

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

SPECIAL MEETING REVISED AGENDA

**May 5, 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. Approval of January 6, 2010 and April 7, 2010 Minutes.
- IV. FY2011 Draft Budget
- V. Future Agenda Items
- 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.

MINUTES
DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD

Wednesday, April 7, 2010

ATTENDANCE:

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

VISITORS: Michael Emerson, Brian Schott, Chamber of Commerce; Phyllis Moroney, Chamber of Commerce

STAFF: Gloria Ortega, Redevelopment Project Manager;

I. Call to Order

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

II. Public Comments

III. "The Heart of the Bay New Years Eve Project" - Michael Emerson

Mr. Emerson provided a background and description of his proposed project and answered board members questions. Mr. Emerson addressed logistical, maintenance and financial issues.

Gloria advised that the committee will have to decide if this event is feasible considering the BIA budget. Members remarked that it sounds like a great idea; however they would like to see a visual of the concept and have further discussion including project cost.

Mr. Emerson commented that he is hoping to gain support of the BIA and is looking to gain support from other agencies and organizations such as the Hayward Chamber of Commerce.

IV. FY2011 Draft Budget

Gloria Ortega provided a brief synopsis of the BIA budget. Ms. Ortega indicated that income projections remain at the same levels as previous years - \$55,000 DBIA member

fees, and \$55,000 in RDA funds. Ortega spoke about the recommendation to replace banner hardware; Members expressed concern over the high cost of banner hardware, and asked if it would be better to replace the hardware in stages. Members concluded it would be better to revisit the decision when all budget numbers are clear in order to understand the cost implications of this budget line item.

Chamber Proposal: Brian Schott presented the Chamber of Commerce proposal for services which included Downtown Street Parties; Light Up The Season; Downtown Business Newsletters; and Shop Downtown Hayward Promotional Mailings. The Advisory Committee required additional time and information to understand the cost implications of their proposal prior to making a final determination.

Tree lights: Committee members suggested as an alternative to tree lights that staff evaluate the feasibility of lighting buildings at the roof-lines of each building. It was suggested that solar powered lights be considered.

The question was raised, that it might be time to consider raising DBIA fees. Staff suggested if might be useful to survey membership to determine what services are most valued by business owners prior to raising fees. It was also noted that we were in a recession and that now was a good time to consider promoting businesses.

In closing, the Committee suggested that staff work to get a better price on banner hardware.

IV. Future Agenda Items

Finalize budget numbers.

V. Adjournment

Meeting adjourned at 9:10 a.m.



CITY OF
HAYWARD
HEART OF THE BAY

DATE: May 5, 2010
TO: Downtown Business Improvement Area Advisory Board
FROM: Gloria Ortega, Redevelopment Project Manager
SUBJECT: Budget Discussion FY 2011 Budget

RECOMMENDATION

That the Downtown Business Improvement Area (DBIA) Advisory Board review the revised DBIA FY2011 budget to determine which proposed activities should be funded, and considered a priority for limited DBIA funds.

BACKGROUND

The DBIA Advisory Board met on April 7, 2010, to review a draft FY 2011 budget. At this meeting the Chamber of Commerce submitted to the Advisory Board a proposal for funding of "Summer Street Parties", "Light Up The Season", newsletters and a promotional mailing. The Advisory Board and staff were not in a position to fully assess the cost implications of the Chamber's proposal without further review, which is the subject of this memo and the upcoming Advisory Board discussion (See Attachment I: DBIA Budget July 1, 2010 - June 30, 2011).

DISCUSSION

The draft FY2011 Budget shows both proposed and recommended line items based on the recommendations from both the Advisory Board and staff. Staff also received a proposal from Social Vocational Services (SVS), for downtown maintenance including sidewalk sweeping, trash pick-up, etc. SVS is a nonprofit corporation that employs individuals with disabilities. While their proposal offers expanded services for downtown maintenance, the cost of their services exceeds the cost of the existing pressure washing contract. Staff will continue to explore options for working with SVS and perhaps revisit this opportunity as part of the FY 2012 budget, to determine if expanded steam cleaning services can be offered downtown at a more competitive price.

