

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**Regular Meeting  
Wednesday, January 4, 2006 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 November 2, 2005 Minutes
- IV. Light Up the Season Recap
- V. Banner Update
- VI. Adjournment

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**MINUTES**  
**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA**  
**ADVISORY BOARD**  
**Special Meeting of Wednesday, November 2, 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; Doris Yates, BIA business owner of YCS; Lori Moitié, Cotton Candy Express

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

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**I. Call to Order**

Jim Cohen called the meeting to order at 8:10 a.m.

**II. Public Comments**

None.

**III. Approval of May 4, 2005 Minutes**

Ned Carleton made motion to approve October 5, 2005 Minutes; Chris Zaballos seconded; Minutes of October 5, 2005 approved unanimously by Committee.

**IV. Light Up the Season Update**

Lori Moitié gave the Committee the overview and schedule of events for LUTS.

This year there will be entertainment in the Rotunda beginning at 5:30 and also entertainment at Newman Park.

Jamie Hurley said in addition to the stage and Rotunda entertainment, there will be balloons, face painting, games, and rides for the children. There will also be a tree lighting ceremony at Newman Park.

Jim Cohen thanked Ms. Moitié and asked if there were any questions from the Committee.

**V. Banner Update**

Jamie Hurley passed out nine banner photos/examples to the Committee for review and comment.

There was discussion about each photo, and the Committee decided which ones to use and which ones to get different shots of. Mr. Hurley will work with Sierra Display to finalize the photos and email the results to the Committee.

The production of the banners is expected to take about a month after the final decision. Mr. Hurley said they should be finished either by the time to take down the Holiday banners or early spring.

Jim Cohen asked for further comments.

Peggy Collett of the Chamber of Commerce said the new Downtown Directory will be inserted in the November 14, 2005 edition of the Daily Review.

Aileen Matteson announced her resignation from the BIA as she is closing her store. She thanked the Committee stating her appreciation to have served. Jamie Hurley thanked Ms. Matteson for her service to the Advisory Board.

**VI. Adjournment**

Meeting was adjourned at 8:58 a.m.