

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Regular Meeting
Wednesday, October 5, 2005 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 6, 2005 Minutes
- IV. Banner Update
- V. Light Up the Season Discussion
- 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
Regular Meeting of Wednesday, July 6, 2005

ATTENDANCE:

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

VISITORS: None

STAFF: Jamie Hurley, Redevelopment Specialist; Cecelia Cooke, Redevelopment Secretary (Minutes)

I. Call to Order

The Vice Chair called the meeting to order at 8:04 a.m.

II. Public Comments

None.

III. Approval of May 4, 2005 Minutes

Toni Barcelos made motion to approve May 4, 2005 Minutes; Lyman Menger seconded; Minutes of May 4, 2005 approved unanimously by Committee.

IV. FY 2005/2006 Budget Update

Jamie Hurley passed out copies of the adopted budget to the Committee for review and asked if anyone had questions or comments.

There was discussion among the members regarding the funds budgeted for sidewalk cleaning.

Jamie Hurley reminded the Committee that since the sidewalks were new last year, the City approved money from the Public Works Department to pay for four additional cleanings on B Street between Foothill and Watkins in FY 2004-05. There is no money budgeted for that this year. Some think that the merchants should be responsible for cleaning their own sidewalks. Browman Development, which owns the Albertson's-anchored commercial development, was recently contacted by the Chamber of Commerce regarding the condition of the sidewalks in front of the businesses located at A & Mission (Starbucks, Jamba Juice, etc.), and they have agreed to pay more attention to the cleanliness of those areas.

Currently the BIA pays for an annual cleaning of the entire downtown area that takes place over a three day period in June. The next major cleaning will take place in June 2006.

In response to questions about the cost and specific locations covered, Mr. Hurley indicated that at the next meeting he would provide a detailed breakdown of the annual cleaning showing the cost for each segment.

V. Banner Program

Jamie Hurley gave a slideshow presentation regarding the new banners for the downtown area. Mr. Hurley was contacted by a company called Display Sales Company out of Minnesota, who provided two samples, or Proofs, of two types of custom-designed banners. Mr. Hurley passed out the examples. Several Committee members expressed a preference for the photo-realistic style over the ink w/gradient shading style.

The banners will feature various images that are located in and which represent downtown Hayward. It was suggested that the specific people, businesses, or institutions being considered for the banners should be contacted to gauge their interest and to obtain verbal permission to use them. Ms. Barcellos volunteered to contact All Saint's Church.

Mr. Vargas will provide Mr. Hurley the names of a few professional photographers in downtown Hayward to contact for quotes on taking digital photos of the various businesses/people for the banners. Mr. Hurley will work with the banner company and a photographer between now and the next BIA meeting, with a goal of being able to provide the Committee with a full set of proofs for them to review at the next meeting.

Miscellaneous

The Vice Chair asked if Committee had any other downtown issues or concerns to discuss.

The Committee was told in answer to their question regarding the Blues Festival, that Vic Avila, the Facilities Manger at the City, is the new coordinator of that event having taken over that role from Gail Lundholm.

Chris Zaballos shared his concern about the condition of some of the empty storefronts located in the downtown. Mr. Zaballos said he understands that the City's Office of Community Preservation generally handles those kinds of complaints, but he wanted to know if the Committee had any suggestions on how to encourage owners of vacant buildings to make their storefronts look nicer. For example, he recalled that two years ago many storefronts had holiday scenes painted on their windows prior to LUTS. Committee members agreed that this gave the storefronts an improved look and suggested it be done again during this year's holiday season.

The question was asked if the City had any leverage with the owners of vacant buildings that have unsightly storefronts. Mr. Hurley said if it is a code violation or building safety issue, the City would cite the owners. It was suggested that members of the Committee compile a list of the problem buildings for the next BIA meeting.

There were no other comments.

VI. Adjournment

Toni Barcelos made motion to adjourn, seconded by Chris Zaballos; meeting was adjourned at 9:50 a.m.