

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Regular Meeting
Wednesday, April 5, 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 January 4, 2006 Minutes
- IV. Discussion about FY 2006/2007 Draft Budget
- V. 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, January 4, 2006

ATTENDANCE:

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Toni Conde	X	
Ned Carleton	X	
James Cohen (Chair)	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;
Susan Beck

STAFF: Jamie Hurley, Redevelopment Specialist; Paul Dalmon, Redevelopment
Project Manager; Cecelia Cooke, Redevelopment Secretary (Minutes)

I. Call to Order

Jim Cohen called the meeting to order at 8:08 a.m.

II. Public Comments

None.

III. Approval of November 2, 2005 Minutes

Lyman Menger made a motion to approve the November 2, 2005 Minutes; Meg Shaw seconded; Minutes of November 2, 2005 approved unanimously by Committee.

IV. Light Up the Season (LUTS) Recap

Discussion points relating to this year's LUTS event included the following:

- Jamie Hurley said due to the ever present threat of rain in early December, the Committee might want to come up with some contingency plans for next year's event.

- Sending flyers to the schools and advertisement of the event, which was done this year by the Chamber of Commerce, is an important way of publicizing the event.
- Discussion of possibly moving the event closer to City Hall to tie it more closely with the entertainment in the Rotunda; for example, the rides and covered stage could be moved to the intersection of B & Watkins and the area in front of City Hall. After Cinema Place is completed, the event could move back to B Street between Foothill and Main.
- May be possible to use the first floor of the parking garage across from City Hall.
- Suggestion to include more participation by schools and other community groups.
- The Committee will continue discussing new ideas for the event at the next meeting.

V. Banner Update

Jamie Hurley gave the Committee samples of the final banner designs. There are 113 poles in the downtown, but only 84 banners have been ordered because the final cost was more than initially budgeted for. Next year's budget (2006-07) can include funds for the purchase of the remaining banners, which will be ordered after the new budget is approved.

VI. Final Comments

Mr. Hurley asked the Committee to be thinking of anyone who would make a good Committee Member as Aileen Matteson has now resigned. The Clerk's office will advertise and send letters to recruit for Boards and Commissions in May this year. Jim Cohen requested that the terms of the Committee be distributed at the next meeting.

VII. Adjournment

Meeting was adjourned at 8:38 a.m.