

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Special Meeting
Wednesday, November 3, 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 October 6, 2004 Minutes
- IV. New Banners Update/Discussion
- V. Light Up the Season Update
- VI. Adjournment

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.

MINUTES

DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

General Meeting of Wednesday, October 6, 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; Gail Lundholm, Public Information Officer of City of Hayward; Sally Porfido, Economic Development Specialist of Community and Economic Development; Maret Bartlett, Redevelopment Director of Redevelopment Agency

STAFF: Jamie Hurley, Redevelopment Specialist

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

II. **Public Comments**

Gail Lundholm told the BIA Committee about the annual Hayward Volunteer Recognition and Awards Dinner scheduled for October 28th from 6:00 p.m. to 9:00 p.m. at City Hall. She passed out the brochure for the dinner and encouraged attendance for this event to help show appreciation of all the volunteers for the City.

III. **Approval of July 7, 2004 Minutes**

Jamie Hurley mentioned that some of Peggy Collett's comments were not noted in the July 7th Minutes. Mr. Hurley said the notes from that meeting would be reviewed and any overlooked comments would be added to the Minutes.

Chris Zaballos made a motion to accept the Minutes of July 7, 2004; Ned Carleton seconded; Minutes from July 7, 2004 Meeting were approved.

Miscellaneous Comments Regarding Minutes

Jim Cohen referenced Chris Zaballos' request from the July 7th meeting to get the breakdown of the sidewalk cleaning per square foot, if possible. It was suggested that the Committee look at other companies and compare costs before awarding next year's contract. Mr. Hurley told the Committee that the City Manager authorized additional cleanings of the sidewalks to come out of Public Works funding which leverages the money the BIA puts in for this. There are to be four additional cleanings from Watkins to B Street between Foothill and Mission Boulevard. There is also a June cleaning of the entire downtown. Maret Bartlett noted that a portion of the Redevelopment funding to the BIA is specifically intended to be used for sidewalk cleaning.

There was further discussion by the Committee about concerns regarding the sidewalk cleanings. Toni Barcelos stated that she would like to see Main Street cleaned as well, and after the last cleaning, she noticed certain areas of the sidewalks looked as if the cleaning machine had made grooves and marks on certain areas of the sidewalks. There was another comment made that the sidewalks do look nicer in general after the cleanings.

Jim Cohen asked how many cleanings including the additional cleanings were done per year. Jamie Hurley said the BIA funded cleanings in May and June and again in August and September; Public Works has provided funds for additional cleanings in June and November. Mr. Cohen suggested that next year the Committee might want to look at eliminating the June cleaning of B Street since it is already covered in June by the downtown-wide cleaning, and instead clean Main Street. Mr. Hurley will check into this.

Rod Vargas stated that the trash receptacles are over flowing and it would be nice to have one more bi-weekly cleaning. Maret Bartlett told the Committee that a private company, Waste Management, Inc. handles the trash collection in Hayward.

IV. Light Up the Season

Jamie Hurley told the Committee that Light Up the Season is scheduled for December 2, 2004 beginning at 5:30 p.m. Mr. Hurley said he met with Lori and RJ, who will be coordinating the entertainment program again. This year we budgeted for a stage with a canopy in case of inclement weather. Gail Lundholm has arranged for three groups as entertainment and is working on a fourth group. They will perform in the Rotunda.

Jim Cohen asked if the Chamber will be involved again this year. Peggy Collett said they will do the Passport to Prizes again and will publish the event in the paper. They are already working on designing the event poster.

Mr. Cohen asked where the stage will be this year. Jamie Hurley said that he and Lori discussed moving the stage into the intersection or having it remain in the same place that it was last year, across from Newman Park. No final decision on that has been made.

Chris Zaballos asked if Albertson's would be kicking in any money toward the event this year. Maret Bartlett said their first year of operation Albertson's donated money for the kiddie rides.

It was decided that a Special BIA Meeting be scheduled for November 3rd for an update on Light Up the Season. An email confirmation will be sent to the members and the Agenda will be mailed the week prior to the meeting.

Aileen Matteson said it is a good idea to meet again prior to the event, and suggested that it is important to let the merchant's know the deadline for the Passport to Prizes. She also suggested that the Committee can discuss new creative ideas for Light Up the Season for this year or next. She is interested in being on a committee to help come up with new ideas.

