

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**April 7, 2010
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. "The Heart of the Bay New Years Eve Project" - Michael Emerson
- IV. FY2011 Draft Budget
- V. History of Merchants Association
- 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 6, 2010

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: Sara Lamnin, Andy Wilson, Brian Schott, Peggy Collete, Chuck Horner

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

I. Call to Order

The meeting was called to order at 8:07 a.m.

II. Public Comments

Chuck Horner commented on his efforts to perform regular maintenance of the downtown tree decorations during the holidays. Mr. Horner shared ideas and concepts for potential improvements and remarked that the holiday decorations are important to attracting business to the downtown.

Brian Schott introduced himself and Peggy Collette from Hayward Chamber of Commerce.

Sara Lamnin introduced herself.

III. Approval of Meeting Minutes July 1, 2009 & October 7, 2009

It was unanimously passed to approve the meeting minutes from July 1, 2009 and October 7, 2009.

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

Gloria provided a brief recap of the discussion that took place during the October 7, 2009 meeting; in order to provide clarification for members that were not in attendance.

V. Review of Communications Survey Results

Gloria commented that a survey was recently mailed to DBIA members with their annual license renewal. Staff will compile survey results and report back at the next regular scheduled meeting.

VI. Review of Banner & Promotion of Downtown Dining & Performing Arts

The final banner selection was made and the banners will be going up the week of January 11, 2010. As a way to connect dining with the performing arts, staff is looking at developing a brochure/map of dining establishments in the DBIA area.

Andy Wilson introduced himself and shared ideas and concepts linking performing arts with the downtown.

VII. Review Events & Joint DBIA meetings with the Chamber Downtown Committee

As a way to evaluate the success of Light Up the Season (LUTS), Gloria Ortega invited BIA Board Members and those in the audience to participate in sharing ideas and concepts; what worked, what needs improvement, what should we do more of, and what should we stop doing. Responses will be compiled and included in a report to the CDC.

VIII. Discussion of Formation of Merchants Association

Steven Worley commented that he has received feedback from local merchants that would like to see more coordination between the merchants, the city and the chamber. Mr. Worley would like this item to remain on the agenda for further discussion. Staff will compile information regarding the history of the previous downtown merchants association.

At this time Board Member Lisa Tyler announced her resignation from the Board.

IX. Future Agenda Items

X. Adjournment

Meeting adjourned at 9:10 a.m.



DATE: April 7, 2010
TO: Downtown Business Improvement Area Advisory Board
FROM: Gloria Ortega, Redevelopment Project Manager
SUBJECT: Budget Discussion FY 2010-2011 Budget

RECOMMENDATION

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

BACKGROUND

This report covers three areas of discussion for the DBIA Board: (1) Review of budget recommendations for FY 2011; (2) Evaluation of the responses to Communications Survey sent to DBIA members, and (3) Formation of a Merchants Association and how doing so would impact the DBIA budget and services.

Every year, the DBIA Advisory Board recommends to the City Council an annual budget to fund activities in the following categories: (1) promotions; (2) communications with DBIA members, and (3) sidewalk activities. The DBIA collects approximately \$55,000 from business owners in the DBIA geographic area, and receives \$55,000 subsidy from the Redevelopment Agency. In preparation for approval of FY 2011 Budget, the Advisory Board is being asked to consider; what is the optimum balance between the various funding categories, to achieve the most valuable array of services to DBIA members.

