



## COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

### MEETING MINUTES – November 4, 2019

**CALL TO ORDER:** Mayor Halliday called the Regular meeting to order at 4:05 p.m.

### ATTENDANCE (September 2019-July 2020):

Committee Member	Present 11/4/19	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Halliday (Chair)	✓	2	0	2	0
Council Member Mendall	✓	2	0	2	0
Council Member Salinas	✓	2	0	2	0

### OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Jennifer Ott, Deputy City Manager; Paul Nguyen, Economic Development Manager; Sara Buizer, Planning Manager; Catherine Ralston, Economic Development Specialist; Suzanne Philis, Senior Secretary; Kim Huggett, Chamber of Commerce; Paul Hodges, HARD

### PUBLIC COMMENTS

Hayward Chamber of Commerce President and CEO Kim Huggett distributed a list of November Chamber events and invited everyone to attend the announcement of the Businessperson, Educator, Firefighter and Police Officer of the Year at Playt restaurant on Nov. 12<sup>th</sup> from 5-7pm. He noted the Gala was scheduled for Feb. 8<sup>th</sup> and save the date notices would be going out soon.

#### 1. APPROVAL OF MINUTES OF REGULAR MEETING OCTOBER 7, 2019

A motion to approve minutes from the October 7, 2019 Regular Meeting was made by Council Member Salinas with a second by Council Member Mendall. The motion was approved.

#### 2. ECONOMIC DEVELOPMENT MARKETING PROGRAM NEEDS ASSESSMENT AND WORK PLAN

Economic Development Manager Nguyen gave the presentation which included work tasks and timelines for production.

Council Member Mendall had the following feedback:

- With the Census coming up next year, don't invest money on collecting duplicative data
- Agreed that Hayward photographic imagery needed to be updated
- Recommended not including photos of ED staff on marketing materials that would be handed out at trade shows
- Wanted the proposed biotech brochure to be produced sooner than shown on the timeline
- Wasn't opposed to a separate Economic Development website but preferred something modest in cost
- Make sure the updated Development Pipeline Brochure was online and frequently link other projects and documents to it
- Update the Development Pipeline Brochure annually or each time it's printed
- Said he trusted the team to figure out what new print marketing pieces were needed

Council Member Salinas had the following feedback:

- Pointed out that local agencies were following Hayward's lead in rebranding with an H logo
- Agreed that existing photographs needed to be updated noting photos of City Hall were dark and gloomy with big clouds. Suggested sunny, daytime photographs.
- Find a photographer with quality equipment so new images can be enlarged or sized as needed
- Agreed that staff should wait for Census data
- Suggested including a mention of St. Rose hospital and Firehouse Clinic in the biotech brochure to bolster the robust applied sciences already here
- Suggested emphasizing the amount of educational investment happening in Hayward, the number of students, and the "cultural proficiency" students received through the exposure to the diversity of Hayward
- Liked staff's suggestion to ask questions about what and why tech companies were coming to Hayward and why others were leaving
- Suggested utilizing blank spaces to post marketing messages highlighting the quality of life amenities in Hayward (noted he saw some great examples at the El Paso airport along the gateway corridor)
- Bring back the #HaywardUpward sighting guide
- Make the ED website interactive so businesses can imagine themselves in available buildings

Mayor Halliday had the following feedback:

- Agreed with using 2020 Census data but asked how long before it would be available (was told in approximately one year)
- Coordinate the work on the Discover Hayward brochure with efforts to complete the action item (A.3.6) in the Commitment for an Inclusive, Equitable and Compassionate Community (CIECC) regarding development of a "This is Hayward" toolkit/welcome package for new businesses and community members.
- Suggested creating a How Government Works handout for different educational levels but recognized that this task was not related to economic development marketing
- Agreed new imagery was needed and suggested including night lights, people and events

Chamber of Commerce President and CEO Kim Huggett said the City was lucky the Chamber was an active partner noting the small business workshops the Chamber helped organize and the Consul General luncheons that brought in government representatives from all over the world. He suggested including the Chamber in future marketing materials and the recently updated Business Directory with any handouts. He pointed out the beautiful photograph of the new Main Library on the cover of

the Directory and noted the positive feedback it had received.

### **3. ZONING CHANGE TO ALLOW TEMPORARY WINTER SHELTERS ON FAITH-BASED PROPERTIES**

Deputy City Manager Ott introduced the item noting the City was looking for quick, small scale temporary solutions to increase the number of shelter beds available this winter. She asked members if staff should move quickly to implement by January or spend more time on outreach. Planning Manager Buizer gave the presentation noting staff was looking at a program Fremont had implemented as a model.

Mayor Halliday asked for more information on the temporary nature of the shelters. Planning Manager Buizer explained that the permit would have condition that limited the long the shelter could exist, for example, six months of any calendar year, most likely winter months.

Mayor Halliday asked how the shelter at the South Hayward Parish had operated. Planning Manager Buizer said under ancillary activities for a religious facility it may have been approved in the original permit for the facility. City Manager McAdoo said the shelter only operated a small number of rainy or very cold nights (9-15) per year and that's why staff was looking for other solutions.

Planning Manager Buizer said under the Mission Boulevard Form-based Code, certain provisions under that geographic boundary allowed shelters as well in the industrial sector on City-owned land, but those were the only areas of the City by-right.

Council Member Salinas supported the idea but wondered how many churches would take the initiative to create shelters rather than rely on the City to take the lead. He mentioned a California Association for Local Economic Development conference session he attended where Police Chiefs from Sunnyvale, Cupertino and Mtn. View approached Google to install a huge tent on one of their parking lots for 6 months so rather than taking people to jail, officers could take them to the tent. Council Member Salinas said he really like the idea of temporary shelters, but everyone would expect the City to do it. He suggested erecting a tent on Mission on one of the empty car lots.

