)

Chief Economic Development Officer Paul Nguyen introduced the item and invited Library Services Director Jayanti Addleman to deliver a presentation on current programming and activation efforts at Heritage Plaza.

Council Member Bonilla thanked Library Services Director Addleman for the presentation and asked whether the lack of restroom facilities at the plaza posed a challenge for holding events. Library Services Director Addleman confirmed that it was a significant limitation. She explained that restrooms are only available when the library is open, or when event organizers provide portable restrooms, which require a substantial amount of maintenance and oversight. She noted that porta-potties are burdensome to manage.

Council Member Bonilla asked why permanent restrooms were not included in the plaza's design. Library Services Director Addleman responded that the decision would be up to the City Council should they wish to allocate funding for restroom installation. She added that Maintenance Services Director Todd Rullman was also present and could speak further about maintenance concerns. She noted that stand-alone public restrooms are difficult and expensive to maintain.

Council Member Bonilla then inquired whether there were any water fountains on site. Library Services Director Addleman stated there are none, explaining that the park is intended as a space for casual walking and passing through, rather than long-term gatherings. Council Member Bonilla suggested the City consider installing a water refill station.

Council Member Bonilla also requested more information about current and upcoming programming at Heritage Plaza. Library Services Director Addleman provided further details on events and community uses.

Council Member Bonilla asked whether the library has seen an increase in space reservations. Library Services Director Addleman responded affirmatively, stating that reservations are consistently booked and managed by a dedicated staff member. City Manager Ana Alvarez commended Library Services Director Addleman for her detailed explanation of the restroom situation and noted that staff can provide additional information to the full Council if requested.

Maintenance Services Director Todd Rullman added that the public restrooms previously located at the Watkins Street garage were subject to repeated vandalism, which led to increased maintenance costs and ultimately their closure.

Council Member Andrews asked whether nearby residents shared any feedback regarding plaza events. Maintenance Services Director Rullman noted that the City temporarily paused rentals of the City Hall Rotunda due to maintenance issues and numerous complaints. Library Services Director Addleman added that for Heritage Plaza events, staff typically go door-to-door to notify surrounding residents, and feedback has generally been positive.

Council Member Andrews asked whether some library events could be relocated to Heritage Plaza. Library Services Director Addleman explained that such events would require tenting, which incurs additional expenses.

Council Member Andrews inquired about the possibility of partnering with third-party organizations to activate the space. Library Services Director Addleman explained that while partnerships are

welcomed, coordinating with third parties still requires substantial staff time and resources, limiting its overall benefit.

Council Member Andrews asked for an update on the planned public art installations for the plaza. Library Services Director Addleman stated that the Ohlone piece is expected to be installed in the coming months, while the Russell City piece is still under review with the City Attorney Office.

Library Services Council Member Andrews then asked whether large tents could be installed over the plaza to provide shade. Library Services Director Addleman responded that large tents are cost-prohibitive. When asked about water provision for library-hosted events, she noted that Facilities staff bring water stations as needed.

Council Member Andrews asked if additional seating might support increased use of the plaza and benefit the café inside the library. Library Services Director Addleman responded that there is already ample public seating in the plaza, and staff regularly observe it being used by community members.

Council Member Andrews then asked about the feasibility of temporary or quick-installation art pieces. Library Services Director Addleman explained that every art installation, regardless of scale, requires routine maintenance. Maintenance Services Director Rullman added that staff are currently addressing vandalism at the plaza on a near-weekly basis.

Council Member Bonilla asked how the library was addressing the presence of unhoused individuals and whether the opening of the St. Regis facility would have any impact. Library Services Director Addleman responded that she is not concerned, as the St Regis facilities are not operated as drop-in spaces, and the impact on Heritage Plaza is expected to be minimal—similar to Weekes Park near the Weekes Library branch.

Mayor Salinas noted that when the library partners with outside organizations, event attendance can be significant, particularly for family-friendly activities. He suggested that Downtown restaurants consider offering themed menus during major library events, including the upcoming event with the San Francisco Opera.

Mayor Salinas also commented that public restrooms were a sensitive issue during the library's design phase but that it may be time to revisit the conversation given community needs. He also expressed disappointment regarding the condition in which the City Hall Rotunda was left after recent rentals.

Council Member Andrews asked whether the City could consider parking the mobile library unit "Curbie" in front of Heritage Plaza during events. Library Services Director Addleman responded that Curbie already has a full schedule of stops and is not the best fit for that location due to its proximity to the main library.

Finally, Council Member Andrews expressed concern that the library may be overextended in its role as the lead agency for plaza activation. She encouraged staff to consider long-term strategies for expanding activation beyond the library team.

4. Future Meeting Topics

Chief Economic Development Officer Paul Nguyen stated that staff will follow up with the committee to coordinate scheduling for a potential special meeting in July.

Mayor Salinas suggested that staff develop potential frameworks and discussion themes for a future regional convening. He proposed bringing together representatives from Alameda County chambers of commerce, mayors, city managers, and economic development directors to collaboratively explore economic development priorities and opportunities.

COMMITTEE MEMBER/ STAFF ANNOUNCEMENTS AND REFERRALS

Chief Economic Development Officer Paul Nguyen announced that the Economic Development Division recently received two Awards of Merit from the California Association for Local Economic Development (CALED). The first award recognized innovation in digital media for the “Hashtag Hayward” campaign, and the second honored the Division’s work on program development and promotion through the Learn to Earn and Hire Hayward initiatives.

Economic Development Specialist Daniel Mao announced that Sourdough & Co. officially opened at Lincoln Landing. Chief Economic Development Officer Nguyen added that the Economic Development Division is now producing short video reels to highlight ribbon cuttings and grand openings hosted by the City.

Council Member Andrews announced that “510 Day” will be hosted at Chabot College.

ADJOURNMENT: The meeting was adjourned at 5:57 p.m.