

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Regular Meeting
Wednesday, April 4, 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 January 3, 2007 Minutes
- IV. Discussion about FY 2007/2008 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**

Annual Meeting of Wednesday, January 3, 2007

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

STAFF: Jesús Armas, City Manager; Gloria Ortega, Redevelopment Project Manager;
Paul Dalmon, Redevelopment Project Manager; Cecelia Cooke,
Redevelopment Secretary (Minutes)

I. Call to Order

Lyman Menger, Chair, called the meeting to order at 8:05 a.m.

II. Public Comments

None.

III. Approval of October 4, 2006 Minutes

A motion was made to accept the October 4, 2006 Minutes which were unanimously approved.

IV. Welcome of New Committee Member

Lyman Menger, Chair, introduced and welcomed the new BIA Committee Member, Gina Championsmith of The Brick Oasis, to the group.

V. Light Up the Season Recap

Lyman Menger thanked Peggy Collett and the Chamber of Commerce for making Light Up the Season successful.

Paul Dalmon thanked the Rotary for their efforts.

Scott Raty, Chamber of Commerce, thanked Laura Swan for all her efforts in the store front decorating.

The Committee and Chamber of Commerce received only positive comments from the attendees and business owners about the new format of LUTS this year.

- The Main Street Bakery was successful with the cookie decorating, and so many families visited, they ran out of cookies.
- Scott Raty mentioned that the marching band was so successful that next year the band will be larger.
- Some business owners reported that their business has already picked up due to the exposure.
- LUTS attendees commented that they like the activities that the businesses provided.

There was discussion among the BIA Committee and the Chamber of Commerce for ideas for the 2007 event as follows:

- Scott Raty hopes to tie Toys for Tots in with the event in 2007.
- Suggestion to have fund raisers that tie in to LUTS.
- Suggestion to have a sub-committee for new ideas for the 2007 LUTS.

The City Manager told the Committee that since Newman Park has not worked for this event for the tree lighting, arrangements could be made with Facilities for the Community Tree to be delivered before the LUTS event. The Mayor could speak in the Rotunda, and then the tree lights would come on simultaneously with the lights in the downtown.

Staff will contact Facilities and reserve the date.

VI. Downtown Retail Attraction Initiative Update

Gloria Ortega told the Committee there was a Broker's Forum at City Hall on December 13, 2006, to discuss ways to bring new businesses into the downtown and fill vacancies. The Brokers were enthusiastic and brought some good ideas to the meeting.

Various points of meeting and program:

- There are approximately 18 – 20 vacant buildings.
- There is a \$500,000 fund loan for the program.
 - This could be used for TI's or to assist with rehab of buildings.
- Goal is to try to bring in unique high-end restaurants and businesses to get families into the downtown.
- Make it easier for new businesses to get established with clear start-up guidelines, etc. by working with Planning Department.
- Create a safer and cleaner environment to attract businesses.
- Marketing package is being designed for handout to brokers and owners.
- Next step is to meet with the owners and find out what they need.

The Committee members suggested that a package be given to new business owners with clear direction as to what they need to do to get started in their business, including County and other contacts.

VII. Adjournment

Meeting adjourned at 8:46 a.m.