

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**Special Meeting  
Wednesday, May 5, 2004 8:00 a.m.**

Room 2A, Council Work Session Room  
Hayward City Hall  
777 B Street  
Hayward, CA 94541

The Public Comments section provides an opportunity to address the City Council on items not listed on the agenda. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

**A G E N D A**

- I. Call to Order
- II. Public Comment
- III. Approval of April 7, 2004 Minutes
- IV. Election of Officers
- V. Finalization of FY 2004-2005 Budget  
Consideration of the FY 2003-2004 Annual Report
- VI. New Banner Update
- VII. Adjournment

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Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Maret Bartlett at 583-4261 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.

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# MINUTES

## DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

General Meeting of Wednesday, April 7, 2004

### ATTENDANCE:

BIA Member	Present	Absent
Toni Barcelos		X
Ned Carleton (Vice Chair)	X	
James Cohen	X	
Aileen Matteson	X	
Belinda Mobley		X
Alice Nguyen	X	
Rod Vargas	X	
Doug Vieira	X	
Chris Zaballos (Chair)	X	

**VISITORS:** Peggy Collett, Hayward Chamber of Commerce  
Scott Raty, Hayward Chamber of Commerce  
Barbara Sauerbrei, Sierra Display

**STAFF:** Paul Dalmon, Redevelopment Project Manager

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- I. **Call to Order:** The Chair called the meeting to order at 8:04 a.m.
  - II. **Public Comments:** None
  - III. **Approval of Minutes:** Mr. Cohen made a motion to accept the minutes of the January 7, 2004, meeting. Mr. Vieira seconded the motion, and it was carried unanimously.
  - IV. **Discussion with Banner Vendor:** Mr. Dalmon indicated that Barbara Sauerbrei was here today to discuss options for a fourth set of banners to be used in the downtown banner program. Mr. Dalmon indicated that the three sets of banners currently used were purchased through Sierra Display and that they also install and store the banners. Ms. Sauerbrei gave a presentation to the members about the different services that Sierra Display provides with emphasis on custom design services which they provide in-house. She suggested that if the members are undecided on one specific banner that multiple designs could be used. She did some rough calculations, and based upon the established budget and with a total order of about 150 banners, the order could provide for 4-8 different banners.

Mr. Vargas mentioned that he particularly liked some banners that he saw in the City of Martinez, which featured images of people in the community. It was suggested that sites in the downtown could also be featured. Ms. Sauerbrei said custom banners can be designed with digital images. She said the images could be printed on the banners in a two-color image at a relatively affordable amount or even color images for slightly more. She noted that we could provide her with digital images, and she could design a banner around them with a particular theme, or she could even take the photos. It was decided that Mr. Vargas, the Chair, possibly Ms. Matteson, and staff would meet as a subcommittee to discuss this in more detail before the next meeting.

- V. **FY 2004/2005 Budget:** Mr. Dalmon gave an overview of the current budget and a comparison to actual revenues and expenses. He noted that last year the projection for revenue from the assessments was increased by \$3,000 to \$48,000 and that appears to be on target. He said that on the expense side, the individual line items have come in very close to the budgeted amounts, and there has been some cost savings due to the cancellation of the proposed Heritage Festival/Antique Faire, and due to not steam cleaning the portion of sidewalks along B Street that were under construction. Mr. Dalmon indicated that the cost savings will result in a smaller transfer from reserves for the FY 2003/04, which was budgeted for non-recurring expenses, e.g., banner replacements.

Mr. Dalmon presented a draft of the FY 2004/05 budget, and he responded to member questions, comments, and suggestions about it. The members talked about using some of the savings from the cancelled Heritage Festival to improve the Street Fairs. A few members felt that there should be a replacement event or promotion for the cancelled Heritage Festival/Antique Faire. Mr. Dalmon indicated that a special meeting will be called next month to approve the final budget and the annual report.

- VI. **Discussion about Downtown Events/Promotion:** Mr. Vargas and Ms. Matteson talked about doing more marketing, such as direct mail, to promote the downtown beyond the newsletters and tabloids that are used. There was discussion about the effectiveness of similar undertakings in previous years. Some of the members felt it would be cost prohibitive. It was decided that a subcommittee with Mr. Vargas, the Chair, Ms. Matteson, and staff would meet to discuss this in more detail.

- VII. **Adjournment:** The meeting adjourned at 8:59 a.m.