

DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

**Regular Meeting
Wednesday, April 1, 2009 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 7, 2009 and Review of CDC/DBIA Advisory Committee Special Meeting Discussion
- IV. Review Downtown No-Smoking Ordinance
- V. Discussion about FY 2009/2010 Draft Budget
- VI. Establish Date for Special Meeting to Approval of FY2009-2010 Draft Budget
- VII. Establishment of Banner Design Selection & Holiday Decorations Committee
- VIII. Updates:
 - Retail Attraction Program
- IX. 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.



CITY OF
HAYWARD
HEART OF THE BAY

DATE: April 1, 2009
TO: Downtown Business Improvement Area Advisory Board
FROM: Gloria Ortega, Redevelopment Project Manager 
SUBJECT: Budget Discussion FY 2010 Budget

RECOMMENDATION

That the Downtown Business Improvement Area (DBIA) Advisory Board: evaluate key areas of the proposed DBIA FY 2010 budget to determine which proposed activities should be funded and are considered a priority for limited DBIA funds.

BACKGROUND

Every year, the DBIA Advisory Board approves an annual budget to fund the various proposed activities. Over the course of FY 2008/2009, the DBIA Advisory Board has had numerous discussions on how to distribute funds, including how to improve and expand downtown events, and how to improve the appearance of downtown sidewalks by increasing steam cleaning. At a joint meeting with the Council Downtown Committee and the DBIA Advisory Board, a decision was made to fund an additional street party produced by the Chamber of Commerce. Revenue projections for FY 2009-2010 budget are: \$55,000 from DBIA fees and \$55,000 from the Redevelopment Agency for total revenues of \$110,000. DBIA basic expenses are projected at \$112,824. The DBIA will need to decide if they choose to transfer funds from their reserve funds or reduce costs related to proposed activities.

DISCUSSION

The proposed FY 2010 DBIA budget is allocated in three activity areas: (1) promotions; (2) communications with BIA members, and (3) clean and safe activities. Basic expenses reflected by proposed activities and those funded in previous years are reflected in "Attachment 1: DBIA Draft Budget FY 09-10". Current basic services, including the addition of a fourth street party, are projected to cost \$112,824, with projected revenues at \$110,000, requiring a transfer of \$2,824 from reserves. Downtown steam cleaning costs are proposed to increase: (1) steam cleaning of black decorative cans (47) in the downtown core twice a year; and (2) steam cleaning of City Hall Plaza once a month as a result of the relocation of the Marin Farmers Market to this location beginning May 9, 2009; we anticipate an increase in steam cleaning costs. In addition, we anticipate a slight increase in installation of holiday decorations on downtown light poles due to an increase in the

number of light poles the committee chooses to decorate. Cost proposals from vendors will be available by the April 3rd DBIA meeting.

Other Activities Proposed Not Funded For DBIA Advisory Board Discussion

Replacement of Holiday Decorations

The holiday wreaths which decorate the light poles are more than 10 years old and are due for replacement. Staff will submit replacement options and potential costs for DBIA Advisory Board discussion at the April 3 meeting. If the Advisory Board decides to move forward with the acquisition of new decorations, a holiday decorations committee will be formed to guide the selection process.

Sidewalk Steam Cleaning

As part of the clean and safety strategies for downtown, old aggregate garbage cans were replaced with new black decorative cans. To maintain these cans properly it is necessary to steam clean them a minimum of twice a year. Ideal maintenance would include steam cleaning the cans every three months, but given budget constraints the frequency was limited to twice a year.

The Marin Farmers Market (MFM) is being relocated to Watkins Street between B and C Street and will include City Hall Plaza. This move was supported by downtown business owners and the Council Downtown Committee with the anticipation the MFM would increase the number and quality of vendors and people who shop at the market and visit the downtown. Staff is recommending that this move be supported by the relatively minor cost of steam cleaning of the plaza in the BIA budget.

