

# **DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD**

**Special Meeting  
Wednesday, September 13, 2006 8:00 a.m.**

**Room 2A  
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 12, 2006 Minutes
- IV. Light Up the Season Discussion
- 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**  
**Special Meeting of Wednesday, July 12, 2006**

**ATTENDANCE:**

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Ned Carleton (Vice Chair)	X	
James Cohen	X	
Toni Conde	X	
Lyman Menger (Chair)	X	
Alice Nguyen	X	
Meg Shaw	X	
Laura Swan	X	
Chris Zaballos	X	

**VISITORS:** Peggy Collett, Scott Raty, Hayward Chamber of Commerce

**STAFF:** Jesus Armas, City Manager; Maret Bartlett, Redevelopment Director; Paul Dalmon, Redevelopment Project Manager; Cecelia Cooke, Redevelopment Secretary (Minutes)

---

**I. Call to Order**

Lyman Menger, Chair, called the meeting to order at 8:04 a.m.

**II. Public Comments**

Peggy Collett of the Chamber of Commerce told the Committee that the County has an educational trailer which will be part of the next street party. It will be stored at the City's Corp Yard.

**III. Introduction of New Committee Members**

Lyman Menger introduced Laura Swan, one of the new BIA Committee Members. Ms. Swan told the Committee that she works for Swan Communications on 2nd Street.

Paul Dalmon explained that Keith West, a new BIA Committee Member, is out of town and will attend the next meeting.

**IV. Approval of Minutes**

Toni Conde made a motion to accept May 3, 2006 Minutes; Chris Zaballos seconded. Minutes unanimously approved.

**V. FY 2006/2007 Budget Update**

Paul Dalmon told the Committee that City Council approved the BIA budget as recommended by the Committee.

**VI. Light Up the Season Discussion**

Paul Dalmon opened the discussion.

Chris Zaballos told the Committee that an ad hoc committee consisting of him, Scott Raty, Laura Swan, and Peggy Collett met prior to this meeting and came up with a list of ideas for the LUTS. Jim Cohen will join the committee.

The group discussed various ideas as follows:

- have event indoors
- do not close off streets
- solicit more merchant involvement
  - have a window decorating contest
  - merchants and/or volunteers decorate vacant store fronts
  - merchants offer punch and cookies
  - use City's web site to advertise the contest
  - provide a schedule of events/times/locations
- do not have tree lighting ceremony
  - install lighting on trees and buildings in the downtown area beforehand – especially B Street
- use local groups rather than professional entertainment
  - provide honorariums for their performances
- contact vacant building owners to use their space for:
  - movies, activities, Santa's workshop
- do not have children's rides, but have plenty of children's activities
- have more multi-cultural activities
- extend area over toward Hayward Historical Society museum
- change start time to a little later to accommodate families

The consensus is to:

- have the event indoors
- contact building owners to use vacant buildings for entertainment
- instead of a tree lighting, install lights all over the downtown
- get the merchants and community more involved
- Redevelopment to coordinate with City Hall regarding any permits needed if Rotunda is used and also the use of City's website
- Chamber will contact merchants/vendors for participation

Jim Cohen made a motion to accept the ad hoc committee's offer to finalize LUTS having a new look. Toni Conde seconded, and the motion carried unanimously.

The ad hoc group will meet prior to a special September 13, 2006 BIA Meeting to finalize ideas and bring back to that meeting.

Jesús Armas told the Committee that the City Council has approved \$50,000 towards the marketing of downtown Hayward, and \$500,000 for a program to help fill vacant buildings in the downtown.

**VII. Adjournment**

Meeting adjourned at 8:57 a.m.