FY 2011 Budget Recommendations

The proposed budget based on costs provided by the Chamber of Commerce proposals (see Attachment II: Hayward Chamber of Commerce Proposal), would require the expenditure of \$49,515 in DBIA reserve funds. The cost implications of services proposed by the Chamber of Commerce are reflected in Attachment I: DBIA Budget under the column "Proposed FY10/11".

The second column "Recommended FY10/11" reflects staff recommendations which minimize the amount of funds withdrawn from the budget "reserve" fund balance. In past years, the Advisory Board has funded budget deficits with reserve funds. However, the use of reserve funds has been used primarily for replacement of banners, banner hardware, and one-time purchases, not for the provision of on-going services.

The following provides a description of the budget expense items, budget proposals and staff recommendations.

Summer Street Parties: The Chamber of Commerce has requested funding for five Summer Street Parties, which includes an expanded event to be held in September.

Staff Recommendations:

1. Fund three Summer Street Parties, not the requested five, given budget limitations and the introduction of weekly events held at City Hall Plaza throughout the summer months. Withholding funding for additional Summer Street Parties does not limit the Chamber from holding additional events if they are able to seek private funds.
2. Eliminate the proposed summer Pet Parade. Proposing two pet parades (including the one proposed during Light Up The Season is risky, given the required planning and coordination associated with the parade.

Light Up The Season: The Chamber of Commerce is proposing the following:

1. Move the event from Thursday to Friday evening and Saturday/morning/afternoon to include holiday arts and crafts. On Saturday, the Santa Paws parade could be re-introduced in conjunction with the Friends of the Hayward Animal Services.
2. Support more Foothill Blvd. merchants by offering more activities at this location. Expansion of the Friday night car/float parade to include more of the downtown with a lighting of the holiday tree at City hall.
3. In place of tree lights, a synchronized light show to be installed at Guilliani Park, Old City Hall and the Rotary's Children's Park, and the Library grounds. The light shows could be sponsored by Calpine, or other private entities.

Staff Recommendations:

1. That the event be expanded to include a Friday, and Saturday event pending submission of a proposal from an event promoter to ensure quality holiday merchandise/crafts & arts.
2. Event Coordination & Production Costs be reduced to \$7,500, the amount paid to the Chamber of Commerce for coordinating Summer Street Parties, subject to submission of a budget and staffing plan from the Chamber of Commerce. The event budget should include promotions and marketing strategies. Based on the reduced budget line, the Chamber of

Commerce should work with downtown merchants to sponsor entertainment costs at their businesses locations.

3. Increase event enhancement budget line to \$10,000 to accommodate costs of a two-day event that would include craft vendors, skating rinks, kid rides, and the Santa Paws Parade.
4. Support of the proposed Santa Paws Parade is contingent on the Chamber's submission of a budget and staffing plan to support the event.
5. Adoption of the "Optional Expanded Lighting" should be supported if the Chamber can identify a sponsor for the project.
6. Based on feed-back from the Advisory Board, the tree lights will be eliminated. Given the potential for vandalism, staff does not recommend wrapping light poles.
7. In place of tree lights, an investment of \$10,000 be reserved to purchase "gateway" decorative lights at key intersections of B Street at Foothill Blvd, Main Street, Mission Blvd. and Watkins. Based on the success of this effort funds in future years should be dedicated to replace the aging holiday wreaths, which decorate the light poles on B Street. The Advisory Board elected not to replace the wreaths as part of the 2010 DBIA Budget, and must in coming years reserve funds for their replacement.

Decorative Banners

Hardware Replacement: As a result of the Route 238 work, approximately eight-five poles will be replaced on Foothill Blvd. and A Street. New poles will be installed that will include installation of new hardware. It is recommended that the existing hardware located in the DBIA area (approx. fifty-five poles) be replaced at an approximate cost of \$10,000 to \$15,000. Banner installation companies are reluctant to hang banners when hardware is not consistent. Staff recommends that the cost of hardware replacement be paid for out of the DBIA reserve fund, which currently has a balance of approximately \$90,000.

