



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – November 3, 2025

CALL TO ORDER: Mayor Salinas called the regular meeting to order at 5:00 p.m.

ATTENDANCE: (September 2025-July 2026)

Meeting Attendees	Present 11/3/25	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Salinas	✓	1	0	1	0
Council Member Andrews	✓	1	0	1	0
Council Member Bonilla		1	1	1	1

OTHERS IN ATTENDANCE:

Michael Vigilia, Senior Assistant City Attorney; Sara Buizer, Director of Development Services; Anthony Carrasco; Police Sergeant; Paul Nguyen, Chief Economic Development Officer; Gabrielle Wright, Police Detective; Jeremy Lochirco, Planning Manager; Elizabeth Blanton, Senior Planner; Javier Castro, Community Programs Specialist; Lucy Lopez, Chamber of Commerce CEO

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES OF REGULAR MEETING October 6, 2025

A motion to approve the minutes from October 6, 2025, Regular Meeting was made by Council Member Andrews and seconded by Mayor Salinas. The minutes were approved.

2. Proposed Interim Ordinance Pursuant to Government Code section 65858, Imposing a Temporary Moratorium on New Massage Businesses in Downtown Hayward.

Senior Assistant City Attorney Michael Vigilia presented the item.

Council Member Andrews asked whether a specific massage parlor had always operated as a massage business and, if not, how it was allowed to locate at its current site. Development Services Director Sara Buizer explained that the business was never approved as a massage parlor and represented itself as a hair salon and beauty business. She added that Code Enforcement and the Hayward Police Department responded to the illegal establishment on multiple occasions.

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Council Member Andrews followed up by asking whether illegal massage parlors typically emerge in this manner or if this was an unusual case. Development Services Director Buizer stated that this is a recurring challenge and noted that this issue is a key reason staff is bringing forward the proposed temporary moratorium.

Council Member Andrews then asked whether a national massage brand interested in locating in Hayward would be required to wait until the temporary moratorium expires. Development Services Director Buizer confirmed that they would need to wait; however, she emphasized that the moratorium would only be in effect for six months and that broader planning and regulatory changes would be addressed through the forthcoming "Business Friendly" Strategic Roadmap item. Senior Planner Elizabeth Blanton added that new regulations for massage establishments were already in development. She noted that staff conducted a survey indicating that many respondents felt there was a high concentration of massage businesses downtown. She stated that updated regulations would be brought forward within a few months and that instituting a pause on new massage businesses was appropriate while that work is completed.

Council Member Andrews asked, among the various vice-related issues the City addresses, where this issue ranks in priority. Detective Gabrielle Wright stated that with approximately seventeen (17) massage parlors operating, the Police Department does receive a significant number of related calls. She noted that staff would need to review the data further and report back to Council.

Mayor Salinas asked whether both legal and illegal massage establishments still require involvement from a property owner or landlord. Chief Economic Development Officer Paul Nguyen confirmed that this is the case. Mayor Salinas then asked how the City can prevent landlords from allowing illicit businesses to operate on their properties. Development Services Director Buizer responded that if a business is paying rent, many landlords do not inquire whether the business is operating legally. She added that with the adoption of the Downtown Specific Plan, massage parlors no longer require a Conditional Use Permit, but they are still required to obtain a permit from the Police Department.

Mayor Salinas stated that the item could move forward to City Council. Council Member Andrews added that if a national massage brand is interested in locating in Hayward, they should be encouraged to contact the Economic Development Division. Development Services Director Buizer noted that a national brand could submit an application and staff could provide assistance; however, no permit would be issued until the moratorium is lifted. Senior Planner Blanton added that it typically takes approximately six months for a massage parlor application to reach its first public hearing, so the moratorium would not significantly delay a legitimate national brand. Planning Manager Jeremy Lochirco added that the moratorium would also provide staff the opportunity to review and visit existing businesses.