V. New Banners

Rod Vargas said that he and Chris Zaballos and Aileen Matteson were supposed to meet as the sub-committee for the Banners. This has not happened yet. The sub-committee will schedule a meeting time for their group at the end of today's BIA Meeting. Jamie Hurley said that Barbara of Sierra Display has offered to help the sub-committee in any way that they need, and she suggests rather than use actual people, to use representation of types of people in the community, i.e., teacher, doctor, fireman, student, little girl playing soccer, etc. Suggestion was also made to use landmarks on banners and have slogan(s) that relate to that. There will be six to eight different types of banners spread out over the city and Barbara indicated that we can get about 100 total banners with the funds that have been budgeted.

Chris Zaballos said there are about 150 poles for the banners. Last year the BIA spent under budget for the banners. Barbara of Sierra Display has sent both Mr. Zaballos and Mr. Hurley examples from other cities (City of Berkeley and City of Lakewood).

There was miscellaneous further discussion about the banners. At the A's stadium they use actual people (baseball players); City of Berkeley/UC Berkeley has used people who have passed away (Nobel Prize recipients) along Telegraph Ave near campus. Toni Barcelos said we should be careful using actual people as it could hurt others feelings.

It was suggested that Chris Zaballos, Rod Vargas and Aileen Matteson come up with a list of type of people to use. The sub-committee will come up with the list and/or ideas prior to the November 3rd Special BIA Meeting.

Maret Bartlett stated concern over liability and ongoing copyright issues associated with using specific people, and noted that any final decision on the content of the banners first has to go through City Manager and possibly the City Attorney for approval.

VI. Marketing Downtown

Aileen Matteson stated that two of the agenda items - New Promo Event and Marketing Downtown could be tied in together. She said Hayward needs something to promote more business in the downtown area to draw in more customers and encourage new residents to patronize Hayward businesses. She pointed out that the BIA saved about \$3,000 in not having the Antique Faire which could potentially be used toward this effort, and that the BIA is the perfect group to promote marketing to the residents of Hayward. She then showed the Committee the “Shop Hayward” man/logo that is currently displayed around Hayward downtown stores and presented her idea:

- Ms. Matteson showed the Committee a large shopping bag. The bag would consist of a coupon book and product/gift(s) from participating merchants. The bag would have a logo on it (to be determined).
- A post card would be mailed to new home owners in Hayward explaining how/where they could get their free product/bag and telling them they have to go into one of the stores that would be listed on the postcard to get their bag. Once they are in store, the merchant could offer a discount off their products or give a free gift/product to that resident.
- Ms. Matteson passed around an information sheet with the costs of the bag (total costs about \$3,000 or less); suggested contents of bag; and information on how notice of the promo would be distributed to residents/customers.
- Cost for bag and mailing: \$5,635.74. BIA’s contribution would be \$3,000 leaving a \$2,635.74 balance which could be donated voluntarily by BIA merchants for the promotion or maybe an additional surcharge for BIA merchants.

Discussion by members regarding promo idea:

- Discussion as to whether postcard should just go to new homeowners or other residents as well. Should it go to residents close to downtown or all over Hayward?
- Cost to obtain the names and addresses of recipients of postcards.
- The City may be able to contribute money for this promo idea.
- Suggestion to wait until new theatre is open to begin this promo.
- This is similar to “Welcome Wagon(s)”.
- Suggestion that all Hayward residents receive postcard.
- The postcard could be distributed at events as well as mailed.

Gail Lundholm said there was already something in place similar to this in which the City puts together a new resident folder with various information, i.e., phone numbers for PG&E, Chabot College, etc. Perhaps that could be added to the bag. Ms. Lundholm explained there is probably no money for a contribution this year from the City due to budget constraints. She also mentioned that Sally Porfido of CED had recently applied to PG & E for an economic development/downtown marketing grant but was not funded.

At the recent CDC Meeting someone had suggested that the BIA get involved in promoting/marketing the downtown businesses.

Aileen Matteson asked if the idea would go back to City for approval. Where does it go from here? We need customers right away.

Jim Cohen suggested finding corporate sponsorships. Gail Lundholm suggested contacting the developer of Cinema Place and they could advertise on the bag also. In response to Gail's comment Maret Bartlett said this is premature as far as Cinema Place goes. Aileen Matteson said maybe Mervyns might want to participate. Ms. Matteson said Alliance Title has offered volunteers to put the booklet of coupons together.

Everyone liked the promo idea, and it was decided that Aileen Matteson will come to the next meeting with ideas for fee schedule and timeframes for printing and who could be involved.

VIII. Adjournment

Jim Cohen thanked everyone for 100% attendance. Meeting adjourned at 9:03 a.m.