

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Special Meeting
Wednesday, January 9, 2008 8:00 a.m.**

**Room 2B, 2nd Floor
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.

**PLEASE NOTE THAT THIS MEETING HAS BEEN POSTPONED ONE WEEK FROM ITS
REGULARLY SCHEDULED TIME AND THE LOCATION HAS CHANGED.**

A G E N D A

- I. Call to Order
- II. Public Comment
- III. Approval of October 3, 2007 Minutes
- IV. Updates:
 - Debriefing of Light Up the Season and the Santa Paws Parade
 - Sidewalk Cleaning Proposals and Strategies
 - 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, October 3, 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: Scott Raty, 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 8:16 a.m.

II. Public Comments

No public comments

III. Approval of July 11, 2007 Minutes

A motion was made to accept the July 11, 2007 Regular Meeting Minutes, which were unanimously approved.

IV. Updates

Business and Property Owners Meeting on Downtown Environmental Issues:

Gloria Ortega gave a quick update. The consensus among downtown stakeholders concerns the cleanliness and safety of downtown and the problem of alcohol being consumed (or having been consumed) by patrons hanging out downtown. The City Council will be addressing these and other downtown issues during a Work Session scheduled for October 16th at 5pm. Gloria urged members to attend the work session to hear the latest strategies.

Sidewalk Cleaning Proposals and Strategies:

Requests for Proposals were sent to ten sidewalk steam cleaning companies in August. Four submitted bids with Webco's being the lowest at \$6,155. As Gloria Ortega explained, the available budget is \$13,000, so with the savings of \$6,845 the BIA has the option to contract for more frequent steam cleanings; buy a sidewalk sweeping machine for daily maintenance; or save the money for future use.

Tina Martinez said she's never noticed the sidewalks ever being particularly clean.

Lisa Tyler said the property and business owners should clean their own areas, but said there's not a water spicket accessible near her store. She also suggested that the City invest in new garbage cans as the current ones are dirty and damaged.

Chairperson Lyman Menger wasn't sure if the money saved from Webco was enough to pay for a sweeping machine and the cost of staffing it. Gloria Ortega said she was already looking into Hayward's Day Labor Center for staffing. Lyman's only concern with that was finding someone skilled enough to safely operate the machine.

Ned Carleton asked if the City would foot the labor cost. (Gloria had explained that the Alameda Merchant's Association employs two men at a cost of approximately \$60,000 a year to sweep the main street downtown every day.) Ned also wondered how the City could encourage property and business owners to take a more active role in keeping downtown clean. Ned expressed a preference to wait and see before spending the extra money on a sweeping machine.

Lisa agreed with Ned that the City should put together a promotional campaign to keep Hayward clean by putting signs in business windows that encourage everyone not to litter. Gloria agreed this is a great idea but will have to confirm BIA doesn't duplicate any campaigns planned by Hayward's Clean and Green committee.

Keith West said we should share the machine with the City and have them staff and pay for the machine (the City might need to sweep City parking lots or around the library, for example.) Gloria explained that a larger machine would be needed for parking lots.

On Tuesday, October 23 at 1pm there will be a demonstration of the Tennant Power Sweeper 6400 and Gloria encouraged BIA members to attend.

Light Up the Season

To brighten the streets and create a more festive atmosphere Gloria Ortega has been researching adding strings of lights to B Street for Light Up the Season. Unfortunately, because the existing lamp posts are not spaced at regular intervals, string lights won't work. Working with Scott Raty of the Chamber of Commerce, Gloria is exploring other options including wrapping trees and or lamp posts.

The current plan for LUTS is to repeat last year's schedule of keeping most entertainment in the stores with just a little out on the street. The Santa Station was very popular last year but needs to be better organized and coordinated with the toy drive.

The LUTS event is always on a Thursday night and this year the Santa Paws Pet Parade will happen on the Sunday following.

Tina Martinez asked who leads LUTS? Gloria responded that the BIA works with the Chamber of Commerce; the BIA tells the Chamber how they'd like the money spent.

Other decisions pending for this year's event include whether the tree in City Hall should be the one that lights up the season and if downtown trees should be wrapped year-round. In terms of lights, Ned Carleton really likes Fremont's laser light show. Gloria said she saw a catalog with snowflakes and other patterns that could be projected onto walls and sidewalks and that she'd look into costs. Gloria also asked the board if they were interested in seasonal window painting for both occupied and vacant downtown buildings. Tina said she liked that idea but any contract should include having the company come back to remove the paintings when the holidays ended.

Lyman requested that roles and responsibilities be better defined so everyone can start working. Lisa requested another meeting to go over budget restraints.

Retail Attraction Program:

Gloria Ortega reviewed an agenda report produced for the council in September and included with agenda and minutes to BIA members. Some of the top reasons businesses are going somewhere other than downtown include building conditions, lack of foot traffic, lack of vehicular traffic and high rents.

Although the Redevelopment Agency received a proposal from the retail brokerage firm Metrovation to assist in the process of moving businesses to more productive locations within downtown and bringing in new retail including large anchor tenants, no downtown property owners have signed up with the firm.

Lyman asked what the price per foot was for downtown rents and Gloria responded that rents vary depending on the condition of the building. Teriyaki Express, a restaurant chain moving into the B Street Marketplace (where Erth Café used to be), is paying between \$2-\$3 per foot but that building is fairly new. Other owners downtown are asking that same amount and their buildings still need many improvements to attract quality tenants.

Gloria said that according to Metrovation, it will take at least three leasing cycles to bring rents up to what downtown building owners desire. It will take time she said. Keith West said a lot of downtown building and property owners are waiting for Cinema Place to come

in and spur growth. West said he would like business owners to review the brokerage contract to see what it takes to successfully lease a building.

Tina asked if there has been any interest in the old bank building at the corner of B and Main. Gloria replied that the building itself needs a lot of work and that a restaurant or retailer is what is desired for that location. Another bank, she said, wouldn't create enough activity for such a prime location.

Metrovation, Gloria pointed out, has higher fees than other brokerage teams, however, they also have more experience dealing with "distressed" downtowns.

V. Adjournment

Meeting adjourned at 9 a.m.