



DATE: September 27, 2016
TO: Mayor and City Council
FROM: City Manager

SUBJECT

Adoption of a Resolution Changing the Composition of the Council Economic Development Committee

RECOMMENDATION

That the Council adopts the attached resolution, amending the composition of the Council Economic Development Committee.

BACKGROUND

As part of the Board and Commission recruitment process this spring, staff recommended several changes to the role, purpose and composition of some of the Council's appointed bodies as well as the Council committees. Staff has been reviewing this issue further and is bringing forward review of the composition of the Council Economic Development Committee (CEDC) as the first follow up action from that process. In addition, staff is evaluating the scope and mission of the City's Personnel Commission and will be returning sometime in October for further discussion of that issue.

As background, the CEDC oversees the economic development activities and initiatives of the City. It provides Councilmembers the ability to have a more in-depth look at these activities and to provide staff with direction and feedback. Several years ago, the Council added four members of the public/local business community to the committee's membership with the idea of utilizing their expertise and experience as a member of the Hayward business community to help drive economic development action and initiatives in the City.

DISCUSSION

Staff recommends eliminating the public member seats on the Council Economic Development Committee. Historically, following the addition of public members, active public membership has not always occurred. Furthermore, what has happened more often than not, some public members have utilized their memberships to further their own professional agenda, rather than actually contribute to the direction and mission of the City's overall economic development activities. In recent years, the Council has moved away from public members of the Council Standing Committees. Taking this action would move the Committee

structure back into better alignment with the original intent and purpose of the Council Standing Committees.

Additionally, staff recommends designing the CEDC meeting agendas to include a presentation from an outside speaker to provide an update on any number of economic development related aspects such as presentations from the development community, Southland Mall, or other representatives with an expertise in commercial and industrial markets.

The CEDC currently has two of four public member seats filled. Staff recommends at this time not filling the vacant terms and allowing the remaining public members to participate on the committee until the balance of their term has expired. Following the expiration of the last public member seats, membership of this committee will consist of three Councilmembers.

FISCAL IMPACT

These changes would not have any discernable fiscal impacts.

NEXT STEPS

If the Council adopts the ordinance and resolution, staff would take the appropriate administrative actions to implement the changes. Staff will have further discussions regarding the scope and purpose of the City's Personnel Commission and will bring that back to the Council later this fall.

Prepared and Recommended by: John Stefanski, Management Analyst

Approved by:



Kelly McAdoo, City Manager