



## COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

### MEETING MINUTES – October 7, 2024

**CALL TO ORDER:** Mayor Salinas called the regular meeting to order at 5:05 p.m.

**ATTENDANCE: (September 2024-July 2025)**

Meeting Attendees	Present 10/7/24	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Salinas	✓	2	0	2	0
Council Member Andrews	✓	2	0	2	0
Council Member Bonilla		1	1	1	1

**OTHERS IN ATTENDANCE:**

Dustin Claussen, Interim City Manager; Regina Youngblood, Assistant City Manager; Paul Nguyen, Chief Economic Development Officer; Daniel Mao, Economic Development Specialist; Javier Castro, Community Programs Specialist; Mitra Rodgers, Public Policy Manger, Amazon Web Services; Kalie Davis, External Affairs Manager, Amazon Web Services; Vanessa Russell, Founder, Love Never Fails

**PUBLIC COMMENTS**

There were none.

**1. APPROVAL OF MINUTES OF SPECIAL MEETING September 5, 2024**

A motion to approve the minutes from September 5, 2024, Special Meeting was made by Council Member Andrews and seconded by Mayor Salinas. The minutes were approved.

**2. Introduction to Amazon Web Services (AWS) InCommunities Program and Hayward Fund Grant program (Oral Repot Only)**

Chief Economic Development Officer Paul Nguyen introduced Mitra Rodgers, Public Policy Manger, Amazon Web Services and Kalie Davis, External Affairs Manager, Amazon Web Services who provided a presentation of the Hayward Community Grant Fund. This included an overview of the 2023 awardees and announcement of the 2024 application round. . Kalie Davis introduced Vanessa Russell, Love Never Fails Founder then provided a presentation on the impact of the grant on the organization.

Council Member Andrews asked for clarification on the grant amount per recipient. Ms. Davis

answered all the organizations were nonprofits with a huge community impact here in Hayward and each grantee received \$10,000, totaling to \$100,000.

Mayor Salinas asked what the financial criteria is to earn a grant. Ms. Davis stated there are no financial requirement to earn a grant. Ms. Davis added individuals who interested in launching a project in the community can start with the ChangeX website. The website provides guidance on eligible programs and includes examples of proven concepts from other communities. She added that individuals or organizations that are for-profit are only eligible to receive a grant up to \$5,000. Registered nonprofits are eligible to receive a \$10,000 grant.

Ms. Russell stated this grant was one of the easiest to apply to and there was no stringent reporting requirement, which made it low barrier. Ms. Russell added she is willing to speak to potential applicants on her experience and guide them through the process.

Council Member Andrews asked which other cities AWS offered the ChangeX program. Ms. Davis stated that in California, AWS offers programs in Hayward and Gilroy. She also stated that they have a program in Oregon.

Council Member Andrews asked how a list of potential grantees could be sent over to AWS. Chief Economic Development Officer Ngueyn stated that it will be shared with Community Media and Relations team to post on city newsletter and social channels. He added that the Community Services Division shall also share it to their nonprofit contacts.

Mayor Salinas stated that many companies come to Hayward stating they want to be active in community engagement, but AWS has the strongest game and are practicing what they preach.

### **3. Hayward Upward Economic Recover Plan Update: Hashtag Hayward Program**

Chief Economic Development Officer Paul Nguyen introduced Economic Development Specialist Daniel Mao, who then gave the presentation.

Council Member Andrews asked about the use of window coverings that obscured store interiors and if that effects the look of being open. Economic Development Specialist Mao stated the window covers are see through. He added that in the case of Aama's Kitchen, the graphics only cover the kitchen side.

Council Member Andrews asked if the Chamber of Commerce and/or the Downtown Hayward Improvement Association (DHIA) will continue this work. Chief Economic Development Officer Nguyen stated the Chamber of Commerce and the DHIA are supportive and reshare the grantees posts. He added neither expressed interest in replicating the program. He also stated that DHIA funds are typically only used on programs that benefit the entire district and not just a single business. Council Member Andrews asked if the Chamber of Commerce is willing to take it over. Chief Economic Development Officer Nguyen stated this would align with the Chamber's scope, but no conversations were held.

Mayor Salinas stated he believes the Chamber of Commerce does not have the expertise capacity to run this type of program. Chief Economic Development Officer Nguyen stated the model is set and it would be easy to continue the program but, the staff hours on this program are high. He added the required staff labor hours could be reduced now that the program has examples and past recipients to

look back on.

Council Member Andrews stated that she liked that the funds were spread around the city geographically. She suggested the next round be a focused on one street. Chief Economic Development Officer Nguyen stated that concentrated change in center or corridor is the intent on all the programs, but it is difficult if the businesses and property owners do not apply to the grant.

Council Member Andrews wanted clarification on the menu consultation aspect of the program. Economic Development Specialist Mao stated the menu consultation services include social media influencers providing restaurants with independent and expert advice on plating, new menu item ideas as well as feedback on the food quality and customer service experiences.

Chief Economic Development Officer Nguyen stated there are important secondary impacts of the program. He noted that social influencers from grantees also generated content for Hayward restaurants not a part of the program. Additionally, other influencers were also drawn to Hayward due to recreate the experience for their followers. This phenomenon generated more positive content for the city.

Council Member Andrews asked for the next round of funding if the business wanted to create an exterior facing would they get a higher chance of getting the grant. Chief Economic Development Officer Nguyen stated that in the next round of rankings exterior improvements could be prioritized.

#### **4. FUTURE MEETING TOPICS**

There were none.

#### **COMMITTEE MEMBER/ STAFF ANNOUNCEMENTS AND REFERRALS**

Council Member Andrews stated there will be a "Squid Game" event at Sector 19, the family entertainment center, in partnership with DHIA, 82 All Night, and Council Member Roche on December 8<sup>th</sup> from 12 to 8 pm.

Chief Economic Development Officer Nguyen announced Osorio Training Center is open for business at 22500 Foothill Blvd. He added they intend to have live fight events in the future.

Chief Economic Development Officer Nguyen announced Sprouts Farmers Market is open at 26207 Mission Blvd. He added Sprouts Farmers Market Corporate stated this is the largest attended grand opening they held with over 650 customers lined up before 7 am.

Chief Economic Development Officer Nguyen announced In-N-Out Burger is open at 709 Harder Ave.

Chief Economic Development Officer Nguyen stated that Paris Baguette will be coming to 29213 Mission Blvd. He added it will be the second food user in SoHay.

Chief Economic Development Officer Nguyen stated Economic Development staff created and distributed new Business Resource Guide magnets to the business in Downtown Hayward as part of the 100-Day Downtown Action Plan initiative.

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**ADJOURNMENT:** The meeting was adjourned at 5:54 p.m.