

# Council Economic Development Committee



April 29, 2024



## How to Provide Public Comments

The Council Economic Development Committee is accepting public comments prior to the meeting via email or during the meeting via the Zoom link or Zoom dial-in information listed on the published agenda.

If you are making your comments during the meeting please note:

- Click the “Raise Hand” button to request to speak when the Staff Liaison calls for public comments on an eligible agenda item. You will be permitted to speak during your turn and muted after the allotted time (3 minutes).
- When joining by phone, click \*9 to raise a hand to speak. Press \*6 to unmute. We kindly request speakers to mute or turn down the meeting video when it is their opportunity to speak as it may cause interference with the speaker system.
- Use headphones/mic for better sound quality and less background noise
- Decorum: Please be mindful that virtual meetings are public and will be recorded. All meeting rules of procedure and decorum, including speaker time limits, will apply. The Staff Liaison, via the host, may remove individuals for persistent disruption or any conduct or statements that threaten the safety of any person(s) at the meeting.

Approval of Minutes from March 4, 2024  
Regular Meeting

# Review Draft of Cinema Place Economic Analysis Scope of Work

# Downtown Action Plan Working Group (Oral Report)

# Downtown Action Plan Working Group

PRESENTED ON

April 29, 2024

# Background

- Referral from Council Member Andrews and Council Member Roche
- Task Force formed to address Downtown and Foothill Blvd.
- Focus on physical improvements implementable in the near term



# Working Group Members Department & Positions

## **City Manager's Office**

- Dustin Claussen - Assistant City Manager
- Regina Youngblood - Assistant City Manager
- Chuck Finnie - Communications & Marketing Officer
- Paul Nguyen - Chief Economic Development Officer
- Amber Green - Economic Development Specialist
- Javier Castro - Community Programs Specialist

## **Hayward Police Department**

- Bryan Matthews - Chief of Police
- Heather Linteo - Lieutenant

## **Public Works**

- Byron Tang - Senior Transportation Engineer
- Lucas Woodward - Senior Transportation Engineer

## **Maintenance Services Department**

- Rodney Affonso Jr. - Deputy Director of Maintenance Services

## **Development Services Department**

- Sara Buizer - Director of Development Services
- Phillip Nichols - Code Enforcement Manager

