

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Special Meeting
Wednesday, May 7, 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 April 2, 2008 Minutes
- III. Presentation of FY 2009 Budget
- IV. 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, April 2, 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; Jim Wieder, Hayward Chamber of Commerce

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

I. Call to Order

Tina Martinez called the meeting to order at 8:08 a.m.

II. Public Comments

No public comments

III. Approval of January 9, 2008 and February 13, 2008 Minutes

A motion was made to accept the January 9, 2008 Regular Meeting Minutes with corrections, and the February 13, 2008 Special Meeting Minutes, which were unanimously approved.

IV. Discussion of Draft FY 08/09 BIA Budget

Gloria Ortega handed out draft budget numbers for discussion. The BIA will approve a budget at the next meeting on July 2, 2008. Last year's budget focused on Safe & Clean strategies including sidewalk cleaning, garbage can upgrades and street lighting improvements. This year the Redevelopment Agency will increase the BIA budget by \$20,000 to cover the cost of additional sidewalk steam cleanings.

Last year there had been some discussion regarding the acquisition of a sidewalk “Green Machine” but due to lack of staffing to run it, staff instead contracted with Webco Sweeping to increase the number of steam cleanings on B Street, and more detailed cleanings. Unless property and business owners take a more active role in keeping storefronts clean, these additional costs will continue and this year’s budget will have to be increased to cover them.

Staff is currently looking for garbage cans with locking lids and recycling bins; and is working with a consultant to improve lighting on B Street. Laura Swan asked if string lights would be used along the street and staff said no, they are too heavy and existing light poles are spaced too far apart. However, property and/or business owners can add twinkle lights to the trees located in front of their stores or property (the lights would periodically have to be removed and rewrapped to allow for tree growth). In White Rock, Canada, Laura said, they use solar lights and each neighborhood is identified by colorful banners, both ideas Hayward could use.

Banner and hardware replacement are another item that may also require extra money this year. All the Farmer’s Market banners need replacing (their cost) and many poles have missing or broken hardware. Staff has requested a full report of banner and hardware inventory from Sierra Installation at their next change-out in May. Staff will forward the results to members before July’s meeting.

Keith West pointed out that the BIA’s reserve fund was specifically developed for banner replacement. Last year \$5,000 was borrow from the reserve, how does that money get repaid? Banners brighten the downtown; he feels this reserve should be maintained. Staff said the Redevelopment Agency might be able to replenish the reserve or fees could be raised or money could be taken back from other areas of the budget.

This year the focus of the budget will be on promotions unless the BIA has other suggestions (such as hiring private security to supplement police presence in downtown). Taking a fieldtrip to generate ideas from the downtowns of Alameda and Montclair or possibly Pleasanton received positive responses.

Gloria attended an International Council of Shopping Centers conference in Monterey, CA on March 19-20 and the Hayward table was one of the most popular. The buzz about Hayward is growing the BIA budget and goals should make the most of this buzz.

Laura said a friend of hers recently came to town to play golf at Stonebrae. On its website the golf course had driving directions that took her friend around from Highway 680 to 580 rather than through downtown Hayward; she said that was going to have to change.

A partnership between the RDA and KGO/KSFO to create the “Spotlight on Hayward” campaign will also generate some buzz. The radio is proposing one minute vignettes that highlight Hayward’s history, cultural offerings, and new developments.

Keith suggested the committee keep the 06-07 budget of \$100,000 and use the additional \$20,000 from the Redevelopment Agency for promotional activities. Lisa Tyler pointed out that with new businesses going in downtown, available fees might also go up. Everyone was in favor of continuing the extra sidewalk cleanings.

V. Updates

Gloria announced that a new restaurant is opening this fall in downtown. The Bijou will replace the B Street Chinese Restaurant at 1034 B Street. The Retail Attraction loan Program was extended to this promising venture even though the building wasn't vacant. Modeled after restaurants at Santana Row in San Jose, the Bijou will have upscale California cuisine using local, organic produce, a full bar and outside dining. By supporting this venture, the Agency is hopeful more new businesses will follow.

Keith asked if the Marks Historic District still exists because it appeared to him that some new businesses haven't been following the guidelines. The District provided guidelines for existing and new businesses to follow when remodeling. Maret Bartlett said state funding for the District ended long ago, but that the City still tries to follow the guidelines. Maret suggested that Richard Patenaude, Principle Planner in charge of monitoring District guidelines, should attend the next meeting to give the committee an update.

VI. Adjournment

Meeting adjourned at 9:08 a.m.