Staff also anticipates that the cost of banner installation and rotation will be higher in FY2011, when designated banner poles have new hardware allowing for the maximum number of banners to be installed. In past years, not all banners were hung because of broken and missing hardware resulting in lower installation costs. Bids will be accepted for both banner installation and hardware replacement.

Publications

Based on limited survey results, DBIA members indicated the following:

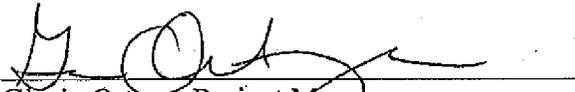
1. Printed newsletter should be continued, on a quarterly basis – approximately 500 copies.
2. Printed newsletter should include the following:
 - DBIA Budget Updates – how funds are spent
 - Events funded by the DBIA and other City events

- Business features
- Information about City programs and projects

Staff Recommendations:

1. Approve the Chamber's proposal to produce four quarterly newsletters pending submission of a staffing plan that supports their ability to produce the newsletters and responds to input provided by the DBIA members as noted above.
2. The Chamber should also agree to competitively bid the costs of printing and mailing the newsletter; work to standardize newsletter graphics so that the publication is recognized as a DBIA newsletter; and improve the content of previously produced newsletters.
3. Staff does not recommend funding the "Shop Downtown Hayward Promotional Mailing" until which time DBIA members can be surveyed to determine if such a campaign would benefit their businesses and should be paid for using DBIA funds.

Prepared by:



Gloria Ortega, Project Manager

Attachment I: Attachment I: DBIA Budget July 1- June 30, 2011
Attachment II: Hayward Chamber of Commerce Proposal

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

REVENUES	Proposed FY10/11	Recommended FY10/11
DBIA Assessments	\$ 50,000	\$ 50,000
Redevelopment Agency Contribution	\$ 55,000	\$ 55,000
Funds transferred from FY 09 Budget		
Transfer from Reserve		
Total Revenues	\$ 105,000	\$ 105,000
EXPENSE ITEM		
Summer Street Parties (1)		
July 2010	\$ 7,500	\$ 7,500
August 2011	\$ 7,500	\$ 7,500
September 2010	\$ 8,500	\$ 7,500
June 2011	\$ 7,500	
Item Subtotal:	\$ 31,000	\$ 22,500
Light Up The Season (2)		
Installation of lighted wreath covers	\$ 2,300	\$ 2,300
Event Coordination & Producton	\$ 15,500	\$ 7,500
Event Enhancements	\$ 5,175	\$ 10,000
Opitonal -Expanded Lighting	\$ 6,000	\$ -
Tree Light Installation & Maintenance (3)	\$ 7,500	
Gateway Lights		\$ 10,000
Item Subtotal:	\$ 36,475	\$ 29,800
Decorative Banners		
Banner Rotation		
Install Performing Arts Banners	\$ 3,400	\$ 3,600
Install Holiday Banners	\$ 3,400	\$ 3,600
Install Welcome Banners	\$ 3,400	\$ 3,600
Install Patriotic Banners	\$ 3,400	\$ 3,600
Banner Replacement	\$ -	
Hardware Replacement (4)	\$ 15,000	\$ 15,000
Item Subtotal:	\$ 28,600	\$ 29,400
Publications		
Communications/Advertising/Promotions	\$ 6,400	\$ 6,400
Summer Event Tabloid		
BIA Brochure	\$ 500	\$ 500
Expanded Website Pages	\$ 2,500	
Shop Downtown Hayward Promotional Mailing	\$ 18,000	
Item Subtotal:	\$ 27,400	\$ 6,900
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	\$ 154,515	\$ 119,640
Budget Deficit/Surplus	\$ (49,515)	\$ (14,640)

**Hayward Chamber of Commerce
Proposal to the City of Hayward Redevelopment Agency
DBIA Promotion
April 7, 2010**

Introduction

The Hayward Chamber of Commerce is pleased to present our proposal for providing our services in the promotion of the Downtown and Foothill Blvd. Area for fiscal year 2010-2011. We present this plan after consultation with City Staff and the Chair of the BIA Committee with the goal of expanding the effectiveness of the various Programs but at the same total cost as last year.

