



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – March 2, 2026

CALL TO ORDER: Mayor Salinas called the regular meeting to order at 5:02 p.m.

ATTENDANCE: (September 2025-July 2026)

Meeting Attendees	Present 03/2/26	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Salinas		3	1	3	1
Council Member Andrews	✓	4	0	4	0
Council Member Bonilla	✓	3	1	3	1

OTHERS IN ATTENDANCE:

Jennifer Ott, City Manager; Chuck Finnie, Communications & Marketing Officer; Paul Nguyen, Chief Economic Development Officer; Daniel Mao, Economic Development Specialist; Erendira Garcia, Graphics and Social Media Technician; Bolthar Garcia, Audio Video 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 February 2, 2026

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

2. HAYWARD VISITOR PROMOTION CAMPAIGN

Communications & Marketing Officer Chuck Finnie introduced the item, and Graphics and Social Media Technician Erendira Garcia delivered the presentation.

Council Member Bonilla expressed support for the campaign, noting the value of partnerships with transportation agencies and social media influencers. He also suggested exploring opportunities for elected officials to serve as influencers to help promote the campaign.

Council Member Andrews expressed support for the campaign and commended Graphics and Social Media Technician Garcia for her participation in the video. She also noted that the City’s social media

graphics have been strong overall.

Council Member Andrews suggested expanding video content to highlight major events throughout the Bay Area, including large concerts.

Council Member Andrews inquired about potential partnerships with the Downtown Hayward Improvement Association (DHIA). Communications & Marketing Officer Finnie responded that he has had discussions with Development Services Director Sara Buizer, who serves on the DHIA Board.

Council Member Andrews also asked whether the Hayward Chamber of Commerce was involved. Graphics and Social Media Technician Garcia stated that there is currently no partnership for this campaign. Council Member Andrews suggested that staff consider developing a transition plan for DHIA and/or the Chamber of Commerce to take on a greater role in social media promotion efforts.

3. HAYWARD RESTAURANT MONTH 2026

Chief Economic Development Officer Paul Nguyen introduced the item, and Community Program Specialist Javier Castro delivered the presentation.

Council Member Bonilla expressed strong support for the promotion and encouraged staff to pursue additional partnerships with community organizations for future efforts.

Council Member Andrews asked whether there are events or office hours available to help businesses learn how to use social media. Chief Economic Development Officer Nguyen responded that staff does not currently provide direct training and noted that the Small Business Development Center (SBDC) would be the most appropriate partner for this type of assistance. He added that staff could coordinate with SBDC to host in-person workshops.

Council Member Andrews suggested that the Community Media and Relations team partner with the Downtown Hayward Improvement Association (DHIA) and/or the Hayward Chamber of Commerce to provide training opportunities.

Council Member Andrews inquired about which social media platforms are being used. Graphics and Social Media Technician Garcia explained that platform selection is based on target demographics, as each platform serves a different audience.

Council Member Andrews asked how the increased use of video content has impacted staff capacity. Communications & Marketing Officer Chuck Finnie noted that it presents a constraint, as the team currently has only one video editor.

Council Member Andrews suggested encouraging DHIA to repost content and produce additional video content highlighting downtown businesses.

Chief Economic Development Officer Nguyen added that, in partnership with SBDC, students from California State University, East Bay participated in producing the "Open for Business" video series as part of the City's post-pandemic economic recovery plan

Council Member Andrews asked whether SBDC could host office hours at City Hall or in the downtown

area. Chief Economic Development Officer Nguyen responded that staff could engage the SBDC to explore potential workshops or office hours downtown.

4. FUTURE AGENDA ITEMS

Council Member Andrews stated that the Council Economic Development Committee should consider meeting less frequently, as discussed during the February 28 budget work session.

Council Member Andrews expressed that the “Business Friendly” industrial regulations should be revisited and emphasized the importance of involving the Economic Development team in the process. City Manager Jennifer Ott responded that staff will host a community meeting to address concerns and attempt to resolve outstanding issues. She added that if no resolution is reached, the regulations may be deferred.

Chief Economic Development Officer Nguyen stated that the Council Economic Development Committee meeting schedule for Fiscal Year 2026 will remain unchanged, and that the Fiscal Year 2027 schedule will incorporate a transition to quarterly meetings.

Council Member Andrews asked whether staff is developing strategies to attract businesses across different sectors and what the current focus areas are. Chief Economic Development Officer Nguyen responded that the Economic Development focus remains consistent, particularly attracting advanced industries to the industrial district.

Council Member Andrews asked whether a 90-day action plan could be developed for different areas of Hayward. Chief Economic Development Officer Nguyen stated that staff conducts corridor tours to assess areas firsthand, which helps inform strategic decisions.

COMMITTEE MEMBERS/ STAFF ANNOUNCEMENTS AND REFERRALS

Economic Development Specialist Daniel Mao announced that a career fair in partnership with Chabot College occurred on February 26.

Economic Development Specialist Daniel Mao also announced that a Small Business Seminar hosted by the Office of Assemblymember Liz Ortega, in collaboration with the Small Business Development Center (SBDC), Alameda County Latin Chamber of Commerce, and the Hayward Chamber of Commerce, occurred on February 28 at the Hayward Public Library.

Chief Economic Development Officer Nguyen announced the grand opening of Storybook, located at 943 B Street, noting that the business fills a long-vacant commercial space with a full-service restaurant.

Chief Economic Development Officer Nguyen also announced the grand opening of Teriyaki City Grill, located at 22501 Mission Boulevard, and noted that the event drew a large crowd, in part due to the attendance of social media influencers.

Chief Economic Development Officer Nguyen announced the grand opening of Butter Pecan Bakeshop, located at 22656 Mission Boulevard, noting that this is the company’s first franchise location.

ADJOURNMENT: The meeting was adjourned at 6:00 p.m.