



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – November 7, 2016

CALL TO ORDER: Mayor Halliday called the Regular meeting to order at 4:02 p.m.

ATTENDANCE:

Committee Member	Present 11/7/16	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Michael Ly		2	1	2	1
Didacus-Jeff Joseph Ramos	✓	3	0	3	0
Mayor Halliday (Chair)	✓	3	0	3	0
Council Member Márquez	✓	3	0	3	0
Council Member Mendall	✓	3	0	3	0

OTHERS IN ATTENDANCE:

David Rizk, Director of Development Services; Sean Reinhart, Director of Library and Community Services; Micah Hinkle, Economic Development Manager; Paul Nguyen, Economic Development Specialist; Ramona Thomas, Economic Development Specialist; Kim Huggett, President and CEO, Hayward Chamber of Commerce; Suzanne Philis, Senior Secretary

PUBLIC COMMENTS

Hayward Chamber of Commerce President and CEO Kim Huggett reported on the visit to Sister City Funabashi, Japan, noting that at the Economic Forum, with Chamber representatives from both countries, products made in Hayward were presented to the host. He said by reaching out to the U.S. Embassy, he was able to reach a representative from the U.S. Department of Agriculture, in charge of imports into Japan, and arrange for a presentation. Mayor Halliday commented that it was a great event and the presentation on doing business in Japan was very interesting.

Director Reinhart announced the Topping Out Ceremony for the new main library happening that Thursday at 3:30pm at the construction site.

1. APPROVAL OF MINUTES OF SPECIAL MEETING OCT. 3, 2016

A motion to approve minutes made by Council Member Mendall with a second by Council Member

Márquez. Minutes from the October 3, 2016 Special Meeting were unanimously approved with Member Ly absent.

2. SALES TAX REVENUE GENERATORS UPDATED

Economic Development Manager Hinkle introduced Doug Jensen, the Vice President of Client Service for MuniServices who gave the presentation.

Members asked questions for clarification throughout the presentation and discussed the information presented in relation to upcoming and potential development projects. Council Member Mendall was impressed with the variety of sales tax revenues generated in Hayward and encouraged efforts to pursue collecting taxes from online sales as that demand continued to grow. Mr. Jensen estimated \$1-2 million would be distributed back to Hayward if the Tax Parity for Main Street Act was approved by Congress.

Members also discussed potential revenues if recreational marijuana use was approved by voters as well as potential problems that might arise.

3. FUTURE AGENDA ITEMS

Council Member Márquez asked when staff would be reporting back on the Pop-Up Program and Manager Hinkle said the program just launched. Specialist Thomas noted a meeting had already been held with property owners. Council Member Márquez asked if a fact sheet was coming and Manager Hinkle said yes, but first staff was focusing on identifying potential locations.

Council Member Mendall asked why the effectiveness of concept meetings was on the list and Manager Hinkle said although the CEDC had reviewed several conceptual projects, those projects had been more successful based on the feedback. Manager Hinkle confirmed Development Services would be presenting current and upcoming projects at the December CEDC meeting.

Mayor Halliday asked if Rouse Properties would be presenting updates to Southland Mall and Manager Hinkle said maybe next year.

Member Ramos requested the CEDC meet at the new Maker Space and Manager Hinkle said staff would make arrangements for a meeting in 2017.

Member Ramos also asked for a report on the impact of minimum wage increases and staff indicated it would take at least 6 to 8 months for data to be available.

Manager Hinkle said staff may provide a report in December on the impact of the Business Concierge Program on development and Council Member Mendall pointed out several projects reviewed by the Committee were currently under construction.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Specialist Nguyen spoke about Manufacturing Day events on Nov. 3rd when Hayward, Castro Valley and San Leandro high school students toured local businesses including Hayward's Plastikon, Inland Metals, and Megebots. He explained that Megabots was an entertainment company that built

fighting robots large enough to hold two men and that owners had challenged a Japanese company to a fight in Dubai. Members requested a link to promotional videos be sent. Specialist Nguyen noted Megabots was an open Concierge case with a demonstration planned for 2017 and a third quarter event in Hayward. Council Member Márquez requested more notice for events like Manufacturing Day noting she received the invite on Monday for the Thursday event. Specialist Nguyen noted that invites go out weeks ahead for staff-organized events.

Specialist Thomas said she attended the ICSC Idea Exchange in Oakland on Nov. 4th where a panel discussed retail developments. A representative from Panera indicated a move toward automated ordering to save on employee costs and the increased revenues from a drive-thru, she said. Council Member Mendall said he would approve an exception to zoning regulations to allow a Panera drive-thru in Hayward because it was a healthy alternative to fast food.

Mayor Halliday mentioned she attended an East Bay Economic Alliance committee meeting where a presentation and panel discussion was given on three successful start-ups. She asked staff to find out if Hayward's tax on gross receipts included income from grants. Staff said they would have to find out.

Mayor Halliday commented that Hayward needed more creative spaces in the Industrial Crescent including developments with campus-like settings and that Council should be promoting that use. Specialist Nguyen responded that staff would be looking at place-making elements when revising the industrial zoning regulations. He noted that feedback from tech businesses was that Hayward was great for value prospect, but we needed more interesting spaces and food options to attract and retain talent.

Member Ramos suggested staff look at A Street for possible locations, but Manager Hinkle pointed out that most of those parcels were in the County. He noted that upcoming marketing materials would focus on quality of life amenities already here.

Mayor Halliday reminded everyone about Light Up the Season on Saturday, December 3rd.

ADJOURNMENT: The meeting was adjourned at 5:17 p.m.