



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

Cover Memo

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DATE: February 1, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Review and Discussion of Future Meeting Topics

RECOMMENDATION

That Council Economic Development Committee (CEDC) Members review the attached list of Future Meeting Topics and determine what should be removed or added.

SUMMARY

At the December 7, 2020 meeting, in anticipation of the replacement of two of the three CEDC Members in the new year, it was decided to postpone making any changes to the list of Future Meeting Topics.

At the February 1, 2021 CEDC meeting, members will discuss potential additions and subtractions to the Future Meeting Topics list. Please note that this list is considered a living document that will change as new projects and priorities arise throughout the year. The list is reviewed as a standing item on the monthly CEDC agenda.

It should also be noted that the City Council will be reviewing updates to the Hayward Strategic Roadmap at the City Council retreat on February 13, 2021. The Strategic Roadmap, which was originally adopted in January 2020, identifies Council's top priorities and projects for the next three- to five- year time horizon. The adopted [Strategic Roadmap can be downloaded here <https://www.hayward-ca.gov/sites/default/files/Attachment%20III%20Strategic%20Roadmap.pdf>](https://www.hayward-ca.gov/sites/default/files/Attachment%20III%20Strategic%20Roadmap.pdf).

Staff anticipates new projects to be added under the Strategic Roadmap's "Growth the Economy" priority due to the ongoing need to pivot to COVID-19 pandemic response and recovery efforts. Potential new work tasks under this strategic priority are as follows:

- Providing COVID-19 Business Sector Reopening Assistance, which includes providing consultations with businesses, information dissemination on the latest State and County requirements or restrictions, and working with other city staff on new permit/process requirements to be consistent with evolving public health orders.
- Providing COVID-19 Restaurant Assistance including facilitating outdoor dining programs such as restarting the Together for Downtown Hayward program and working to expand outdoor dining programming on other corridors.
- Researching and presenting on COVID-19 related policies affecting businesses, including the commercial eviction moratorium and cap on third-party delivery service provider fees assessed to

restaurant and food establishments.

- Developing and implementing COVID-19 Small Business Recovery & Equity Programs, which may include exploration and establishment of programs to support black and other minority-owned business. This work may also include providing enhanced technical assistance to aid businesses working to understand and comply with State and County reopening guidelines and grant funding to invest in required infrastructure.

The priorities outlined in the existing Strategic Roadmap, combined with the proposed new work tasks above, will require significant resources to implement and complete. Any additions to the Future Agenda Topics list will need to be evaluated against Council's identified strategic priorities and the existing core workflow of the Economic Development Division. While staff strives to complete tasks expeditiously as possible, staff and financial resources are limited.

ATTACHMENTS

Attachments I Future Meeting Topics as of December 7, 2020