How to Pay for DBIA Activities Not Covered by Revenues Collected

The DBIA Advisory Board can adopt one or more of the following strategies to cover anticipated expenses:

- (1) Transfer additional funds from the DBIA Reserve Fund, the current balance of the fund will be available at the April 3rd meeting.**
- (2) Eliminates or reduce other activities which could include publications or steam cleaning services.**

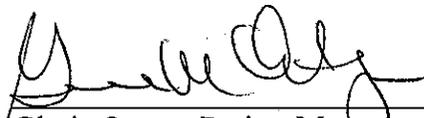
The DBIA Advisory Board has discussed alternatives to BIA newsletters to more effectively communicate with DBIA business. In addition, DBIA members have discussed whether the Summer Street Parties and Light up the Season tabloids are the best media for advertising the events. A number of business owners have also requested that advertising strategies be developed to promote new and existing businesses downtown.

(3) Propose increase in DBIA fees

Member DBIA fees have not been increased for a long-time and thus do not reflect the increased costs of providing basic DBIA services. Proposed fee increases would be subject to a public hearing approval by the City Council and notification of all DBIA members. Due to current economic conditions, staff does not recommend that fees be increased this year.

Staff is requesting a Special Meeting be held in May to finalize the Draft DBIA budget for submission to the City Council for final approval.

Prepared by:



Gloria Ortega, Project Manager

Attachment 1: Draft DBIA Budget 2009-2010

**Attachment: 1 Downtown Business Improvement Area (DBIA)
July 1, 2009 thru June 30, 2010 Draft Budget**

EXPENSE ITEM	Proposed 09/10	Actual 09/10	Notes
Summer Street Parties		TDB	1
July	\$ 7,000		
August	\$ 7,000		
September	\$ 7,000		
June	\$ 7,000		
Item Subtotal:	\$ 28,000		
Light Up The Season			
Installation of lighted wreath covers	\$ 2,024	TBD	
Electrical bill for electrical use of decorations	\$ 800		
Event Coordination & Producton	\$ 14,000		
Event Enhancements	\$ 5,175		2
Item Subtotal:	\$ 21,999		
Replacement of Holiday Decorations			
Light Pole Decorations	TBD		3
Gateway Lights	TBD		
Light Tree Wraps	TBD		4
Item Subtotal	TBD		
Decorative Banners			
Banner Rotation			
Install Digital Banners	\$ 3,400		
Install Holiday Banners	\$ 3,400		
Install Welcome Banners	\$ 3,400		
Install Patriotic Banners	\$ 3,400		
Item Subtotal:	\$ 13,600		
Publications			
Newsletters to BIA businesses	\$ 8,000		
Summer Event Tabloid	\$ 7,000		
Light Up the Season Tabloid	\$ 7,000		
BIA Brochure	\$ 400		
Advertising BIA Businesses	TBD		
Item Subtotal:	\$ 22,400		
Sidewalk Cleaning Contract			
Sidewalk Cleaning Entire BIA	\$ 8,105	TBD	5
B St Core Spot Cleaning 3 x Weekly	\$ 18,720	TBD	
Steam Clean City Hall Plaza 1 x Monthly		TBD	6
Steam Clean Garbage Cans 2 x Yearly		TBD	
Item Subtotal:	\$ 26,825		
Total Budget	\$ 112,824		
Revenue			
DBIA Assessments	\$ 55,000		
Redevelopment Agency Contribution	\$ 55,000		
Transfer from Reserve			7
Total	\$ 110,000		

Notes:

- (1) BIA/CDC agreed to add a fourth street party, events are funded at previous funding levels
- (2) Event Enhancements: skating rink: \$3,500; Stanta Photos: \$300; Sound System: \$1,175; Misc: \$200
- (3) The holiday wreaths which are installed on B St. are more than 10 years old and require replacement
- (4) Trees wrapped with twinkle lights on B St. with the intent of keeping them on year-round. Professional installation and maintenance is necessary to present a polished image.
- (5) During budget year 08/09 increase steam cleaning was contracted for the downtown as part of clean & safe strategies, including increasing the number of black decorative cans in the downtown core which require maintenance. Contractor is updated 09/10 proposal -costs reflected are last year's amounts
- (6) The Farmers Market is scheduled to move to City Hall Plaza which will require steam cleaning at least once a month
- (7) The amount of BIA funds to be transferred from the DBIA budget reserve will be determined by the outcome of budget discussion.