

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Regular Meeting
Wednesday, October 3, 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 July 11, 2007 Minutes
- IV. Updates:
 - Business and Property Owners Meeting On Downtown Environment Issues
 - Sidewalk Cleaning Proposals and Strategies
 - Light Up The Season
 - Retail Attraction Program
- 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

Wednesday, July 11, 2007

ATTENDANCE:

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Lyman Menger (Chair)	X	
Ned Carleton (Vice Chair)	X	
Tina Martinez	X	
Meg Shaw	X	
Laura Swan	X	
Lisa Tyler	X	
Keith West	X	
Chris Zaballos	X	

VISITORS: Peggy Collett, Hayward Chamber of Commerce

STAFF: Gloria Ortega, Redevelopment Project Manager; Suzanne Philis, Redevelopment Secretary (Minutes)

I. Call to Order

Lyman Menger, Chair, called the meeting to order at 8:03 a.m.

II. Public Comments

No public comments

III. Approval of May 2, 2007 Minutes

A motion was made to accept the May 2, 2007 Special Meeting Minutes, which were unanimously approved.

IV. Review Council Approved BIA Budget and Binder

Copies of the FY 07-08 BIA Budget approved by City Council on July 10, 2007, were circulated for review. Per the request of City Manager Jesús Armas, the budget reflected a \$5,000 decrease in collected BIA fees (based on previous years) from \$60,000 to \$55,000. Although BIA fees haven't been raised in a long time, Peggy Collett said some businesses refuse to pay the fees and those cases are eventually sent to collections.

V. Updates

Business and Property Owners Meeting on Downtown Environmental Issues:

Gloria Ortega suggested using BIA fees to purchase a sidewalk cleaning "Green Machine" to help improve the look of downtown. Chris Zaballos said the problem isn't dirty sidewalks as much as the homeless and the lack of police presence. Laura Swan suggested looking into volunteer police officers, which the City of San Mateo utilizes successfully. She also suggested a police office in one of the unused retail shops to increase police visibility. Gloria Ortega said these suggestions would be included in an upcoming Clean & Safe meeting between business and property owners.

Light Up the Season:

Gloria Ortega reviewed results of the Light Up the Season committee meeting held June 29, 2007. Meeting turnout was good and included several BIA members. Lisa Tyler, who attended the meeting, reviewed her group's discussion of the toy collection tie-in with the Police Department.

Meg Shaw discussed the Holiday Parade. The City of Hayward has a history of pet parades going back many, many years and participation is expected to be high. To generate interest the group plans on contacting the shelter for volunteers and the owner of Wags N Whiskers for mailing lists on dog owners. Meg Shaw indicated that her group preferred to have the parade on the weekend either proceeding or following the actual LUTS season event. Gloria Ortega said that was still to be determined.

Because of timing it was decided to pursue the ice skating rink for next year.

Retail Attraction Program:

Gloria Ortega announced that Request for Proposals for a downtown retail brokerage team resulted in two submissions. One of the proposals came from a brokerage team with many years of experience placing national and regional retailers in urban retail markets. Once the proposal is accepted and the other firm notified of the decision, the name of the team will be announced.

Summer Street Parties:

Peggy Collett said turn out continues to be around 6,000 people per event and, so far, have gone smoothly with no police intervention needed.

VI. Adjournment

Meeting adjourned at 8:53 a.m.