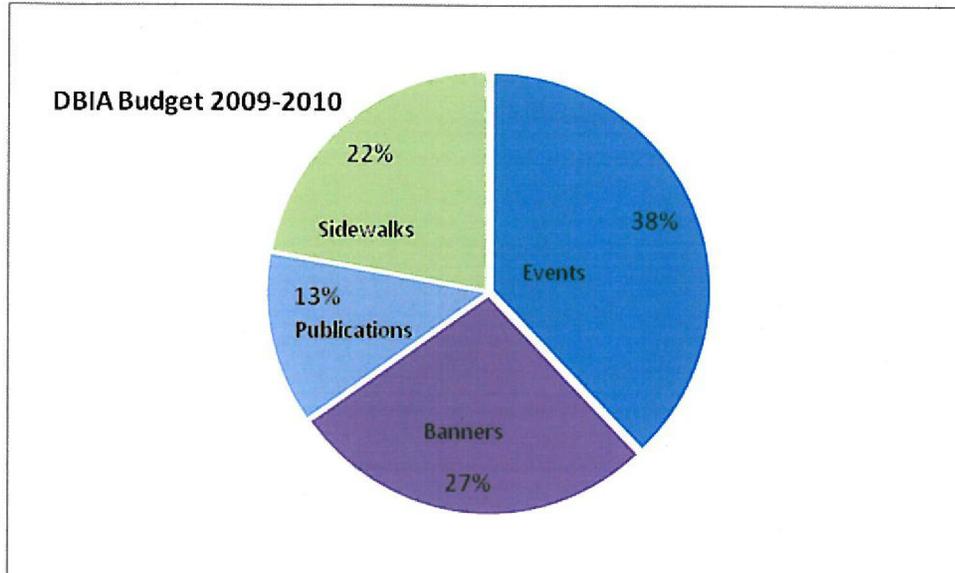
Staff is requesting that a Special DBIA Meeting be held in May to finalize the Draft DBIA budget for submission to the City Council for final approval in June.

DISCUSSION

(1) Review of Budget Recommendation for FY 2010-2011

The following expense categories were approved for Fiscal Year 2009-2010 (See Attachment I: DBIA Budget FY09/10 & Proposed FY 10/11)

Summer Street Parties: \$30,000
 Light Up the Season: \$22,975
 Decorative Banners: \$38,293
 Banner Rotation: \$3,600
 Banner Replacement: \$20,000
 Hardware Replacement: \$4,693
 Publications: \$17,650
 Sidewalk Cleaning Contract: \$31,040



As reflected in the chart above, 38% of the DBIA budget has spent on events. The Hayward Chamber of Commerce received \$30,000 to support four Summer Street parties, and \$15,500 to coordinate Light Up The Season. The 27% allocated for banners includes the one-time expense of \$20,000 for the purchase of the Celebrate Hayward Performing Arts banners. The percentage of funds allocated to banners in FY2011 is projected to be much lower since no new banners are proposed.

Staff Recommendation for FY 2010/2011

- **Events Budget**

Summer Street Parties: Recommendation pending a proposal from the Chamber of Commerce. In the event that a viable proposal is not forthcoming from the Chamber, staff would propose to seek proposals from event promoters to determine if any new events could be launched or if the Summer Street Parties could be reworked to attract vendors that generate fees for the DBIA.

Light Up The Season: Determine if this budget line item could be reduced. One way to reduce costs is to determine if merchants are willing to cover the costs of providing entertainment for their customers. Explore the possibility that a promoter could be hired to attract vendors selling holiday merchandise, and expand the event through the weekend. Vendor fees could contribute

to the costs of the event. These fees might also be used to supplement entertainment costs, which could include more children's activities, such as the ice rink, rides, and/or the pet parade.

The number and timing of Street Parties (if any) should be considered with the understanding that the City will continue its sponsorship of a Summer Concert/Movie Series in 2010. (See Attachment II: City of Hayward Summer Concerts). Every week beginning Friday, May 7, 2010, the City of Hayward's Economic Development Department is launching music and movies at City Hall Plaza.

- **Decorative Banners**

Banner Rotation: Request for Proposals will be issued to determine if cost savings can be achieved.

Hardware Replacement: As a result of the Route 238 work, approximately 85 poles will be replaced on Foothill Blvd. and A Street. New poles will be installed which will include installation of new hardware. It is recommended that the existing hardware located in the DBIA area (approx. 55 poles) be replaced at an approximate cost of \$10,000 to \$15,000. Staff recommends that this cost be paid for out of the DBIA reserve fund which is approximately \$90,000.

- **Sidewalk Steam Cleaning**

This vendor has agreed to deliver the same level of services at the same cost as last year's contract (\$31,040). Staff recommends renewing the contract until such time as there exists an alternative to steam cleaning.

(2) Evaluation of the responses to Communications Survey sent to DBIA members.

At the direction of the DBIA Advisory Board, DBIA members were surveyed to determine the form and frequency of communications they would like to receive. Twenty-nine people responded to the DBIA Communications Survey, eleven surveys were conducted in person, and the remaining were mailed with DBIA assessments mailed in December 2009. (See Attachment III: Downtown Business Improvement Survey)

Overall, based on limited survey results, sixty percent responded they did not see the most recent DBIA newsletter. Given the limited number of newsletters, and the lack of consistency in which the newsletters have been sent out, it is not surprising that that 60% of those who responded do not remember seeing the news letter. Of those who did see the newsletter, 55% thought it was useful. A large percentage of respondents (70%) preferred printed communication such as a newsletter over other forms of communication.

