

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Special Meeting
Wednesday, May 2, 2007 8:00 a.m.**

**Room 4A
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 April 4, 2007 Minutes
- IV. Election of Officers
- V. Finalization of 2007-2008 Budget
Consideration of the FY 2006-2007 Annual Report
- VI. Light Up the Season
- 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

Annual Meeting of Wednesday, April 4, 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: 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 8:07 a.m.

II. Public Comments

Peggy Collett, Chamber of Commerce, told the Committee about the upcoming Business Expo at Centennial Hall scheduled for April 11, 2007.

Lyman Menger, Chair, announced that Gina Championsmith of the Brick Oasis closed her business in the downtown and resigned from the BIA.

Paul Dalmon told the Committee if they know anyone who might want to serve, have them contact the City Clerk's office.

III. Approval of January 3, 2007 Minutes

A motion was made to accept the January 3, 2007 Minutes, which were unanimously approved.

IV. Discussion about FY 2007/2008 Draft Budget

Paul Dalmon passed out the draft 2007/2008 Budget for review. The Committee discussed the line items for approval.

Banners: The question was asked if new banners would be ordered. Paul Dalmon said the Holiday banners are the oldest ones and are still in good condition. The lifetime of the banners is approximately six to seven years. Next year the Committee could look at ordering new banners. This year's draft banner budget is \$10,000 less than last year due to purchasing the new digital banners in 2006/2007.

The comment was made that the Farmer's Market banners are faded. Mr. Dalmon told the Committee that the Farmer's Market is responsible for their banners, but we have enough banners in storage to replace one if needed.

Mr. Dalmon said that historically the budget reserve has been used to purchase new banners.

In response to the question of where the budget reserve comes from, Mr. Dalmon explained that it is funded from interest on assessments and the previous year's fund balance. He further explained that the budget reserve has been used in the past to purchase replacement banners as required. Some years the reserve has not been used at all, so it has increased.

Light Up the Season:

Scott Raty of the Chamber of Commerce will take a look at last year's Light Up the Season expenses to see if the draft budget projection is correct. Gloria Ortega provided the Committee with new ideas and asked for a sub-committee since the planning of this year's festivities will have to begin soon. Lyman Menger, Chris Zaballos, and Jim Cohen said they will assist with this.

Suggestions for Light Up the Season:

- Skating rink;
- Santa and toy collection tie in with Police Department;
- Dog Parade;
- Additional holiday decorations; and
- Develop corporate sponsors to support holiday festivities.

The Committee decided to discuss this further at the Special May 2 meeting.

V. Adjournment

Meeting adjourned at 8:50 a.m.