

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Regular Meeting
Wednesday, April 2, 2008 8:00 a.m.**

**Room 2A, 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.

A G E N D A

- I. Call to Order
- II. Public Comment
- III. Approval of Meeting Minutes for January 9, 2008 and February 13, 2008
- IV. Discussion about FY 2008/2009 Draft Budget
- V. Updates:
 - Downtown Clean and Safe Strategies
 - Retail Attraction Program
- VI. 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, January 9, 2008

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; Roxy Carmichael-Hart, Acting Transportation Development Manager, City of Hayward Engineering and Transportation Department

STAFF: Gloria Ortega, Redevelopment Project Manager; Paul Dalmon, Redevelopment Project Manager; Maret Bartlett, Redevelopment Director; Suzanne Philis, Redevelopment Secretary (Minutes)

I. Call to Order

Lyman Menger, Chair, called the meeting to order at 8:04 a.m.

II. Public Comments

No public comments

III. Approval of October 3, 2007 Minutes

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

IV. Updates

Debriefing of Light Up the Season and Santa Paws Parade:

Gloria Ortega gave the report. Feedback from Light Up the Season has been very positive. The only complaint received was how packed the rotunda was for the tree lighting, and the sound system used; it wasn't loud enough. The skating rink outside of City Hall was a total

success. Lyman said that LUTS had great programs and overall was very good. Lisa Tyler said the more activities the better. Lisa also mentioned that the electricity was off in her building that night and asked that the City do a check of downtown businesses to make sure everything is working properly.

Tina Martinez and Lisa Tyler, the newest BIA members, asked how the money was approved for the skating rink and staff explained that the BIA had previously approved "enhancements" for LUTS, and the rink became one of those enhancements.

Not enough downtown businesses participated in the Window Display Contest but Laura Swan, the BIA member organizing the contest, was frequently out of town before the event on business and couldn't do as much promotion as she wanted.

A short video of the Santa Paws Parade, created by a Chabot College student, was shown. Overlaid with music and containing clips from historic parades, the video really captured the festiveness of the day.

Tina asked about the budget for the parade and staff explained that the BIA funded the parade and all proceeds went to benefit the Hayward Animal Shelter. Approximately \$1,500 was raised and that money allowed the shelter to operate on three animals. Lyman asked about prizes and staff explained that downtown businesses donated gift cards and small gift prizes.

The shelter, instrumental in the parade's overall success, has expressed interested in making the parade an annual event. But the question of timing was raised; should the parade be held earlier in the year to avoid rain? Laura preferred to keep it in December at least for another year or two to gauge participation. Lisa preferred summer because of the amount of preparation needed for both LUTS and the parade. Tina preferred summer. Lyman preferred December. The BIA as a group, however, decided to move the event to October to take advantage of the momentum generated by the Summer Street Parties, and avoid the craziness of the holiday season. A new name for the parade will have to be developed.

Sidewalk Cleaning Proposals and Strategies:

Webco Sweeping, the bid winner for the last two years, lowered their bid from \$12,000 to \$6,000 this year after doing the work and realizing they had over estimated their costs. The higher amount was budgeted, however, and that left a substantial chunk of money that could be used to perform either more frequent cleanings or more detailed cleaning. Laborers from South Hayward's Day Labor Center were utilized to clean up downtown sidewalks and streets before the holiday events. They did a great job but it was determined that some stains cannot be removed without damaging the sidewalk.

Since new stains and debris can be generated overnight, it was determined that the remaining money would be used for more frequent cleanings. Even with these extra cleanings, City wants downtown businesses to take more responsibility in keeping their doorways and storefront clean and attractive.

Lisa said having public toilets would eliminate most of the problem. Laura also requested trashcans with ashtrays on top for cigarette butts.

Retail Attraction Program

Gloria announced that Teriyaki Experience will be opening soon in the space previously occupied by Irth Café and that another restaurant is interested in the space next to the bank on B at Main. Pete's Coffee is still moving forward with its plan of knocking down the Palmtag Building (B and Mission) and rebuilding; construction should be complete by October of this year.

Roxy Carmichael-Hart, Acting Transportation Development Manager for the City of Hayward Engineering and Transportation Department, then approached the BIA committee to host a February 13th meeting to discuss the Route 238 Improvements including the mini loop. The purpose of the meeting is to brainstorm with downtown business owners on the best ways to minimize disruptions during construction.

Lisa asked what would be done with the feedback gathered from the meeting. Staff said use the suggestions to make the construction period as easy as possible. Lyman asked how long construction is expected to last. Staff is currently planning for approximately two years. Lyman asked what hosting the meeting would entail and was told keeping the meeting from getting out of order and collecting feedback. The BIA agreed to host the meeting.

V. Adjournment

Meeting adjourned at 9:06 a.m.

MINUTES
DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD
Special Meeting

Wednesday, February 13, 2008

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: Roxy Carmichael-Hart, Acting Transportation Development Manager, City of Hayward Engineering and Transportation Department; Peggy Collett, Hayward Chamber of Commerce; Allen Davidson, Eden Loan Co.; Cecelia Soidel, St. Regis Retirement; Rudy Grasseschi, The Cobbler; Reggie Tomlin, Superior Spas & Stoves; Ray Baker, Attorney.

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

I. Call to Order

Lyman Menger, Chair, called the meeting to order at 8:30 a.m.

II. Public Comments

No public comments.

III. Approval of January 9, 2008 Minutes

No motion was made. Minutes will be approved at the next regular meeting.

IV. Update on Route 238 Corridor Improvement Project

Robert A. Bauman, Director of Public Works, City of Hayward, gave an update on the Route 238 Corridor Improvement Project. After a brief PowerPoint presentation Mr.

Bauman fielded questions from the audience. The main concern of downtown business owners present at the meeting was the elimination of parking along Mission Boulevard. Mr. Bauman said that the City would give parking special consideration as the project moved forward.

V. Adjournment

Meeting adjourned at 9:30 a.m.