



# CASTRO VALLEY

MUNICIPAL  
ADVISORY  
COUNCIL

224 W. Winton Avenue, Suite 111, Hayward, CA 94544 (510) 670-5400 FAX (510) 785-8793

**Monday, June 15, 2020  
6:00 p.m.**

**Council Members present:** Ken Carbone, Chair, Ted Riche, Vice-Chair, Sheila Cunha, Chuck Moore, Shannon Killebrew, Dolly Adams

**DRAFT**

## **Summary Action Minutes**

### **I. Call to Order**

The meeting was called to order by Ken Carbone, Chair.

### **II. Pledge of Allegiance**

### **III. Roll Call**

**Councilmembers present:** Carbone, Riche, Cunha, Moore, Killebrew, Adams

### **IV. Public Comment**

None

### **V. Approval of Minutes**

A motion was made by Sheila Cunha and seconded by Ted Riche to approve the minutes of May 18, 2020.

**Ayes:** Carbone, Cunha, Riche, Killebrew Adams

**Noes:**

**Abstention:** Moore

**Motion passed 5/0**

### **VI. Overview of Eden Health District Response to COVID-19 - Informational Item**

[Attachment](#)

Mark Friedman, CEO, Eden Health District and Pam Russo, member, Board of Directors, Eden Health District, presented a PowerPoint presentation on the District's response to COVID-19.

The Eden Health District was established in 1948 and serves 350,000 residents in Castro Valley, Hayward, San Leandro, San Lorenzo, Ashland, Cherryland and Fairview. The Eden Health District contributes over \$5 million to community hospitals and non-profits, including medical clinics, senior programs, and food programs.

### *COVID Response*

- The Eden Health District publishes a COVID-19 Daily Bulletin on their website
- The Board allocated \$250,000 for the purchase of personal protective equipment (PPE) and were distributed to essential workers in health care, childcare, public safety, grocery stores and In Home Support Service workers.
- Allocated funding for testing services
- Partnered with Hayward Fire Department COVID-19 Testing Site at Cal State University East Bay (CSUEB)
- Partnered with OptumServe Testing Site in San Leandro
- Free COVID-19 testing available at the Marina Community Center, 15301 Wicks Boulevard, San Leandro, CA

The Eden Health District encourages anyone who has a reason to believe they may have been exposed to COVID-19, anyone who has symptoms, anyone who needs to have a test to return to work should get tested. Volunteers with analytical experience, proficient in Excel to assist with results are needed at the Hayward Fire Department and volunteers are needed for Spanish speaking population.

This item was informational only and the Eden Health District and will return to a future meeting to give an update on the COVID-19 response.

## **VII. COVID-19 Small Business Recovery Planning – Informational Item** [Attachment](#)

Eileen Dalton, Director and Susan McCue, Manager, Economic and Civic Development Department, presented a PowerPoint presentation on the COVID-19 Small Business Recovery Planning.

Small Business Resources and Outreach

Information and assistance is available on the Economic & Civic Development website and by telephone (510) 670-6506

- Employment Development Department (EDD) Unemployment Rates
- Commercial Eviction Moratorium
- Alameda County Small Business Development Center
- Regional and local business survey

### **Top three challenges to recovery**

1. Re-establishing client / customer base
2. Accumulated debt
3. Cash flow

### **Resources/services most helpful for recovery**

- Access to capital/other debt relief
- Understanding new C-19 regulations (how to re-open/stay open)
- Assistance with applying for federal, state, and local grants/loans
- Business assistance workshops (marketing, business counseling)
- Managing organizational change
- Legal/Human Resources assistance

The COVID-19 Small Business Recovery Planning is focused on Three (3) main areas:

#### **Business Adaptation Grants**

- \$5,000 reimbursement grants for COVID-19 related business adaptations needed to operate business
- Funding for 60-80 grants
- BOS approval in June – launch program in July

#### **Small Business Marketing Assistance Program**

- Conducting a marketing needs survey of all businesses to design a free marketing program to fit the needs of small businesses as they reopen Fall 2020

#### **Open for Business**

- Review and comment on DRAFT Open for Business COVID-19 Small Business Recovery Pilot Program

The Economic & Civic Development Department has drafted a Small Business Recovery Pilot Program. The program would authorize an 18 month Open for Business COVID-19 Small Business Recovery Pilot Program that would include the following:

- Continue to accept and process applications electronically to expedite review
- Classify certain commercial land use permits as “quick-permits” that can be processed over-the-counter: 1) restaurants, including those that serve alcohol, 2) permanent business signage and 3) food trucks; and Allows temporary COVID-19 business operations signage without a permit
- Authorizes the Planning Director to consider and permit restaurants to provide new entertainment options
- Allows for use of commercial private property for outdoor dining and retail associated with a brick-and-mortar business
- Allows for the creation of a site-specific no-cost encroachment permit for outdoor dining and retail in the public right of way
- Authorizes the Community Development Agency and Public Works Agency to develop guidelines and procedures for these permits
- Requires a public update at the Eden and Castro Valley MACs every six months

Ashley Strausberg, Executive Director, Castro Valley/Eden Area Chamber of Commerce, presented a [PowerPoint](#) presentation on the Chambers' COVID-19 response, including:

- Created a Covid-19 resource page on our website
- Collaboration meetings with Alameda County Economic and Civic Development
- The Chamber was one of the major partners in the #FeedEden project where Castro Valley Matters raised over \$12k and local food businesses were selected to provide hundreds of meals to the staff at Eden Hospital
- Collaborate with other Chambers' of Commerce to keep up on business resources and brainstorming
- Setup a weekly business round table where businesses come share how they have pivoted and what resources they are looking for. Over 45 businesses have participated in the round tables
- Creating videos to advertise for businesses

The Chamber developed a survey to receive feedback from the business community on their needs. Most non-essential businesses would reopen if possible, and also a majority are not doing online sales.

## **Speakers**

Jesse, Bar Manager at JP's Family Restaurant in Castro Valley asked about the is the current plan for allowing outdoor dining, i.e. zoning regulation changes, permits for sale of alcoholic beverages. JP's Family restaurant cannot afford to invest in permanent outdoor dining spaces.

Peter Rosen stated that the Chamber of Commerce has done some trainings and webinars on virtual solutions for businesses during the COVID-19 pandemic. The Business Roundtable has been helpful in listening to business owners who have very effective and innovative ideas.

This item was informational only and required no Council action.

## **VIII. Annual Election of Chair and Vice Chair for Castro Valley Municipal Advisory Council – Action Item**

Ken Carbone, Chair, Castro Valley Municipal Advisory Council, opened the nominations for Chair of the Castro Valley Municipal Advisory Council.

A motion was made by Councilmember Moore and seconded by Councilmember Cunha to nominate Ken Carbone as Chair of the Castro Valley Municipal Advisory Council. The nomination was accepted by Councilmember Carbone.

**Ayes:** Carbone, Cunha, Moore, Riche, Killebrew, Adams,  
**Noes:**

### **Motion passed 6/0**

A motion was made by Councilmember Carbone and seconded by Councilmember Cunha to nominate Chuck Moore as Vice Chair of the Castro Valley Municipal Advisory Council. The nomination was accepted by Councilmember Moore.

**Ayes:** Carbone, Cunha, Moore, Riche, Killebrew, Adams,  
**Noes:**

### **Motion passed 6/0**

## **IX. Chair's Report/Council/Staff Comments**

None.

## **Adjourn**

The meeting was adjourned to August 17, 2020.