

Council Economic Development Committee



September 22, 2022



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 June 23, 2022
Regular Meeting

Approval of FY22-23 Regular Meeting Schedule



**COUNCIL ECONOMIC DEVELOPMENT COMMITTEE
2022-2023 MEETING SCHEDULE**

Meeting Location: CITY HALL
2ND FLOOR, CONFERENCE ROOM 2A
777 B STREET
HAYWARD, CALIFORNIA
(Meetings held remotely until further notice)

Meeting Time: 5:00-6:30 P. M.

Meeting Dates: The Council Economic Development Committee meets on the fourth Thursday of each month except where noted otherwise.

September 22, 2022

October 27, 2022

~~November 24, 2022~~ Cancelled

~~December 22, 2022~~ Cancelled

January 26, 2023

February 23, 2023

March 23, 2023

April 27, 2023

May 25, 2023

June 22, 2023

July 27, 2023

Strategic Roadmap Priority: Update to Alcoholic Beverage Ordinance

Council Economic Development Committee Meeting
September 22, 2022
Steve Kowalski, Associate Planner



Project Background

- *"Grow the Economy"* adopted as one of six strategic priorities in FY 2021-23 Strategic Roadmap
- *"Invest in programs that support Hayward business and workers"* included as one of five projects identified under *"Grow the Economy"* Priority
- *"Revise the alcohol use regulations to support existing and encourage more full-service restaurants"* included as one of these programs
- Multi-disciplinary team with staff from Planning Division, Police Department and Economic Development Division begins work on project in early 2022
- Public outreach efforts kick off in April

Outreach Efforts



- ✓ Interviews with Chamber of Commerce president and Downtown Hayward Improvement Association manager
- ✓ Flyer distributed to all 1,200 Chamber members
- ✓ Interviews with owners of several popular local eating/drinking establishments
- ✓ Interviews with owners of two successful East Bay microbreweries
- ✓ Email sent to 110 local restaurant owners having business licenses with the City
- ✓ Article published in July issue of The Stack
- ✓ Stack Extra article also published in July

Ideas for Possible Regulatory Changes

1. Relax or eliminate current requirement that full-service restaurants maintain at least 60% of gross revenues from food sales.
2. Amend definition of “full-service restaurant” to allow partnerships where one entity owns the alcohol sales component of an establishment and another owns the food sales component to qualify.
3. Allow freestanding kitchens (e.g., Arthur Mac’s shipping container kitchen) built on same premises as an alcoholic sales establishment, but operated by a separate food service provider, to qualify establishment as a full-service restaurant.
4. Change hours when discount pricing for alcohol is allowed to start earlier in afternoon.

Staff's Recommendations

- ✓ 60:40 requirement is too strict; change to 50:50 to be consistent with ABC's historic definition of "bona fide eating place"
- ✓ Amend "full-service restaurant" definition to allow partnerships w/ separate alcohol and food service providers in same premises to qualify, but only establishments licensed as a "bona fide eating place" (could attract uses such as microbreweries to the City)
- ✓ Allow alcohol serving establishments that have freestanding kitchens operated by separate food service providers to qualify as full-service restaurants, but only those licensed as a "bona fide eating place"
- ✓ Change allowable happy hour start time from 4:00pm to 2:00pm, but also change end time from 9:00pm to 7:00pm

Questions for CEDC

1. Should required 60:40 ratio of food sales to alcohol sales be relaxed?
2. Should “full-service restaurant” definition be revised to allow partnerships between alcohol service providers and food service providers in a single establishment to qualify?
3. Should City allow alcohol serving establishments that have freestanding kitchens (like Arthur Mac’s shipping container kitchen) operated by separate food service providers to qualify as full-service restaurants?
4. Should the City extend hours when full-service restaurants are allowed to offer discount pricing for alcohol to start earlier in the afternoon?
5. Any other changes desired?



**Council Economic Development Committee
Future Meeting Topics as of September 22, 2022**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Economic Impacts of COVID-19 & Trends	Standing Item
Economic Development	Hayward Upward Economic Recovery Plan Update: Open for Business Video Marketing Campaign with Cal State East Bay	September 2022
Economic Development	Downtown Hayward Improvement Association (DHIA): Update on Activities and Initiatives	October 2022
Economic Development	Southland Mall: Update on Security, Holiday Plans, and Retail Leasing Activity	October 2022
Economic Development	Economic Development Division Staffing Capacity Analysis	2022
Public Works/ Information Technology	Update on City Fiber/Broadband Initiatives (Following update to CIC)	2022
Economic Development	Impact of Cannabis Industry on Economic Development*	2022
Planning Staff	Update on Status of Issued Cannabis Permits	2022

*Subject to change

Committee Member/Staff Announcements

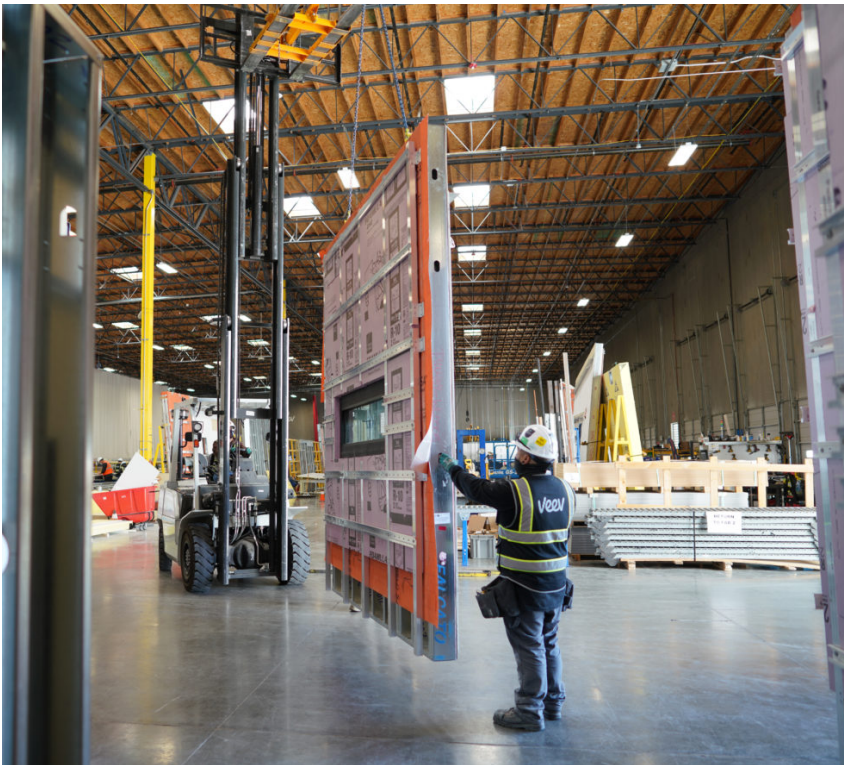
Subaru One Ribbon Cutting

June 29, 2022



Veev

Veev Expands into Hayward with 506,925 SQFT Amazon Sublease



Adjournment