3. Future Meeting Topics as of November 3, 2025

Chief Economic Development Officer Paul Nguyen stated that staff is planning to conduct another retail corridor tour along Hesperian Boulevard following the success of the Tennyson Road corridor tour. He also noted that the Strategic Roadmap EP7 update related to small business is currently being addressed through the upcoming "Business Friendly" Council item. He asked the Committee whether they wished to continue carrying this item on the CEDC future agenda, given that it will be presented to the full City Council. The Committee agreed that the item should proceed directly to the City Council

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and be removed from the next Future Meeting Topics list.

Council Member Andrews asked when the “Business Friendly” item is expected to come before the City Council and whether it could be advanced to an earlier date. Development Services Director Sara Buizer stated that staff’s target timeline is the first part of spring.

Council Member Andrews asked whether the upcoming update on Cinema Place could include information on operating hours. She also asked whether any of the upcoming updates, including Cinema Place, would include action items, noting that they appear to be informational in nature.

Chief Economic Development Officer Nguyen provided a brief update on Cinema Place, stating that Cinemark has signed a two-year lease extension and that Cinema Place is currently fully leased.

Council Member Andrews asked whether the year-end review would include any action items. Chief Economic Development Officer Nguyen responded that it would not, explaining that the year-end roundup is intended to highlight programs and initiatives that do not warrant a full staff report, such as social media promotion efforts. He added that the purpose of the item is to outline the Economic Development Division’s work plan for the upcoming quarters.

Council Member Andrews asked whether, during the year-end review, staff could also address Strategic Roadmap items related to Economic Development and, in light of budget impacts, identify which initiatives should continue, be paused, or be recommended to Council, as well as how partnerships with other departments could be leveraged. Chief Economic Development Officer Nguyen stated that he would check with the City Manager’s Office, as there are plans to provide an update to the City Council on the Strategic Roadmap in its entirety. Council Member Andrews noted that when Strategic Roadmap updates are presented to Council, the discussion is often rushed and does not allow for deeper review of Economic Development items. Chief Economic Development Officer Nguyen stated that he would discuss this concern with the City Manager.

Council Member Andrews asked which cross streets would be included in the proposed Hesperian Boulevard corridor tour. Chief Economic Development Officer Nguyen responded that Community Programs Specialist Javier Castro will develop a one-hour route similar in format to the Tennyson Road corridor tour.

COMMITTEE MEMBER/ STAFF ANNOUNCEMENTS AND REFERRALS

Council Member Andrews commended Economic Development staff and highlighted Brick by Brick, a City Economic Development grant recipient, noting that the business recently hosted its first LEGO convention. She stated that the event generated significant interest and traction for the store and described the business as a strong case study demonstrating the impact of City support programs.

Council Member Andrews also acknowledged staff efforts related to Bay Area Wilson, a social media influencer covering Bay Area real estate, noting their recognition and promotion of Hayward businesses.

Chief Economic Development Officer Paul Nguyen announced that the Startup World Cup East Bay Regional Competition was sponsored by the City of Hayward. He stated that the regional winner received the inaugural Hayward Horizon Award and advanced to the global finals. He added that the

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regional winner, Corshell, an electric vehicle battery company based in San Leandro, ultimately went on to win the \$1 million grand prize, marking a significant achievement for the East Bay.

Chief Economic Development Officer Nguyen also shared that staff partnered with the Downtown Hayward Improvement Association (DHIA) to provide funding for visual improvements at the Cinema Place Plaza, including the installation of color-changing LED light canopy

Council Member Andrews asked whether the DHIA could host a DJ in the plaza to take advantage of the new lighting and whether such an activity would be permitted under City regulations. Development Services Director Sara Buizer stated that she would work with staff to review the applicable regulations.

Chief Economic Development Officer Nguyen announced that Prettify Me Nail Salon opened at the Hayward Retail Center and that staff and Mayor Salinas recently held a ribbon-cutting ceremony for the business. Mayor Salinas added that the salon's non-acrylic approach contributes to a noticeably pleasant in-store environment.

ADJOURNMENT: The meeting was adjourned at 5:36 p.m.