



ATTACHMENT I

COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – December 7, 2020

CALL TO ORDER: Mayor Halliday called the Regular meeting to order at 4:01 p.m.

ATTENDANCE (September 2020-July 2021):

Committee Member	Present 12/7/2020	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Halliday (Chair)	✓	3	0	3	0
Council Member Mendall	✓	3	0	3	0
Council Member Salinas	✓	3	0	3	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Jennifer Ott, Deputy City Manager; Laura Simpson, Development Services Director; Dustin Claussen, Finance Director; Paul Nguyen, Economic Development Manager; Sara Buizer, Planning Manager; Catherine Ralston, Economic Development Specialist; Suzanne Philis, Senior Secretary

PUBLIC COMMENTS

Kim Huggett, President and CEO of the Hayward Chamber of Commerce, announced the 2020 Downtown Holiday Shopping Program coordinated with the Downtown Hayward Improvement Association running through Dec. 24th. With shopping both in-store and online, shoppers can win giftcards and prizes from over 30 businesses. Mr. Huggett asked folks to visit DowntownHaywardGiveaway.com to participate.

Mayor Halliday asked if the City was participating in the program and Economic Development Manager Nguyen said the City's Community and Media Relations Division was helping with cross promotions.

1. APPROVAL OF MINUTES OF REGULAR MEETING NOVEMBER 2, 2020

A motion to approve minutes from the November 2, 2020 Regular Meeting was made by Council Member Salinas and seconded by Council Member Mendall. The motion was approved.

2. UPDATE ON ALAMEDA COUNTY COMMUNITY BANK FEASIBILITY STUDY

Mayor Halliday welcomed Darien Louie, the former Executive Director of the East Bay Economic Development Alliance. Manager Nguyen introduced the item noting in 2019 Council added investigating the feasibility of a community bank under the Grow the Economy priority on the City's Strategic Road Map. Since Alameda County was conducting its own study, Manager Nguyen said he made arrangements to have Ms. Louie, acting as a consultant for the County, come to the CEDC and give an overview of her findings.

At the end of the presentation Council Member Mendall said the report was not what he had expected. He explained that, to him, a community bank did not mean creating a grant program or subsidizing rents. He was expecting a report on the feasibility of setting up a community bank, the presentation, he said, was just a needs analysis.

Ms. Louie explained that her presentation was an analysis of a study of the Public Bank of North Dakota (the only public bank in existence) to see if it would be feasible for East Bay cities to create a similar model here and an assessment of what services were needed. She said the study, funded by Alameda County and the Cities of Berkeley, Oakland and Emeryville, did not successfully make a case to move forward with a public bank.

Council Member Mendall asked what the County was going to do now. Ms. Louie said the next step was to create a sustainable list of available services and products. She noted that before COVID-19, the State had expressed willingness to approve eight public banks. She said Los Angeles and San Francisco were the most likely locations, but because the City of Richmond was the only east bay city interested, Contra Costa County had been eliminated and Alameda County moved forward with a study of its own.

Council Member Salinas asked what the purpose of a community bank was and said given the presentation the next step was not forming a bank but something else that involved non-profits and donors. He said he was expecting to learn where the City could park dollars so they could be accessed to help small businesses.

Ms. Louie said in the option she presented, Alameda County would provide the seed money and then the other cities would have to contribute. She didn't find a public bank model worth emulating and those requesting the study had concerns about participating cities benefitting equally. Council Member Salinas commented that equitable distribution of funds and services throughout the County was always a concern.

Council Member Salinas asked staff and Council Members if Hayward should take an independent path and try to partner with an existing credit union.

City Manager McAdoo said the City was still considering different options. She and Finance Director Claussen discussed partnering with a credit union for loans, she said, but Council wanted a bank for residents without social security numbers and for the cannabis industry. They couldn't find any examples of how the City could provide that, she said, so that was why they hadn't moved forward.

Members discussed if and where undocumented workers could open a bank account. Council

Member Salinas said if the City's goal was to help undocumented small business entrepreneurs then maybe they should have a conversation about a model that supported that goal. He said the City needed to determine its target populations and then find a program to help them.

Mayor Halliday said Council's interest in a community bank had in part stemmed from the onset of the cannabis industry and how to help it move away from large cash transactions. Council also wanted to provide alternatives to the long-standing problem of predatory lending offered via payday loans. She said the information provided was food for thought and recommended financial literacy be a part of any future program.

Ms. Louie that Alameda County had abandoned its interest in helping the cannabis industry because the money wouldn't be federally insured.

Mayor Halliday said there was definitely an equity issue related to banking and that she wanted the City to continue to study its options. One possible solution would be to provide a clearing house of information of what's already available, she said.

Council Member Mendall said if Alameda County wanted to be a charitable entity, then Hayward was not interested. But if they wanted to pursue a bank or credit union then we should continue talks.

Ms. Louie asked if the City was interested in providing services to small businesses and low-income residents. Council Member Mendall said no, staff would just connect them with the Hayward Community Foundation. If the intent was to pool deposits from cities in Alameda County and provide services to small businesses and low-income residents, then yes, he said.

Mayor Halliday said staff should continue to look for solutions but a forming a public bank with Alameda County was not one.

Mayor Halliday asked City Manager McAdoo to provide a brief report of what was heard here to the Budget & Finance Committee. City Manager McAdoo said she would work with Finance Director Claussen to produce the report.

Mayor Halliday commented that there was a need for people to learn about services already available.

