

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Regular Meeting
Wednesday, October 6, 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 July 7, 2004 Minutes
- IV. Light Up the Season
- V. New Banners
- VI. New Promo Event Discussion
- VII. Marketing Downtown
- VIII. Adjournment

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MINUTES

DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

General Meeting of Wednesday, July 7, 2004

ATTENDANCE:

BIA Member	Present	Absent
Toni Barcelos	X	
Ned Carleton (Vice Chair)	X	
James Cohen	X	
Aileen Matteson		X
Chris Zaballos (Chair)	X	
Alice Nguyen	X	
Rod Vargas		X
Meg Shaw	X	
Lyman Menger	X	

VISITORS: Peggy Collett, Hayward Chamber of Commerce
Scott Raty, Hayward Chamber of Commerce

STAFF: Jamie Hurley, Redevelopment Specialist
Paul Dalmon, Redevelopment Project Manager

I. Call to Order The Chair called the meeting to order at 8:05 a.m.

The BIA members introduced themselves to the two new BIA members, Meg Shaw and Lyman Menger.

II. Public Comments

None.

III. Approval of May 5, 2004 Minutes

Minutes were approved.

Toni Barcelos asked for clarification as to whether the May meeting was a Special Meeting. Jim Cohen confirmed that it was a Special Meeting.

IV. Budget Update

Jamie Hurley passed out copies of the final Budget which was approved by City Council. The total budget approved is \$85,000 but the Committee can augment funds if needed for special events.

Meg Shaw asked if City Council has ever “not approved” the budget.

Paul Dalmon said he doesn't think so as funds come from the Merchants, and Redevelopment also contributes some monies from their budget.

Jim Cohen asked if the State budget could affect the BIA budget.

Jamie Hurley said probably not as we will see an increase in revenues as new businesses come in plus the contribution that Redevelopment makes.

Alice Nguyen said we could cut back the sidewalk portion of the budget which is \$12,000 and do something else with that money. She said the stores can clean their own sidewalks. She feels that this money could be better spent.

Jim Cohen stated that the contract for sidewalk cleaning has already been approved for this year's budget; therefore, the BIA Committee could look at this next year.

Chris Zaballos asked for breakdown of the cleaning per foot.

V. New Banner Update

Chris Zaballos said the sub-committee did not meet as originally planned on new banners.

Jamie Hurley updated the two new Committee Members on what is going on with the downtown banners. The Committee is looking at banners that would show members of the community in all walks of life. The banners would be done with digital photography of Hayward landmarks. Sierra Display is the company the BIA uses, and Barbara of that company has offered to help. She can do all the artwork design and camera work.

Meg Shaw asked how often the banners change. Jamie Hurley stated that there are three sets at this time and the new set will be the fourth. Paul Dalmon said there is a Patriotic Banner that was selected last year and a Holiday Banner that is three years old.

Chris Zaballos said he will get together with the sub-committee which consists of Rod Vargas and Aileen Matteson to further discuss the banners.

Jim Cohen asked about the water tower in the Cannery Area. Jamie Hurley told the Committee that the tower had recently been painted and the City's logo is painted on three sides. A fence will be built around it.

VI. Discussion of Ideas of a New Promotional Event/Activity

Jim Cohen said that in previous meeting(s) the Committee had discussed possibly having different kinds of events; perhaps something that would have similar attractions as an Antique Faire. The Historical Society might look for something for next year.

Lyman Menger said art and wine festivals would draw people.

Peggy Collett from the Chamber of Commerce said part of the problem was that there were not as many volunteers.

Jim Cohen said last year the quality of merchants went down. He said that as a group the BIA could come up with ideas or have a sub-committee to do this.

There were miscellaneous comments about the events:

- Merchants not wanting to put things out on the sidewalk as it is a lot of work.
- Get other vendors or more vendors to participate.
- Need more advertising.
- Street parties are more successful as a whole.
- Light Up the Season is a huge success.

Paul Dalmon said it is the role of the Chamber to coordinate and run the downtown events, but the BIA can come up with ideas also.

Jamie Hurley said there are only two more summer street parties left and the first Light Up the Season discussion will be at the October 6, 2004 BIA Meeting. He said the possibility of a sidewalk sale being combined with the Farmer's Market was discussed at the last Chamber meeting.

Scott Raty of the Chamber of Commerce said the street parties can also be addressed at the next Chamber Meeting if anyone wants to attend.

Alice Nguyen suggested during these events to have different cultural groups and events that represent their people. For example, maybe a Kung Fu show and bring in more Asian entertainment as a lot of Asian people would attend if they had something there they like. She suggested having international food.

Scott Raty thought that was a good idea, i.e., Pacific Islanders and Hispanics also, kind of like a mini Epcot Center; bring in more ethnic groups and have better attendance.

Jim Cohen asked the Committee if there was any other business to address. Paul Dalmon said that Dr. Mobley had resigned due to her new baby and also moving her business.

VII. Adjournment

Meeting adjourned at 8:47 a.m.