



## COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

### MEETING MINUTES – June 5, 2017

**CALL TO ORDER:** Council Member Márquez called the Regular meeting to order at 4:04 p.m. on behalf of Mayor Halliday who arrived during rollcall introductions.

#### ATTENDANCE:

Committee Member	Present 6/5/17	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Michael Ly	✓	4	3	4	3
Didacus-Jeff Joseph Ramos	✓	6	1	6	1
Mayor Halliday (Chair)	✓	6	1	6	1
Council Member Márquez	✓	7	0	7	0
Council Member Mendall	✓	7	0	7	0

#### OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; David Rizk, Director of Development Services; Sean Reinhart, Director of Library and Community Services; Stacey Bristow, Deputy Director of Development Services; Micah Hinkle, Economic Development Manager; Dana Bailey, Community Services Manager; Lindsey Vien, Education Services Manager; Richard Nield, Landscape Maintenance Manager; Paul Nguyen, Economic Development Specialist; Mary Thomas, Administrative Analyst; Monica Davis, Management Analyst; Rachael McNamara, Management Analyst; Kim Huggett, President and CEO, Hayward Chamber of Commerce; Paul Hodges, HARD Board of Directors; Angela Andrews; Cathy Yavrom; Linda Shale, Senior Secretary; Suzanne Philis, Senior Secretary

#### PUBLIC COMMENTS

Hayward Chamber of Commerce President and CEO Kim Huggett announced the upcoming Downtown Summer Street Party series, starting on Thursday, June 15<sup>th</sup>. He noted elements of the Bicycle Rodeo would be rolled into the June event. He also mentioned the International Trade Luncheon on May 18<sup>th</sup> with the Commercial Counselor Yihang Yang from the Consulate-General of China and noted a number of Hayward businesses were already exporting goods to China and beyond.

South Hayward resident Angela Andrews said she was excited to see the Tennyson Corridor Strategic Initiative and the City team's approach to its development. She encouraged staff to seek other partnership opportunities for things like Neighborhood Improvement Project Grants, which she said were a great way to engage the community. Ms. Andrews also requested City staff explore a shuttle service from Tennyson to Downtown and BART and to try to find at least a temporary use for the empty Kaiser building at Tennyson and Hesperian.

## **1. APPROVAL OF MINUTES OF REGULAR MEETING MAY 1, 2017**

A motion to approve minutes was made by Council Member Márquez with a second by Member Ramos. Minutes from the May 1, 2017 Regular Meeting were unanimously approved.

## **2. REVIEW DRAFT TENNYSON CORRIDOR STRATEGIC INITIATIVE TWO-YEAR ACTION PLAN**

Taking into consideration the Council's priorities of Safe, Clean, Green and Thriving, City Manager McAdoo explained that staff was tasked with connecting these goals with a work plan already underway and determining measurements to gauge success. Last fall, she said, Council developed three strategic initiatives including: 1. Complete Communities—how the City looks at land use policies for a balance of both work and leisure amenities with a subset of policies affecting affordable housing; 2. Complete Streets—overall traffic safety in the City; and 3. Tennyson Corridor—a shifting of resources to this major corridor and a development of a vision for its future. Three interdepartmental teams were asked to develop two-year action plans with items they've already been working on, City Manager McAdoo explained, but now connected to Council priorities in a way they weren't before. Work plans will be presented to Council in June, she said, but because of the amount of retail along the Tennyson Corridor, it made sense for the CEDC to hear the presentation first. City Manager McAdoo introduced co-chairs Rachael McNamara and Lindsey Vien who outlined the goals of the Action Plan.