Based on the survey results, staff recommends the following:

- Printed newsletter should be continued.
- Newsletter graphics and content needs to be improved so that readers recognize it as a DBIA newsletter.

- Newsletter should be produced quarterly
- Content should include the following:
 - DBIA Budget Updates – how funds are spent
 - Events funded by the DBIA and other City events
 - Business features
 - Information about City programs and projects
- Funds should be allocated to develop a DBIA image, and newsletter format that is recognizable.
- A Request for Bid should be issued for a newsletter writer and producer.
- A Request for Proposals should be issued for printing and mailing of the newsletter.

(3) Formation of a Merchants Association

As part of this year's budget discussion, the DBIA Advisory Board requested a discussion related to the formation of a Merchant's Association. The City of Hayward at one point did have a downtown merchants association; however lack of funding caused the organization to close. Some members of the DBIA Advisory Board have had the opportunity to visit the City of Alameda's Park Street Business Association, whose four member staff is paid for with business improvement fees, Redevelopment Agency contribution, and fees generated from events. However, given the limited DBIA budget in Hayward, providing funds for an independent Merchant's Association would require elimination of a number of current activities or services. Formation of a Merchant's Association would be possible under the following scenarios:

- (1) The DBIA might contract with an existing organization, such as the Chamber of Commerce to manage the Merchant's Association. Having a Merchant's Association formed under the umbrella of another organization could result in administrative cost savings such as rent, utilities, equipment, shared staff, etc.
- (2) The DBIA would have to generate significantly more income to support administrative costs and service delivery of an association.

Under either of the two scenarios suggested above the mission, goals, and services provided by a Merchant's Association would have to be carefully evaluated. Part of the evaluation should include discussion with DBIA members to determine what services a Merchant's Association could provide that they feel would be value-added.

Prepared by:


Gloria Ortega, Project Manager

Attachment I: Draft DBIA Budget 2010-2011

Attachment II: City of Hayward Summer Concerts

Attachment III: Downtown Business Improvement Area Communication Survey Results

ATTACHMENT I: DBIA Budget- July 1, 2010 thru June 30, 2011

REVENUES	Budget FY 09/10	Proposed FY10/11
DBIA Assessments	\$ 55,000	\$ 50,000
Redevelopment Agency Contribution	\$ 55,000	\$ 55,000
Funds transferred from FY 09 Budget	\$ 24,693	
Transfer from Reserve	\$ 5,265	
Total Revenues	\$ 139,958	\$ 105,000
EXPENSE ITEM		
Summer Street Parties (1)		
July	\$ 7,500	\$ -
August	\$ 7,500	\$ -
September	\$ 7,500	\$ -
June	\$ 7,500	\$ -
Item Subtotal:	\$ 30,000	\$ -
Light Up The Season (2)		
Installation of lighted wreath covers	\$ 2,300	\$ 2,300
Event Coordination & Producton	\$ 15,500	
Event Enhancements	\$ 5,175	\$ 5,175
Tree Light Installation & Maintenance (3)		\$ 7,500
Item Subtotal:	\$ 22,975	\$ 14,975
Decorative Banners		
Banner Rotation		
Install Digital Banners	\$ 3,400	\$ 3,400
Install Holiday Banners	\$ 3,400	\$ 3,400
Install Welcome Banners	\$ 3,400	\$ 3,400
Install Patriotic Banners	\$ 3,400	\$ 3,400
Banner Replacement	\$ 20,000	\$ -
Hardware Replacement (4)	\$ 4,693	\$ 15,000
Item Subtotal:	\$ 38,293	\$ 28,600
Publications		
Communications/Advertising/Promotions	\$ 10,000	\$ 10,000
Summer Event Tabloid	\$ 7,250	
BIA Brochure	\$ 400	
Item Subtotal:	\$ 17,650	\$ 10,000
Sidewalk Cleaning Contract		
Sidewalk Cleaning Entire BIA 1 x Year	\$ 6,300	\$ 6,300
Second Sidewalk Cleaning Downtown Core	\$ 2,100	\$ 2,100
Steam Clean City Hall Plaza	\$ 2,640	\$ 2,640
B St Core Spot Cleaning 3 x Weekly	\$ 18,720	\$ 18,720
Steam Clean Garbage Cans 2 x Yearly	\$ 1,280	\$ 1,280
Item Subtotal:	\$ 31,040	\$ 31,040
Total Budget	\$ 139,958	\$ 84,615
Budget Deficit/Surplus	\$ -	

