

Rotary Club of Castro Valley Meeting Highlights – August 29, 2017

Economic Development in Castro Valley and the Eden Area – Susan McCue



Susan McCue, Economic Development Manager of Alameda County Community Development Agency, reviewed the major economic development projects in Castro Valley and the Eden Area. The presentation included the following information:

- Downtown Castro Valley- Shared Parking & Retail Revival

The new parking is not just a parking lot. Construction of a fully-accessible, shared parking lot combining the rear areas of four commercial buildings is underway. Improvements will include new paving, landscaping, hardscape, lighting, and two pedestrian paseos connecting the parking area to Castro Valley Blvd.

Construction Budget: \$4.8 Million.

Construction Schedule.: April-September 2017

- Daughtrey's Building - 3295 Castro Valley Blvd.

The Castro MAC has recommended Main Street Property Services of Lafayette as the preferred developer for the site. The next step is for Alameda County to negotiate and finalize the deal. Main Street Property Services has done work in downtown Lafayette and Pleasanton. The proposal is to renovate the building and create a Castro Valley Marketplace or a "department store of food" anchored by specialty natural grocer, Alameda Natural Grocery, and Castro Valley Restaurant operated by Blind Tiger with other local businesses. The goal is to open in September 2018. There will be focus groups with Castro Valley Marketplace (CVM) in September and October. In addition, CVM will be participating in the Fall Festival on September 9-10th and the Light Parade on November 11th.



Castro Valley Projects - Under Construction

-Habit Burger - Planned for Castro Village's eastern retail pad

-Meridian Dialysis Center - New 9984 SF building at 20359 Lake Chabot Road.

Castro Valley Projects – Pending

-Castro Valley Pad Building, 20923 Redwood Road (former paint store)

Other Projects Planned in the vicinity

- Streetscape improvement projects at Hesperian Blvd., Phase 2 & 3 Of E. 14th Street and Mission Blvd
- San Lorenzo Mixed Use Project at Hesperian & Paseo Grande
- Cherryland Place at Mission and Hampton - opportunity site for 37 apartments above retail buildings and 37 townhomes
- Just completed - Cherryland Fire Station.

Kristen Perrault, an ECD Assistant for Susan, shared information on many upcoming events that Alameda County is sponsoring related to economic development. The complete PowerPoint presentation will be shared via email later.

More information regarding Economic Development is available at http://www.acgov.org/cda/ecd/eden_improvements/index.htm



Membership Moment

Membership Chair Virginia Degner instituted a **Membership Moment** in which every week, one member will take one minute to share something about himself/herself that Club members may not know. Michaela Thompson shared our first Membership Moment.

Virginia also distributed a handout for identifying Prospective Members. She requested the help of all members in this effort to recruit all members. Membership is currently 49 with a goal of 55. Membership development is the responsibility of all members.



Announcements

- President Jim Negri reported that the board adopted the FY17-18 Budget on August 23rd and that he will share it at next week's meeting.
- After Jim Negri reported that the Rotary Club of Castro Valley Endowment currently stands at approximately \$180,000, Dan Willits described the types of scholarships that the Endowment provides each year. Dwight Perry then read a thank you card from previous recipient of a scholarship. The card will be attached to the email with this issue of Meeting Highlights.
- Ronald Williams provided an update on the status of Redwood Road repairs, which has been closed due to damage from rain and flooding. Roland later emailed the following information:

Alameda County stated the project is to commence starting next week (9/5/2017). The project should be completed before the end of the year around mid-December, weather permitting. For more information please go to the Alameda County Public Works website at this link <https://www.acpwa.org/news/redwood-road-use-caution> or call 510-670-5480 and ask for the contract construction division.



- Handouts on the tables:
 - A copy of the Four Way Test that one does not need glasses to read. *If you would like a copy for your business/office, see President Jim.*
 - A list of speakers for the next three weeks. Consider inviting a guest and be entered in a special drawing. *Please RSVP online by Monday at 9:00 a.m. each week.* The flier will be attached to the email with this issue of Meeting Highlights.
 - A description of how donations to The Rotary Foundation are used.

Future Speakers

- September 5 - Michael J. Mahoney, the new Chief Executive Officer of the Eden Health District.
 - September 12 – Rick Silva, Founder of B2B Gathering for business networking and referrals.
 - September 19 – Michael Moody, Senior Vice President for John Muir Health
 - September 26 – Panel on Fire Prevention for Home and Business
- [More detailed information is available on the Club website, www.castrovalleyrotary.org](http://www.castrovalleyrotary.org), or see the handout attached to the email of this issue of Meeting Highlights.

Future Events

- September 9-10 – Castro Valley Fall Festival – Rotary working a Beer & Wine Booth on September 10th – see Jim to volunteer
- September 27 – Board of Directors Meeting at 6:00 p.m. at the Chamber of Commerce



Heidi, Charles, and Virginia at the District 5170 Membership Seminar on August 19, 2017.



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