Feedback from Council Member Márquez:

- Reiterated the importance of partnering with nonprofits and faith-based organizations, including the South Hayward Collaborative and the Tennyson Group
- Expressed a strong desire to see an Advisory Board, similar to the Downtown Specific Plan Taskforce
- Wanted to see concrete targets – like number of people to be surveyed, number of murals, etc.
- For Blight - focus on the low hanging fruit – Kaiser, two bus stops, intersection at Hesperian, Union Pacific along Huntwood Ave.
- Wanted to see stronger partnership with HUSD
- Excited about Bike East Bay and Caltrans partnerships
- Wanted more advertising for the firehouse clinic
- Wanted to see the number of neighborhood alert groups increase with better promotion
- Suggested partnering with the Historical society for murals
- Wanted to see Coffee with Cops at the schools and churches in the area
- Supported incentive programs to add outdoor lighting on private properties
- Didn't like the performance measure language separating renters from home owners

Feedback from Council Member Mendall:

- Clarified that these two years will primarily be doing empathy and planning work, and then we will continue beyond the two years with implementation
- Wanted focus on deliverables and targets and to see these reflected in the performance measures to show the community incremental progress. For example, the number of trees planted, public art installations and new public trash cans
- Stated his priority goal for the two years was to have unanimous Council approval of a vision plan
- Like Council Member Marquez, he expressed a desire to see a Steering Committee
- Suggested changing language of performance measures related to feeling connected to the larger community – suggested instead: Percent of community members who feel that the City is paying attention to their neighborhood
- His vision for a family destination was to connect Weekes, Vista Park, and Tennyson Park

Feedback from Member Ramos:

- Said the Corridor was too long to be considered one neighborhood – rather, he saw it as three neighborhood nodes at Hesperian Blvd., Patrick Ave., and Mission Blvd.
- Wanted to see the economic profile of the corridor (residents not just business)
- Wanted to see more focus on economic opportunities, especially jobs
- Wanted to see more library extensions and appreciated the mobile library
- Encouraged utilization of SJSU Planning students

Feedback from Member Ly:

- Concerned the plan might be over-ambitious – he has found that things only happen when there are appropriate levels of resources
- Suggested win-win partnerships for businesses to sponsor bike lanes, events, etc.
- Explained his personal growth through positive psychology and suggested providing community classes

Feedback from Mayor Halliday:

- Agreed on expanding events to create a greater sense of community
- Wanted to prioritize creating the theme/brand so concept could be communicated to developers as new projects go in
- Wanted more focus on the south Hayward BART site as a community hub
- Saw a need for essential services like grocery, cafes, banks

### **3. FUTURE MEETING TOPICS**

Economic Development Manager Hinkle mentioned a tour of the Hayward Adult School maker space was tentatively planned for September.

Members clarified one of the pending topics as an analysis of the amount of sales tax revenues generated by housing (dollars spent by household) versus sales tax generated by a business such as a hotel or car dealership. Council Member Mendall encouraged staff to pursue the study in order to provide development recommendations to Council for the Mission Boulevard Corridor. City Manager McAdoo said the City had a fiscal model they could update as part of the analysis.

Member Ramos asked for report from the Transportation Department on the proposed shuttle in the industrial sector, specifically how a shuttle could bring more workers to the area without increasing parking demands and, during the work day, bring workers to goods and services in Hayward. Council Member Mendall said a report was going to Council in the fall and Member Ramos asked if the CEDC could see it first.

Member Ly suggested prioritizing the list of upcoming meeting topics. Mayor Halliday said the timing of reports was based on staff workload and asked if there was something in particular he wanted to see. Member Ly noted the difficulty he was having recruiting workers for his food manufacturing business and said the minimum wage increase didn't matter because he had to increase pay well beyond the minimum wage to find and keep workers. Council Member Mendall said the biggest impact of a minimum wage increase would be in retail.

Member Ramos said he would like staff to explore the creation of a Hayward Bucks Program.

Mayor Halliday asked if a survey of existing businesses could be conducted for the Tennyson Corridor. Economic Development Manager Hinkle said one was already completed and could be presented to the Committee. Mayor Halliday said it would be helpful to determine what businesses should be targeted. Council Member Mendall suggested the information be presented to the Tennyson Corridor Initiatives Team.

#### **COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS**

None

**ADJOURNMENT:** The meeting was adjourned at 5:38 p.m.