

Council Economic Development Committee



May 5, 2025

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 April 7, 2025
Regular Meeting

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Approval of Fiscal Year 2026 CEDC Regular Meeting Schedule

FY 2026 Regular Meeting Schedule

- ~~August 4, 2025 Canceled~~
- ~~September 1, 2025 Canceled~~
 - October 6, 2025
 - November 3, 2025
 - December 1, 2025
- ~~January 5, 2026 Canceled~~
 - February 2, 2026
 - March 2, 2026
 - April 6, 2026
 - May 4, 2026
 - June 1, 2026
- ~~July 6, 2026 Canceled~~

Update on Heritage Plaza Programming and Activation (Oral Report Only)

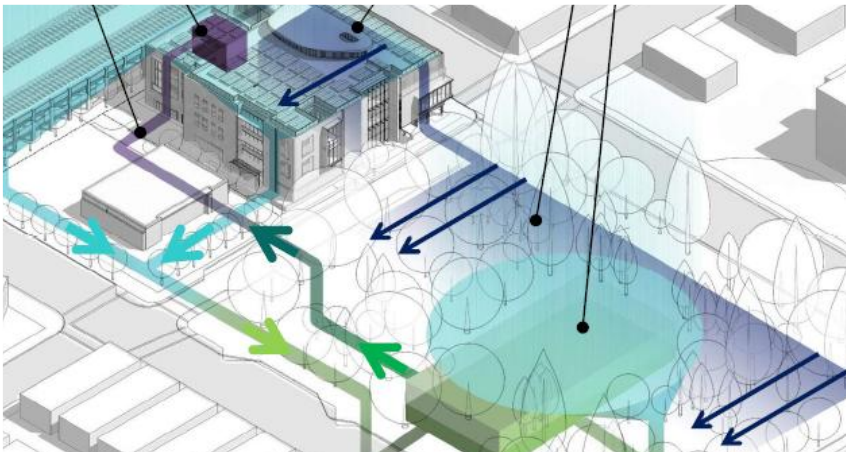


Update on the Heritage Plaza

May 5, 2025

Key Plaza Features

- Gathering & Family Spaces
- Arboretum Walk & Native Plants
- Rainwater Catchment System
- Heritage Elements
- No Restrooms



Key Plaza Features

- And now a new crosswalk linking the Plaza to the Library!



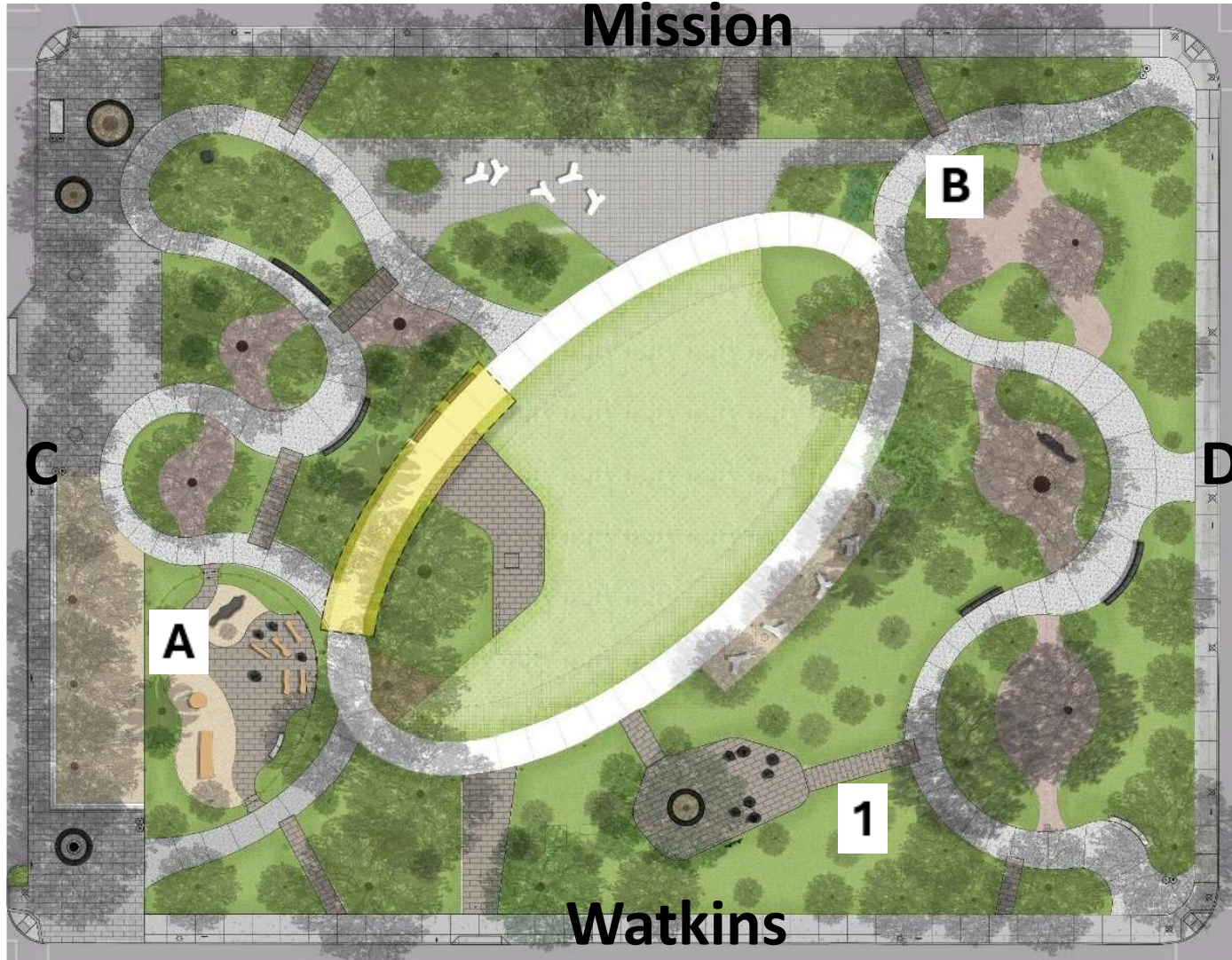
The plaza was inaugurated on July 17th, 2021