Notes:

- (1) 2011 cost pending Chamber proposal or alternative event proposals
- (2) 2011 cost pending Chamber proposal or alternative

- (3) First year costs are higher due to initial installation cost, & tree lights.
On-going light maintenance is approx. \$3,000 annually
- (4) Reflects cost of replacing hardware for 68 poles



CITY OF
HAYWARD
HEART OF THE BAY

PRESENTS

Summer Concert/Movie Series 2010

<u>DATE</u>	<u>FEATURED BAND OR MOVIE</u>	<u>TIME</u>
FRIDAY, MAY 7	BAND: TARMAC	5:30 PM
FRIDAY, MAY 21	BAND: HERD OF CATS	5:30 PM
FRIDAY, JUNE 18	BAND: GRAVITY / BAND: THE OTHER GUISE	5:30 PM / 7:30 PM
FRIDAY, JUNE 25	BAND: JENNINE GRIGSLEY	5:30 PM
FRIDAY, JUNE 25	MOVIE: CLOUDY W/ A CHANCE OF MEATBALLS (PG)	8:15 PM
FRIDAY, JULY 2	BAND: SPIDER MONKEYS	5:30 PM
FRIDAY, JULY 23	CHABOT COLLEGE JAZZ ORCHESTRA	5:30 PM
FRIDAY, JULY 23	MOVIE: MONSTERS VS. ALIENS (PG)	8:15 PM
TUESDAY, AUG 3	BAND: RED PAINT	5:30 PM
FRIDAY, AUG 6	BAND: HUGH & THE HEFNERS / BAND: GIN HOUSE	5:30 PM / 7:30 PM
TUESDAY, AUG 10	BAND: STAY AWAY JOE	5:30 PM
TUESDAY, AUG 17	BAND: M.E.D.S.	5:30 PM
FRIDAY, AUG 20	BAND: STRANGE BREW / BAND: SECTOR 7	5:30 PM / 7:30 PM
TUESDAY, AUG 24	BAND: GIN HOUSE	5:30 PM
FRIDAY, AUG 27	CHABOT COLLEGE JAZZ ORCHESTRA	5:30 PM
FRIDAY, AUG 27	MOVIE: UP (PG)	8:15 PM
TUESDAY, AUG 31	BAND: CEDAR & CASINI	5:30 PM
FRIDAY, SEPT 10	BAND: STAY AWAY JOE / BAND: JACK LUNA	5:30 PM / 7:30 PM
FRIDAY, SEPT 24	CHABOT COLLEGE JAZZ ORCHESTRA	5:30 PM
FRIDAY, SEPT 24	MOVIE: THE PRINCESS AND THE FROG (PG)	8:15 PM

Attachment III: Downtown Business Improvement Area Communications Survey

RESULTS

Questions	Yes	No
1. Have you seen the most recent DBIA news letter?	6 (40%)	9 (60%)
2. If yes, was the newsletter useful?	5 (45%)	6 (55%)
3. What form of communication would be the most useful to share information about how DBIA Assessments are spent, and “whats happening downtown”? Please check which form of communication you would prefer:		
a. Printed communication, such as newsletters	19 (70%)	
b. Email blast	7 (26%)	
c. DBIA Website	1 (4%)	
d. Facebook (business account)		
e. Smart Phone (such as a “I Phone”)		
f. Other:		
4. What information would be helpful for you to know:		
a. DBIA Budget: how DBIA funds are being spent?	19	
b. Events, DBIA funded Downtown and/or other city events	16	
c. Public works projects & updates		
d. Business features	15	

e.	Information about City Programs	16	
f.	Who DBIA Advisory Board Member are	5	
g.	Other: asked for information about public works projects; 5,10, 20, year plan	3	
5. How often would you like to receive DBIA information updates/communications?			
a.	Quarterly	10	
b.	Annually	1	
c.	Once a Year with DBIA Assessment	2	
d.	No Communication	1	
e.	Other:		