



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – December 2, 2024

CALL TO ORDER: Mayor Salinas called the regular meeting to order at 5:01 p.m.

ATTENDANCE: (September 2024-July 2025)

Meeting Attendees	Present 12/2/24	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Salinas	✓	3	0	3	0
Council Member Andrews	✓	3	0	3	0
Council Member Bonilla	✓	2	1	2	1

OTHERS IN ATTENDANCE:

Dustin Claussen, Interim City Manager; Paul Nguyen, Chief Economic Development Officer; Daniel Mao, Economic Development Specialist; Amber Green, Economic Development Specialist; Javier Castro, Community Programs Specialist; Catherine Ralston, Economic Development Consultant; Lucy Lopez, Hayward Chamber of Commerce CEO; Todd Falduti, Southland Mall General Manager

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES OF SPECIAL MEETING October 7, 2024

A motion to approve the minutes from October 7, 2024, Regular Meeting was made by Council Member Andrews and seconded by Council Member Bonilla. The minutes were approved.

2. Hayward Upward Economic Recovery Plan: Program Review and Summary of Economic Impacts

Chief Economic Development Officer Paul Nguyen highlighted the awards earned by the City of Hayward Economic Development team for implementing programs funded by the American Rescue Plan Act (ARPA). He introduced Economic Development Consultant Catherine Ralston, who provided a detailed presentation.

Council Member Bonilla expressed gratitude to the Economic Development team for their efforts across thirteen programs and thanked the Council for supporting these initiatives. He inquired

about the attribution of the increase in businesses gross receipts to ARPA programs, the methodology for counting employees, and the small business multiplier used to estimate economic impacts.

Chief Economic Development Officer Nguyen explained that employment and gross receipts data were derived from the Business License Database, where businesses self-report their employee count and gross receipts. He added that business surveys are conducted following each program's launch to also identify impacts.

Council Member Bonilla proposed that the statement "two million dollars in ARPA funds for Economic Recovery generated 2,700 local jobs" be included, with an acknowledgment of potential external factors.

Economic Development Consultant Ralston addressed Council Member Bonilla's question about the multiplier effect. She explained that the 6x multiplier, often cited by the California Association for Local Economic Development (CALED) and the National Main Street Association, reflects how a dollar spent locally typically recirculates six times before being spent outside the community.

Council Member Andrews expressed interest in transitioning the "Hire Hayward" initiative to another entity for permanent operation and suggested continuing the "Hashtag Hayward" program with support from external partners. She asked about plans for "Hire Hayward," job fairs, and the \$100,000 grant approved by the Council. She also inquired about collaboration with the East Bay Small Business Development Center (SBDC) to transfer certain responsibilities.

Economic Development Specialist Daniel Mao clarified that tuition assistance funds will support job fairs for one to two additional years and that social media training for businesses is part of the "Hashtag Hayward" grant program.

Council Member Andrews proposed creating a master class on social media for businesses ineligible for grants. Chief Economic Development Officer Nguyen noted that SBDC, led by Dr. Nancy Mangold, offers regular social media training, and all Hashtag Hayward program applicants can be provided with information on online training opportunities.

Council Member Andrews advocated for exploring a pop-up model for street vendors and new concepts. She stated that the city should examine city-owned properties, such as the movie theater, for potential use. Chief Economic Development Officer Nguyen added that exploring pop-ups is a Strategic Roadmap project, which is currently focused on research, not implementation.

Council Member Andrews suggested developing a cost guide for opening a restaurant. Chief Economic Development Officer Nguyen stated that the City's business concierge program helps businesses navigate the permitting process and proposed simplifying information to enhance accessibility.

Council Member Andrews recommended studying downtown revitalization efforts in Carson City, Buena Park, Palmdale, and Lancaster for insights into enhancing Hayward's downtown area.

Mayor Salinas commended the Economic Development team for their accomplishments. He emphasized shifting focus from permitting and opening businesses to retention and attraction strategies.

Chief Economic Development Officer Nguyen highlighted improvements over the past five to eight years, including an updated online permit process with FAQs and a shift toward a customer-focused culture across all departments. He noted that Hayward's Economic Development team provides technically robust assistance compared to other cities' economic development programs, which are primarily focused on general marketing.

Mayor Salinas encouraged examining opportunities to utilize the movie theater and fill vacant spots. He requested a comprehensive data presentation on economic progress, including the financial impact of students on the local economy.

3. Future Meeting Topics

Council Member Andrews provided a list of properties she would like an update on for the Development Services Activities Update.

COMMITTEE MEMBER/ STAFF ANNOUNCEMENTS AND REFERRALS

Council Member Andrews expressed gratitude to Todd Falduti of Southland Mall for hosting the Bay Philharmonic at Southland Mall. She noted that the Bay Philharmonic will perform two shows at Chabot College: December 14th at 7:00 PM and December 15th at 3:00 PM.

Council Member Andrews announced that she and Council Member Roche are collaborating with the Asian Art Museum, 82 All Night, Downtown Hayward Improvement Association (DHIA), Sector 19 Craft Pizzeria, and 12 KST to organize a K-Wave Pop-Up event inspired by the Netflix show Squid Game. The event will feature music, games, and a pop-up store on December 15th from 12:00 PM to 8:00 PM.

Chief Economic Development Officer Paul Nguyen announced that a ribbon-cutting ceremony for Old City Roastery (nuts and spices) was held on November 14th. He highlighted that the business filled a long-running vacancy on Foothill Blvd and sells "Dubai Chocolates", which are a viral social media trend.

Chief Economic Development Officer Nguyen also shared that Paris Baguette opened in SoHay. He emphasized that it is the largest Paris Baguette location in the chain. He stated the owners designed the store as a community gathering space. Economic Development Specialist Daniel Mao added that many of the employees, including the Master Baker, are from Hayward.

Chief Economic Development Officer Nguyen showcased the 13 ribbon-cutting ceremonies held throughout 2024, underscoring the team's continued efforts to support local businesses.

Finally, Chief Economic Development Officer Nguyen announced that the Development Pipeline brochure has been printed and is now available on the City's webpage.

ADJOURNMENT: The meeting was adjourned at 6:14 p.m.