



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – April 29, 2024

CALL TO ORDER: Council Member Andrews called the special meeting to order at 5:32 p.m.

ATTENDANCE: (October 2023-July 2024)

Meeting Attendees	Present 4/29/24	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Salinas	✓	6	0	6	0
Council Member Andrews	✓	5	1	5	1
Council Member Bonilla	✓	6	0	6	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Paul Nguyen, Chief Economic Development Officer; Daniel Mao, Economic Development Specialist; Amber Green, Economic Development Specialist; Phillip Nichols, Code Enforcement Manager; Sara Buizer, Director of Development Services; Chuck Finnie, Communications & Marketing Officer; Melissa Burkley, Management Analyst I; Byron Tang, Senior Transportation Engineer; Hugh Louch, Deputy Director of Public Works; Javier Castro, Community Programs Specialist; Mary (Online Attendee)

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES OF REGULAR MEETING March 4, 2024

A motion to approve the minutes from March 4, 2024, Regular Meeting was made by Council Member Bonilla and seconded by Council Member Andrews.

3. Downtown Action Plan Working Group (Oral Update)

The Committee elected to move up agenda item number three before item number two due to Mayor Salinas arriving late.

City Manager Kelly McAdoo provided the presentation to the committee.

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Council Member Bonilla asked who is leading this working group. City Manager McAdoo stated Chief Economic Development Officer Paul Nguyen is facilitating the meetings with support from department directors.

Council Member Bonilla asked if Council Members will see the action plan before the work begins. Chief Economic Development Officer Nguyen stated that staff will provide a short memo to Council Members.

Council Member Bonilla asked about the status of the old City Hall Building. City Manager McAdoo stated the old City Hall sits on the Hayward fault line, which makes some things difficult. She added the building is a historical building so plans can include keeping the façade of the building and building behind the old City Hall. She stated that the City has other property we should prioritize for redevelopment.

Council Member Bonilla thanked City Manager McAdoo.

Council Member Andrews thanked staff for being part of the working group.

Council Member Andrews stated if the Downtown Hayward Improvement Association (DHIA) can be consistent with their programming, and they are great at supporting downtown events. Development Services Director Sara Buizer, who serves as a Board Member of DHIA, asked for Council Member Andrews to clarify what type of Programming. Director Buizer clarified that DHIA does not do community events and the DHIA has a third-party contract with District Works, who provides the sidewalk cleaning of Downtown. She added that DHIA has only been fiscal sponsors to events.

Council Member Andrews stated if DHIA is planning to provide events in the future, a calendar of events would be useful. Development Services Director Buizer stated when a special events permit comes to the City, staff informs the City Clerk and the Community & Media Relations Team to relay the message citywide.

Council Member Andrews stated the playground across Heritage Plaza was well used. She added that a splash pad or play structure would be options to replace the water fountain in front of City Hall.

Council Member Andrews suggested creating designated spaces for third party delivery drivers to park on B street, and the new food hall on A street.

Council Member Andrews asked how the Downtown Action Plan Working Group correlates with the Lean Innovation Working Group. Economic Development Specialist Daniel Mao stated the Downtown Action Plan Working Group is a product of the Lean Innovation Working Group.

Council Member Andrews reiterated the old City Hall needs to have something done to activate it.

2. Review Draft of Cinema Place Economic Analysis Scope of Work

City Manager McAdoo provided the presentation to the committee.

Council Member Andrews asked how many movie screens were operating at Cinema Place. She stated that the analysis should explore the potential for developers to take half the number of screens for

other uses. She added that she wanted the analysis to identify what other uses would be complementary to existing uses in the Downtown.

City Manager McAdoo read aloud the last paragraph of the scope of work and stated it could be more explicit in asking if the current number of screens is the correct amount want would be the ideal number of screens. Council Member Andrews stated that a sports entertainment use would be a great addition.

Council Member Bonilla stated that the scope of work encompasses a broad range of topics.

Mayor Salinas stated there is no space in the City that is loaded with amenities for high level performing arts. City Manager McAdoo stated that large corporate-owned movie theaters were not performing well and that a smaller privately-owned theater might do better. She added that is why starting the analysis is important.

City Manager McAdoo reminded CEDC members that Cinemark still holds a lease for the theater space. Any event or alternative use in that leasehold area would need to be negotiated with Cinemark.

Mayor Salinas stated he wanted to set standards of the retail that are located on Cinema Place including lighting, aesthetics, and decorations. City Manager McAdoo stated the Council Economic Corporation could require tenants to meet uniformity requirements. However, she cautioned that the tenants would likely ask for funds to comply.

4. FUTURE MEETING TOPICS

Council Member Andrews questioned what is happening with the coffee space at the Downtown Library. Chief Economic Development Officer Nguyen stated that the city plans to put out an RFP for that space and the Stack Center.

Community & Media Relations Officer Chuck Finnie asked what type of information the CEDC would like for a future division update. Chief Economic Development Officer Nguyen stated Council Member Bonilla and Andrews wanted information on city branding city wide particularly in the industrial area.

The CEDC committee stated they would like to see the update on the branding of the City and how it is being utilized by the city organization and community.

COMMITTEE MEMBER/ STAFF ANNOUNCEMENTS AND REFERRALS

Economic Development Specialist Mao announced that a new restaurant called Khao Hom is conducting their soft opening. Located on Foothill Boulevard in the former Siam Palace space, this restaurant features a modern Thai Fusion menu and a fully renovated the space.

Council Member Andrews announced Tea Villa in SoHay is in its soft opening.

Economic Development Specialist Amber Green announced Alma's Creations new sign was installed at her new location on B street.

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Chief Economic Development Officer Nguyen announced the Innovation Festival at Cal State East Bay was occurring on May 1. The inaugural event is described as the largest tech event in Hayward.

Chief Economic Development Officer Nguyen announced the Economic Development team won two awards from the California Association for Local Economic Development. The first award was for the Together for Hayward Gift Card program, which positively impacted small businesses and incorporated economic equity and inclusion. The second award was for the Learn to Earn Tuition Assistance program. Staff will provide a more robust update on this program to CEDC later this year.

ADJOURNMENT: The meeting was adjourned at 6:23 p.m.