Deputy City Manager Ott said the City now had funds to add another portable to the Navigation Center creating 15-20 more beds, which, when operating at full capacity, would graduate seven people to permanent housing per month. She noted there were approximately 500 homeless in Hayward right now, but overtime, the Center would make an impact.

Council Member Mendall asked what generated the proposal. Deputy City Manager Ott said Council asked the Housing Division to create a work plan on how the City could remove barriers to development and incentivize housing.

Council Member Mendall asked if any churches had approached the City to provide shelter space and Planning Manager Buizer said yes, but the facilities had all been located on sites with residential zoning. Council Member Mendall questioned why beds couldn't be approved as a conforming, temporary, ancillary use. Planning Manager Buizer said it depended on where on the facility they wanted to put the beds and whether the occupancy for that space may not support the use and meet basic life safety requirements. She said to meet those requirements each facility

would have to go through some permit process.

Council Member Mendall said he would support the Planning Manager issuing guidelines for shelter space requirements. If it was possible for facilities to meet those guidelines and be ready to have the permit issued, that was something he could support doing quickly.

City Manager McAdoo said Council would need to approve the fee waiver piece. Council Member Mendall asked how much the permit would be and was told about \$200, similar to a Zoning Conformance permit. He supported waiving the fee administratively and not bringing the question to Council which then might extend the conversation. Council Member Mendall recommended creating a simple process this year and then if a lot of facilities participate, codify the program next year.

Deputy City Manager Ott suggested using Fremont's guidelines along with the Development Services Director's approval as an ancillary use and Planning Manager Buizer said staff could explore that option. Council Member Mendall said if it was more complicated than that then they should wait.

Mayor Halliday suggested introducing it as a pilot program this year with an informational item to Council when program guidelines and policies were ready so people could raise questions if they had them. Council Member Mendall pointed out the City had already declared a housing emergency. Mayor Halliday suggested a pilot program for the winter and formalize for the summer.

Mayor Halliday questioned the number of beds that would be allowed and Planning Manager Buizer said nine was the magic number because more than that triggered building code requirements. Mayor Halliday said nine or fewer would have less impact to neighborhoods and the agreement should include language that addressed what would happen if any complaints were received. Deputy City Manager Ott said she would check with the City Attorney's Office if there was enough latitude in the ancillary use provision.

Mr. Huggett said just today the First Presbyterian Church of Hayward started work on seven tiny homes off Grove Street in partnership with South Hayward Parish and La Familia. He said their long-term project was to tear down the church and Trader Joe's to build a sanctuary on the bottom floor and give the air rights to Eden Housing for affordable housing.

Members expressed concern that the Trader Joe's would close but Planning Manager Buizer reassured them that the store would remain operational.

Mayor Halliday mentioned some churches were allowing overnight parking in their lots and Deputy City Manager Ott said staff was talking about that as another possibility.

#### **4. UPDATE OF 2020 EAST BAY INNOVATION AWARD HAYWARD NOMINEES**

Economic Development Manager Nguyen said the East Bay Innovation Awards were administered by the East Bay Economic Development Alliance and presented information on the 11 different Hayward businesses nominated for awards this year.

Council Member Salinas said he recently came across a huge monitor in the front window of a San

Francisco business that had cameras set up to live stream the street scene from Shanghai and vice versa. He thought it was cool way to see the economic development activity going on in both places.

Economic Development Manager Nguyen mentioned that OnQ Solutions (a Hayward business that designed custom retail displays for Apple and Google Nest) recently invited him to their annual TED Talk that takes place at the facility on Clawiter. He said it was a huge event that brought CEOs of retail companies from all over the nation (everyone expressed interest in going).

The Innovation Awards will be presented at the Fox Theater in Oakland on March 26, 2020, he said. Mayor Halliday commented that it was really exciting to see a business in your City win an award. Staff acknowledged and Deputy City Manager Ott thanked Manager Nguyen for his team's work nominating businesses and submitting applications.

## **5. FUTURE MEETING TOPICS AS OF NOVEMBER 4, 2019**

Council Member Salinas said Hayward companies were doing really futuristic work and suggested inviting five science-based companies to do a big show n' tell for kids, families and students at a one-night event in the rotunda.

Mr. Huggett announced an Emerging Biomedical Sectors in the East Bay workshop on Tuesday, Dec. 3<sup>rd</sup> in Council Chambers from 10am-noon that would feature representatives from Baxter International, RefleXion Medical and Lonza Biologics as well as Dr. Gregory Theyel of the Biomedical Manufacturing Network to detail the stunning growth of health science companies in the East Bay.

Council Member Mendall asked if minimum wage would be coming back to the CEDC. Deputy City Manager Ott said that might be a good idea because staff was getting a lot of feedback from community and business members. Manager Nguyen added that Economic Development staff was going to 12 different meetings in the next month to discuss minimum wage and receive feedback.

Mr. Huggett said he appreciated ED staff coming to his recent Government Relations Board meeting which had owners of all different sized businesses.

Deputy City Manager Ott said the feedback had been consistent and staff will evaluate bringing the item back.

## **COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS**

Mayor Halliday said the South Hayward Governance Group met that morning to discuss the layout of the new Family Center and industrial design was discussed. City Manager McAdoo explained that one idea was to leverage products from local industrial companies to create not just public art but integrate elements into the building design.

Council Member Mendall said it might be a sponsorship opportunity for local businesses.

**ADJOURNMENT:** The meeting was adjourned at 5:33 p.m.