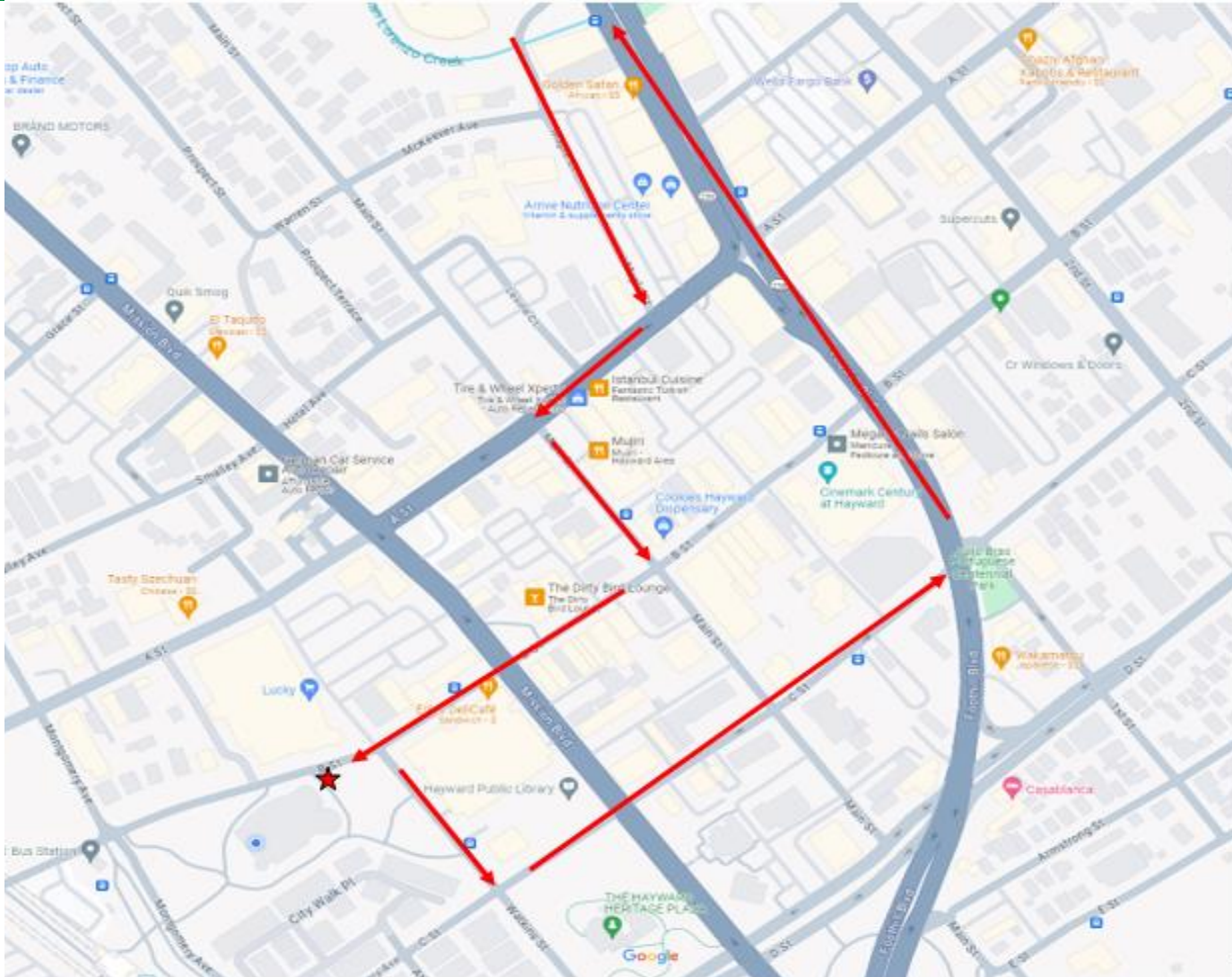
## **Library Services**

- Melissa Burkley - Management Analyst I

**Downtown Hayward Improvement Association (DHIA) – To be engaged**



# Walking Tour & Potential Projects



- Highly Visible Crosswalks/Restripe
- Planter Boxes
- Way Finding Signs
- Murals
- Painted Bulb-Outs
- Traffic Speed Trailers
- Enhanced Code Enforcement on Vacant Property & Signage
- Enhanced Sidewalk Cleaning & Street Maintenance
- Activation of Old City Hall frontage

# Next Steps

## Underway

- Compile Projects/Action Plan
- Department Due Dates
- Solidify Start Date to Begin Sprint

## Future

- Report back to CEDC



DOWNTOWN HAYWARD



## Future Meeting Topics as of April 29, 2024



**Council Economic Development Committee  
Future Meeting Topics as of April 29, 2024**

<b>RESPONSIBLE STAFF</b>	<b>FUTURE MEETING AGENDA ITEMS</b>	<b>PRESENTATION DATE*</b>
Economic Development	Hayward Upward Economic Recovery Program Updates	Standing Item
Economic Development	Downtown/Foothill Action Plan Update	To be scheduled
Economic Development	Introduction to East Bay Small Business Development Center's Small Business Finance Assistance Programs	June 2024
Community and Media Relations	Update on Community and Media Relations Division	To be Scheduled

\*Subject to change

**\*Note: Next Regular CEDC Meeting will be June 3<sup>rd</sup>**

## Committee Member/ Staff Announcements and Referrals

# Committee Member/ Staff Announcements and Referrals



**Khao Hom**  
**22545 Foothill Blvd**

# Committee Member/ Staff Announcements and Referrals



Alma's Creations  
925 B St.

# Committee Member/ Staff Announcements and Referrals



UPJ CLUB

biggest tech event  
in Hayward

The Smith Center  
FOR PRIVATE ENTERPRISE STUDIES

**INNOVATION  
FESTIVAL**

collaboration with City of Hayward

**01** 2:00 PM  
**MAY** 8:30 PM

SPONSORS

NUMARC REAL ESTATE SERVICES

TMC COMMUNITY CAPITAL

FOUNDER INSTITUTE  
SUSTAINING REGIONAL VALUE

RSVP NOW!



UPJ CLUB

**INNOVATION  
FESTIVAL**

EVENT

collaboration with City of Hayward

**RUNDOWN**

**MAY 01, WED**  
2:00 PM - 9:00 PM

**CORE & UNIVERSITY  
UNION**  
CAL STATE EAST BAY UNIVERSITY

2:00 PM	Startup Exhibitions	CORE ENTREPRENEURSHIP HUB
3:00 PM	Fireside Chats	CORE 3RD FLOOR
5:10 PM	Lightning Pitches	UNIVERSITY UNION
5:20 PM	Opening Remarks	UNIVERSITY UNION
5:40 PM	Keynote Panel	UNIVERSITY UNION
6:30 PM	Pitches	UNIVERSITY UNION
8:00 PM	Winners Announcement	UNIVERSITY UNION
8:30 PM	Closing Reception	UNIVERSITY UNION

<https://www.csueastbay.edu/innovationfestival2024>



Adjournment