

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Special Meeting
Wednesday, November 2, 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 October 5, 2005 Minutes
- IV. Light Up the Season Update
- V. Banner 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
Regular Meeting of Wednesday, October 5, 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: Peggy Collett and Scott Raty, Hayward Chamber of Commerce
Russell Foote, Russell Foote Photography

STAFF: Jamie Hurley, Redevelopment Specialist

I. Call to Order

Chris Zaballos called the meeting to order at 8:07 a.m.

II. Public Comments

None.

III. Approval of May 4, 2005 Minutes

Toni Barcelos made motion to approve July 6, 2005 Minutes; Lyman Menger seconded; Minutes of July 6, 2005 approved unanimously by Committee.

IV. Banner Program

Russell Foote gave a slideshow presentation regarding the new banners for the downtown area, and Mr. Hurley passed out hard copies of sample banner formats. The banners will feature various images that are located in and which represent downtown Hayward. The committee discussed their preferences with respect to specific features such as colors, images, wording, and layout.

Mr. Hurley will work with the banner company (Sierra Display) and Mr. Foote to produce a final set of proofs over the next few weeks.

V. Light Up The Season (LUTS)

Mr. Hurley reminded the Committee of the date for LUTS (December 1st) and indicated that he would again be working with Lori Moite of Cotton Candy Express, who will be coordinating the entertainment for the event.

The Committee briefly discussed the relative merits of importing a large tree for the tree lighting ceremony, as was done in previous years, versus using the tree(s) that are permanently located in Newman Park as was done last year. Mr. Hurley indicated that no BIA funds were budgeted for a tree this year, but said he would check with Vic Avila (Facilities Manager for COH) to see if any funds were available in his budget for this item.

VI. Miscellaneous

Prior to adjournment, the Committee requested a Special Meeting to review the final banner proofs and discuss LUTS in more detail. November 2nd was set as the date for the Special Meeting. Lori Moite will be there to brief the Committee on her preparations for the event.

VII. Adjournment

Toni Barcelos made motion to adjourn, seconded by Ned Carleton; meeting was adjourned at 10:05 a.m.