



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – April 6, 2026

CALL TO ORDER: Mayor Salinas called the regular meeting to order at 5:06 p.m.

ATTENDANCE: (September 2025-July 2026)

Meeting Attendees	Present 04/6/26	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Salinas	✓	4	1	4	1
Council Member Andrews	✓	5	0	5	0
Council Member Bonilla	✓	4	1	4	1

OTHERS IN ATTENDANCE:

Jennifer Ott, City Manager; Sara Buizer, Director of Development Services; Paul Nguyen, Chief Economic Development Officer; Tracy Irvin, Real Property Manager; Daniel Mao, Economic Development Specialist; Javier Castro, Community Programs Specialist; Lucy Lopez, CEO of Hayward Chamber of Commerce

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES OF REGULAR MEETING March 2, 2026

A motion to approve the minutes from March 2, 2026, Regular Meeting was made by Council Member Bonilla and seconded by Mayor Salinas. The minutes were approved.

2. Development Activity and Selected Property Updates (Oral Report Only)

Council Member Bonilla inquired about activity at the former Casper's location on C Street. Chief Economic Development Officer Paul Nguyen stated the site was acquired by a group based in San Jose with the intent to open a burger concept, and that Economic Development staff provided support with building permit submittals. He noted the group became unresponsive, and the most recent understanding was that the property was listed for sale.

Mayor Salinas asked why Jiva Life, a cannabis dispensary approved at C Street and Foothill Boulevard, had one year to obtain a building permit prior to termination of its cannabis license. Director of Development Services Buizer explained that this was the third notice issued, with the most recent

action granting a final one-year extension. She added December 2026 is when the extension expires.

Council Member Bonilla asked about the status of the Islander Motel property. Chief Economic Development Officer Nguyen responded that, generally, hotels need at least 60% occupancy to remain financially viable, and indicated the motel was likely meeting that threshold to continue operating.

Council Member Bonilla requested an update on the former Kaiser site. Director of Development Services Buizer stated that while there had been inquiries from housing developers, no formal application had been submitted to date.

Mayor Salinas asked about the vacant parcel located at Mission Boulevard and Sorenson Road. Director of Development Services Buizer stated there were no updates for that site.

Council Member Andrews asked what the City's focus should be along the Mission Boulevard corridor. Director of Development Services Buizer stated that updates to the Mission Boulevard Code were completed to help facilitate and streamline new business activity.

Council Member Andrews asked whether there had been discussions regarding the formation of a business improvement association along Mission Boulevard. City Manager Jennifer Ott stated that this could be explored; however, participating property would need to be willing and able to support the associated tax assessments.

Council Member Andrews asked whether vacant parcels could be used for parking. Director of Development Services Buizer responded that conversion to parking could be costly, and property owners might be unwilling to make that investment; additionally, zoning constraints could limit such use.

Council Member Andrews asked which development sectors were currently active. Real Estate and Property Manager Tracy Irvin stated that townhome and self-storage projects were being developed, though at limited levels. City Manager Ott added that data centers were also an emerging development type.

3. Overview of Real Estate Objectives and Strategy

Real Estate Property Manager Tracy Irvin delivered the presentation.

Council Member Bonilla asked about the market perspective for City-owned properties currently listed for sale. Real Estate and Property Manager Irvin stated that the market was challenging, particularly for housing. City Manager Jennifer Ott added that Cinema Place had a stronger outlook, as it was fully leased with paying tenants.

Council Member Andrews requested an update on the former Charlotte's site on B Street. Director of Development Services Buizer stated there was no activity to report.

Council Member Andrews shared that during a recent visit to West Hollywood, a movie theater had closed and asked about the future of the Downtown Hayward theater. City Manager Ott stated that the current lease expired in approximately two years, and staff would evaluate options at that time. Council Member Andrews noted that some theaters had been repurposed into conference space.

Mayor Salinas asked whether, if Cinema Place were sold, the City could ensure the property remained fully leased. City Manager Ott stated that staff would analyze potential options, noting that as a public entity, the City had different objectives than a private owner. She added that while an operating covenant could be included as part of a sale, it would likely reduce the overall sale price.

City Manager Ott further noted that many existing tenants had lease agreements in place, and a new property owner would need to negotiate buyouts to terminate those leases.

Chief Economic Development Officer Paul Nguyen stated that it was an optimal time to market Cinema Place, given that it was fully leased with established agreements and revenue.

4. Future Agenda Items

Council Member Andrews requested an update on efforts to make the Small Business Development Center more accessible and business-friendly. Chief Economic Development Officer Paul Nguyen stated that staff was in communication with the East Bay Small Business Development Center to coordinate targeted trainings, including social media marketing. He added that the Center was offering a variety of large scale events, and staff would re-engage following the completion of those events.

Council Member Andrews noted that outside agencies in other cities often led event programming and asked whether the City had a strategy to leverage major sporting events. Chief Economic Development Officer Nguyen stated that Economic Development was not the City's events arm and would collaborate with other departments as appropriate. Council Member Andrews responded that while Economic Development might not lead events, the team had insight into what drove economic activity and suggested the formation of a task force or working group.

City Manager Jennifer Ott stated that the Hayward Area Recreation and Park District was actively hosting events, and that the City's Community Media Relations team was developing a social media campaign to support tourism and hotel stays.

Chief Economic Development Officer Nguyen introduced a new grant program, Hayward Amplified, which focused on business-led event activation. He explained that the program was designed to provide technical assistance and infrastructure support to businesses to host multiple events onsite, rather than one-time activations.

Mayor Salinas expressed frustration regarding missed opportunities and noted prior discussions with the Hayward Chamber of Commerce and the Downtown Hayward Improvement Association. He stated that partner organizations should take a lead role in organizing events in collaboration with local businesses, citing major events such as the Super Bowl as opportunities that could be better promoted. He added that the Chamber had indicated an expectation for the City to take the lead on such efforts.

Council Member Andrews stated that Development Services facilitated business permitting and Economic Development supported business attraction and launch efforts; however, ongoing activation should be led by business owners and supporting business organizations.

Committee Members/ Staff Announcements and Referrals

City Manager Jennifer Ott announced that the City will begin parking enforcement in the Downtown area starting July 1. City Manager Ott clarified that parking will remain free of charge. She outlined that time limits will include two-hour parking along B Street, four-hour parking in municipal lots surrounding B Street, and eight-hour parking from 9:00 a.m. to 5:00 p.m. in the top floor of the Cinema Place Parking Structure, as well as Municipal Lots 4 and 6. City Manager Ott added that Community Service Officers from the jail program will be repurposed to support enforcement.

Chief Economic Development Officer Paul Nguyen announced that Veev by Lennar and Zoox RoboTaxi received 2026 Innovation Awards from the East Bay Economic Development Alliance.

Chief Economic Development Officer Nguyen announced that Economic Development sponsored the San Francisco Business Times Corridors: The Opportunity Along I-880 event held at Cal State East Bay. The event highlighted innovative businesses along the corridor. He noted that Skydio, a Hayward-based company, participated on a panel.

Chief Economic Development Officer Nguyen announced that Economic Development, in partnership with the Alameda County Workforce Development Board, co-hosted the Apprenticeship Pathways: Employer & Educator Forum on Thursday, April 23, 2026, at Hayward City Hall. He stated that the event brought together employers, educators, and workforce partners to highlight the value of apprenticeship programs in building strong local talent pipelines and addressing workforce needs.

ADJOURNMENT: The meeting was adjourned at 6:47 p.m.