

DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

**Regular Meeting
Wednesday, October 4, 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 September 13, 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, September 13, 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	
Keith West		X
Chris Zaballos	X	

VISITORS: Peggy Collett, Scott Raty, Hayward Chamber of Commerce; Gloria Ortega

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

I. Call to Order

Ned Carleton, Vice Chair, called the meeting to order at 8:11 a.m.

II. Public Comments

Paul Dalmon introduced Gloria Ortega who will join the Redevelopment Agency in October. Mr. Dalmon told the group she will be involved with the BIA Committee and will also work on the Retail Incentive Program, which will tie in with the BIA.

The announcement was made that Toni Conde has resigned from the BIA due to her retiring from Union Bank of California. She sent her thanks and appreciation to the Committee. Mr. Dalmon told the Committee that the City Clerk does have an alternate candidate who will fill that vacancy.

III. Approval of July 12, 2006 Minutes

Correction will be made to the July 12, 2006 Minutes under Public Comments that the trailer for the street parties is the Hayward Fire Department/Fire Prevention Bureau Fire Safety Trailer from the Fireman's Fund Insurance to Fire Departments in Alameda County.

Chris Zaballos moved that the Minutes be accepted; Laura Swan seconded; Minutes were unanimously approved.

IV. Light Up the Season Discussion

Scott Raty, Chamber of Commerce, distributed a draft proposal for the LUTS festivities. Discussion was as follows:

- Have more indoor events due to weather.
- Distribute flyers, postcards, and posters advertising the event.
- Coordinate lighting on trees and buildings on Main and B Street instead of having a tree lighting ceremony.
- Promote and arrange with merchants to purchase holiday lights at discounts.
- Ace Hardware has agreed to sell to merchants at costs.
- Turn on lights at 6:00 p.m.
- Staff will inquire whether the Mayor will speak at beginning of event, possibly in the Rotunda.
- Solicit merchant's participation to light and decorate their storefronts.
- Coordinate a window display competition with recognition for winners.
- Lynn Swan said her assistant has volunteered to decorate the storefronts for free.
- Solicit businesses to host entertainment sites, open houses.
- Pay honorariums to community groups for entertainment rather than professional entertainment.

Mr. Raty will bring final proposal with itemized costs to October 4, 2006 BIA Meeting.

Chris Zaballos moved to approve the proposed budget of \$10,180 for the Chamber of Commerce to provide services for the LUTS. Meg Shaw seconded; unanimously approved.

V. Miscellaneous

Ned Carleton asked if there were other items to discuss.

Ms. Nguyen said she would like to see something new and different for LUTS. It should be more multi-cultural. There are a lot of other ethnic groups who could provide entertainment.

Alice Nguyen expressed her concern about the lack of businesses in the downtown and also how hard it is to run a business in Hayward due to a lack of customers. She said instead of building more houses, the City should have more businesses. She said the insurance required to run a business is very expensive. She would like the City to talk to the Landlords and see how they feel about the downtown businesses.

Mr. Dalmon said the City has approved \$500,000 in the budget to address these types of concern and that the Retail Incentive Program is still being worked on and will target vacant buildings and businesses.

Maret Bartlett said that the BIA Committee is part of the solution and can talk about how to bring in more weekend business to the downtown.

Ned Carleton stated that the new Cinema Place Theatre will improve business in the downtown area.

VI. Adjournment

Meeting adjourned at 8:51 a.m.