3. REVIEW MISSION VILLAGE PROJECT MODIFICATIONS

Planning Manager Sara Buizer introduced the item noting the CEDC had first reviewed the project in November and feedback included concerns about the drive thru configuration and the loss of on-site parking spots. Developer Doug Rich, with Valley Oak Partners, took the comments into consideration and was ready to present an updated rendering.

Mr. Rich said he preferred to build retail over housing and was pursuing various retail tenants, but noted there was nothing he could do to force a tenant into coming in. Based on community feedback, he said, they had an opportunity to make the corner a viable retail space and that included a Starbucks with a drive-thru. He could roll the dice and hope a different retailer came in, but he said if there was a Starbucks, other retailers would come in, hence the term "anchor tenant." He mentioned that Noah's Bagels frequently located next to Starbucks.

Mr. Rich said the rendering accurately reflected the end product and wasn't just a pretty picture. He said based on Committee's previous feedback, he pulled the retail away from the corner to create landscaping and got rid of the split lane.

Mayor Halliday asked if the drive-thru lane was at a lower grade and Mr. Rich said yes. Mayor Halliday said she liked that the cars were more hidden.

Council Member Salinas said he was worried that at that particular corner where traffic was moving fast, that a car might cut the corner. Mr. Rich said the landscape area was bermed and would protect against that scenario. That was also why he wanted to keep the public seating area on the inside of the development, he said.

Council Member Salinas said the car pathway looked OK as long as it was rational and smooth and easy to get in and out. He said he didn't want to see the line of cars from the road and any trash. He said the new design looked better but noted this was a gateway corner and should look welcoming and attractive.

Council Member Mendall said the new design was much better and made a lot more sense. He said he liked the landscape buffer. To staff he suggested some fencing on the corner to address Council Member Salinas' concern.

Council Member Mendall said he liked what the developer did with the plaza across from the park. He said he had been worried about losing parking but if an anchor tenant made the corner viable, it would be worth it. He asked how many tenants there would be room for and Mr. Rich said Starbucks and two other small spaces, or Starbucks and one big restaurant. Council Member said he'd prefer one large sit down restaurant, but two would be fine as well. He said he could see this variation getting approved. To staff he asked that landscaping requirements were codified in the approval.

Mr. Rich said the feedback provided by the Committee made this a much better project.

Mayor Halliday asked for confirmation that there would be no street parking on either Industrial or Mission Boulevard. She also confirmed the exact location of the driveway from Industrial. She thanked Mr. Rich to listening to the feedback and said the new proposal should be acceptable to Council.

Planning Manager Buizer thanked members and said staff would continue to work with Valley Oak Partners on the final application. She noted the other parts of the project are moving forward and although there were a lot of moving pieces, thought this would be a success project.

4. RECOGNITION OF COUNCIL MEMBER MENDALL'S SERVICE ON THE CEDC

Staff presented a slide noting Council Member Mendall's length of service on the CEDC and noting the fact that he never missed one meeting out of 49.

Mayor Halliday thanked Council Member Mendall for his service and asked what the Committee would do without his input and participation.

Council Member Mendall said serving on the CEDC was what he wanted and he thanked staff for all of their hard work. He noted that Council's initial vote against Costco adding gas at the Business location was the first controversial development that didn't receive 7-0 approval. Of all the development concepts brought to the CEDC for review and feedback, not a single one came down to a 4-3 vote. Mayor Halliday pointed out that the Costco gas project didn't come to the CEDC and Council Member Mendall said that was exactly what he meant; if it had, it probably would have passed the first time. He said he hoped the CEDC would continue to review upcoming projects.

Council Member Salinas said Council Member Mendall has been a voice to observe and listen to and had shaped his vote. He acknowledged that they didn't always agree, but even when they didn't, they could still call each other friends after the vote. He said he was concerned this was starting to disappear from political discourse. He thanked Council Member Mendall for his service.

Mayor Halliday said she hoped Council Member Mendall would become a community gadfly.

Director of Development Services Simpson said she appreciated the leadership of the CEDC and especially Council Member Mendall.

Economic Development Manager Nguyen echoed many of the sentiments and said since he was a Specialist with the economic development team, Council Member Mendall had helped him focus and write more direct reports. He said he would miss Council Member Mendall and wished him the best.

Mayor Halliday thanked Council Member Mendall for the civil discourse and said she appreciated the different opinions. We will miss you, she said and noted Council Member Mendall would receive full recognition for his service at the December 15th City Council Meeting.

5. FUTURE MEETING TOPICS AS OF DECEMBER 7, 2020

Council Member Salinas said the current list was fine and that he didn't want to add anything because two new members would be at the next meeting. All committee members agreed.

Mayor Halliday noted she was also ending her term with the CEDC indicating other Council Members really wanted to join. She announced that Council Member Salinas would be joined by Council Member Wahab and newly elected Council Member Andrews.

Mayor Halliday said she would miss participating in the discussions and that it was hard to step down but thought the new Council Members would benefit from their participation.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Economic Development Manager Nguyen announced that starting in February, the CEDC would start at a new time: 7:00pm.

Economic Development Specialist Ralston announced the Together for Tennyson pilot program, noting the business listing and maps would be expanded to include other areas of Hayward if the program was successful in driving more traffic to local businesses. She said staff had already received a lot of requests to be included from businesses not on Tennyson and even in other cities.

Mayor Halliday said she hoped the program would continue because people weren't driving around during the shelter in place and may not discover everything the area had to offer. She also noted that when the Youth and Family Center was completed in 2023, it would be a wonderful draw to bring people to the area.

Manager Nguyen said staff would survey listed businesses in 2021 to assess impact and potentially replicate the program on other commercial corridors.

ADJOURNMENT: The meeting was adjourned at 5:48 p.m.