

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

October 7, 2009 8:00a.m. – 9:00a.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.

AGENDA

- I. Call to Order
- II. Public Comments
- III. Approval of July 1, 2009 Minutes
- IV. Review May 27, 2008 Staff Report to Mayor & City Council regarding Annual Report and Proposed FY 2009 Budget
- V. Report from Chamber on BIA members communication strategies
- VI. Chamber Report on LUTS promotions
- VII. Update on signage for B & Foothill
- VIII. 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 1, 2009

ATTENDANCE:

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Nichole Reams	X	
Tina Martinez		X
Meg Shaw	X	
Laura Swan	X	
Lisa Tyler	X	
Cynthia Chang	X	
Steven Worley (Chair)	X	
Chris Zaballos	X	

VISITORS: Laura Lamnin, Sean Brooks, Economic Dev., Sally Porfido, Economic Dev.

STAFF: Gloria Ortega, Redevelopment Project Manager; JoAnne DAgostino, Redevelopment Secretary (Minutes)

I. Call to Order

Gloria Ortega called the meeting to order at 8:08 a.m.

II. Public Comments

Laura Lamnin, Project Director Hayward Community Action Network, introduced herself, and provided a brief summary of the Hayward Community Action Network program.

Sean Brooks, Economic Development Manager introduced himself, provided a brief summary of his previous experience and commented that he would like to work together to coordinate events as well as look at growth opportunities that will help stimulate the local economy.

Mr. Brooks passed out flyers and invited BIA members to the 2009 Summer Jazz Series, a free event featuring the Chabot College Jazz Orchestra. Mr. Brooks welcomes comments and feedback and will be engaging BIA members for their ideas over the course of the next few months.

III. Approval of Special Meeting Minutes May 7, 2009

At this time a brief discussion between board members took place. It was determined that Steve Worley was nominated for Chair during the previous meeting, Steve accepted the

nomination and the meeting proceeded.

It was unanimously accepted to approve the notes from the BIA meeting of May 7, 2009 noting an additional comment that the Farmers Market will join the BIA.

IV. Introduction of New BIA Members

New BIA Members, Cynthia Chang & Nicole Reams introduced themselves and provided a brief summary of their backgrounds.

V. Nomination and Election of New Officers

After a nomination process, it was motioned, seconded and unanimously passed to select Nicole Reams to serve as BIA Co-Chair.

VI. Unveiling of New BIA Banners

A sub-committee met to review banner choices. The committee selected banners provided by Dekra-Lite. Members requested a second sub-committee meeting to review revisions. There was also a request that the banner color change from blue to some other color if possible maybe orange, although it is possible that a font change to dark gold with blue could increase visibility.

A request was made that if possible the company to provide a banner samples for BIA members to preview before production.

BIA members discussed downtown banner advertisement opportunities possibly in the downtown core on historic poles, or when request are made by outside entities when hanging banners on BIA poles.

VII. Review of the Purpose of BIA

Gloria Ortega reviewed BIA bylaws and commented that a meeting/training session will be scheduled to review Parliamentary Procedures

VIII. Future Agenda Items

Report from Chamber on proposed communications to BIA members
Promotions for LUTS
Discussions for possible signage for B & Foothill

IX. Adjournment

Meeting adjourned at 9:10 a.m.