

DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

**Regular Meeting
Wednesday, January 3, 2007 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 October 4, 2006 Minutes
- IV. Welcome of New Committee Member
- V. Light Up the Season Recap
- VI. Downtown Retail Attraction Initiative Update
- VII. 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, October 4, 2006

ATTENDANCE:

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

STAFF: 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 8:07 a.m.

II. Public Comments

None.

III. Approval of September 13, 2006 Minutes

Correction will be made to the September 13, 2006 Minutes under **IV. Light Up the Season**. The spelling of Laura Swan's name was corrected.

Chris Zaballos moved that the Minutes be accepted; Jim Cohen seconded; Minutes were unanimously approved.

IV. Light Up the Season Discussion

Scott Raty, Chamber of Commerce, distributed the final proposal for the LUTS festivities which breaks out the costs. Discussion was as follows:

- Paul Dalmon told the Committee that the tree will not go up in the Rotunda until the week after LUTS due to a couple of holiday festivities there prior to LUTS.
- Two additional 20 amp circuits will be added to Newman Park. Due to size and spacing of trees, the lights will also be strung along railings.
- The question was asked if there will be an Agenda for the activities.
 - Scott Raty of the Chamber said yes and that the lights will be turned on at 6 p.m. A welcome by the Mayor is being explored, and it still needs to be determined where the Mayor would speak.
 - Mr. Raty said that the businesses who do participate will have an agenda of activities for their store.
- Local groups such as Mt. Eden Choir and the Tennyson Jazz Band have agreed to participate.
- Scott Raty said the challenge now is to get the businesses involved and agreeable to decorate the store fronts and to have refreshments and activities to draw people into their stores.
- There was a discussion about if there would be activities for the children since there will not be any rides this year.
 - Mr. Raty said there will be high school groups entertaining, a Santa, and “Maggie the Clown”. The Chamber of Commerce is also talking to the businesses to see if they can offer any type of crafts and activities for the children.
- Lt. Weldon of the Hayward Police Department wants to close B Street so the crowd can safely cross the streets during LUTS.
- Maret Bartlett reminded the Committee that Gloria Ortega, the new Redevelopment Project Manager, will be working on the Retail Attraction Initiative Program which will get more businesses in the downtown for next year’s LUTS. She will begin next week, and this might encourage businesses to participate in this year’s LUTS.

Jim Cohen made a motion to formally accept the Chamber of Commerce’s proposal to provide services for the LUTS. Meg Shaw seconded; motion was unanimously passed by the Committee.

V. Miscellaneous

Maret Bartlett thanked Toni Conde, who resigned from the BIA on September 13, 2006, on behalf of the Committee for all her years of service.

Ms. Conde thanked the Committee and said she would miss them and would also miss serving on the BIA.

VI. Adjournment

Meeting adjourned at 8:45 a.m.