The event set the tone for family type of events at the park



Plaza Heritage Features



Completed

1. Japanese-American Internment Memorial

We illuminate this chapter in our nation's history so all generations may learn and work to keep all people free and treated with dignity.
*May we never forget what happened.
May we never allow history to repeat itself.*



Coming soon:

- A. Tribute to Local Indigenous Peoples
- B. Sign recognizing Russell City

Use of the Plaza – no public rental planned

- The Library is committed to 4 annual community events:

- Trunk or Treat (October - attendance 12,000+)

- Lit Hop (April - attendance at Plaza 200-300,

- Downtown events 150)

- SF Opera La Boheme at the Park (June 28th & 29th

- anticipated 300-400 each day)

- Lunch @ the Library Wrap (July 16th – anticipated 800-1,000)

- City Council Members have sponsored 2 annual events:

- Cinco de Mayo (now moved to B Street)

- Juneteenth

- Occasional smaller library programs

- (Plant swap, Storytimes, book sales etc.)

Library Events

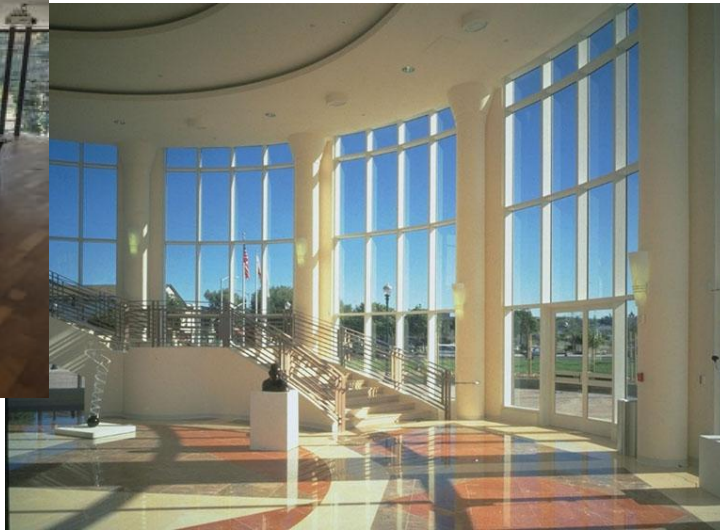


Upcoming City Council Member Sponsored event



Various other options for event spaces

- City Hall (indoor and outdoor spaces including the City Hall Plaza)
- Downtown Library Meeting rooms





Questions?

- Jayanti Addleman, Director of Library Services
Jayanti.Addleman@hayward-ca.gov

Future Meeting Topics as of May 5, 2025



**Council Economic Development Committee
Future Meeting Topics as of May 5, 2025**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
City Manager's Office/ Assistant City Manager	Update on Cinema Plaza	Standing Item
Economic Development	Retail Corridor Tour: Tennyson Road	June 2025
Economic Development	Update on Hashtag Hayward	Fall 2025
Economic Development	Strategic Roadmap Update: EP5 and EP6 Update on midsize cities revitalized downtowns and ordinances that may have adverse impacts on business	Fall 2025
Development Services/ Economic Development	Strategic Roadmap Update: EP7 Update on small businesses and popups in residential areas	TBD

*Subject to change and data availability

Committee Member/ Staff Announcements and Referrals



California Association for
Local Economic Development

2025 Awards of Excellence Program

Innovation in Digital Media

City of Hayward

**Hashtag Hayward: Harnessing Placemaking &
Digital Content Creation for Small Businesses**

Programs & Promotions

**City of Hayward, California State University East Bay,
Hayward Promise Neighborhood, Chabot College,
Friends of Chabot**

Learn to Earn and Hire Hayward Programs

Retail Roundup

Sourdough & Co.

Sandwiches • Soups • Salads

Grand Opening

Adjournment