

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**January 6, 2010 8:00a.m. – 9:00a.m.**

**Room 2A, 2<sup>nd</sup> 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 and October 7, 2009 Minutes
- IV. Follow-up Discussion Regarding May 2008 Annual Staff Report
- V. Review of Communications Survey Results
- VI. Review of Banner & Promotion of Downtown Dinning & Performing Arts
- VII. Review Events & Joint DBIA meeting with The Chamber Downtown Committee
- VIII. Discussion of Formation of Merchants Association
- 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.

---

**MINUTES  
DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**Wednesday, October 7, 2009**

**ATTENDANCE:**

<b><u>BIA Member</u></b>	<b><u>Present</u></b>	<b><u>Absent</u></b>
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:** Jim Wieder, Hayward Chamber of Commerce

**STAFF:** Gloria Ortega, Redevelopment Project Manager; Colleen Kamai, Redevelopment Secretary

---

**I. Call to Order**

Gloria Ortega called the meeting to order at 8:10 a.m.

**II. Public Comments**

Gloria Ortega introduced Colleen Kamai, Senior Secretary for Redevelopment.

**III. Approval of Meeting Minutes July 1, 2009**

With only three members in attendance, the item will be tabled for approval at the next meeting.

**IV. Review May 27, 2008 Staff Report to Mayor & City Council regarding Annual Report and Proposed FY 2009 Budget**

Gloria stated that it was important to review the May 2008 Annual Staff Report in response to discussion that took place during a previous meeting. Gloria commented that the staff report reflects the decision that took place during the FY 2009 BIA budget process, which was to set aside funds in anticipation of expenses related to the grand opening for Cinema Place, rather than fund a fourth Street Party. Subsequently, only a portion of the money set aside was actually used towards the Grand Opening of Cinema Place. The remaining amount was used for the Downtown Marketing Campaign.

Members in attendance determined that the item should be tabled for additional discussion in order to provide clarity for members who were not present.

**V. Report from chamber on BIA members communication strategies**

Jim Wieder, President/CEO, Hayward Chamber of Commerce, provided samples of previous BIA publications and described alternative styles of publications. The DBIA Advisory Board would like to develop advertising strategies to more effectively communicate with DBIA business. It was determined, that due to time restraints, there is no time to make any changes to the type of publications currently in place. Mr. Wieder stated that the Chamber will have to move forward with the BIA and LUTS publications in accordance with the contract in place for FY 2010.

This item will be tabled in consideration of future publications.

Gloria Ortega suggested conducting a survey of the BIA to determine the type/form of publication that is preferred by business owners.

**VI. Chamber Report on LUTS promotions**

According to the FY 2010 contract, there will be two publications in the form of TV and Radio ads, for the Shop Hayward Light up the Season Campaign

**VII. Update on signage for B & Foothill**

Gloria commented that BIA members did not respond to her email request for input into the banner selection process. Nicole Reams and Lisa Tyler volunteered to meet with Gloria to discuss banner selection.

Gloria reported that city staff has received multiple requests from merchants, for improved signage for the downtown area. Staff is considering issuing an RFP to explore sign options and cost. The item will be tabled for discussion at a future meeting.

**VIII. Future Agenda Items**

**IX. Adjournment**

Meeting adjourned at 9:05 a.m.