Downtown Street Parties:

The ever-popular Downtown Street Parties continue to be the number one draw of people to the Downtown area each year. Hundreds of people come to these 4th Thursday events. This year we are proposing that the September Street Party be held on a Saturday instead of the usual Thursday afternoon/evening. With School back in session, we think that we can increase the attendance of families. In addition, we propose that we add an expanded wine tasting area at/around Newman Park and invite artisans and craft persons to exhibit in the same area. These might be setup on the Sidewalk, at a lower cost in order to encourage their participation considering the shorter hours of the Street Parties. The September Street Party would have an expanded arts and craft component as the artists would have a longer event at which they could exhibit and sell. Hopefully after exposure at these events, the Chamber, BIA and perhaps Hayward Rotary could discuss holding a unique Art and Wine Festival in Summer 2011.

Proposed Schedule of Street Parties:

Thursday June 17, 2010	\$ 0 (paid for out of 2009-2010 budget)
Thursday July 15, 2010	\$ 7,500
Thursday August 19, 2010	\$ 7,500
Saturday September 18, 2010	\$ 8,500*
June 16, 2011	\$ 7,500
TOTAL	\$31,000

*We would propose that this event could include a Pet Parade, an expanded Arts and Craft area, and a perhaps a Car Parts Swap in conjunction with the Car Show. We would have the September Street Party running in conjunction with the Farmer's Market with the Parade starting at 10:00 a.m.

For all Street Parties we would like to reconfigure the booths so that they face both directions on B St. giving the Merchants on the South Side of B St. more exposure. The booths would be "clumped" into groups of 4 or 6 booths with space between each group of booths to encourage walking on both sides of the street. We would have half of them facing North and the other half facing South. **We would also ask that the Downtown merchants hold special sales or "sidewalk sales" during these events to encourage retail sales to the crowds of people attending.**

Light Up the Season:

We propose to once again hold the Light Up the Season event but as a 2-day event on Friday evening and Saturday morning/afternoon. The current event schedule is too hectic and would be more beneficial to the Downtown Merchants if there was more time allotted to shopping. Again, we would encourage the Merchants to hold special sales during this weekend.

Saturday morning would feature a "Santa Paws" parade held in conjunction with the Friends of the Animal Shelter in Hayward and perhaps other such groups in the area. In addition, we would like to expand the scope of the event to have more activity along Foothill Blvd. to support those merchants. It has been suggested that we hold a longer Car/Float Parade on Friday night which could cover more of the downtown area. This could culminate in the lighting of the Christmas Tree at City Hall and not have Santa seeing kids until Saturday after the "Santa Paws" Parade which would be go down only on B Street.

The Saturday portion of LUTS would feature more expanded entertainment downtown and a Christmas Crafts Boutique at either the Veteran's Building on Main St or the soon-to-be vacated Hayward Area Historical Society building at C and Main. Santa would also be available for photos.

We also propose that only the Street Lampposts and perhaps the railings down B St. be lit, not the trees themselves. The damage to the lights and the trees makes it difficult to have a consistent look. Instead of lighting these trees, we would like to have a discussion to consider purchasing the lighting and the electronic controllers necessary to have a synchronized lighting show at Guillian Park which would include Old City Hall and the Rotary Children's Park as well as static lighting on the Library Grounds along Mission Blvd. Preliminary research shows that the estimated cost is about \$ 6,000 for an initial lighting exhibit which can be expanded each year as desired. We would look to have this lighting sponsored by Calpine once their approvals are final.

Light Up the Season

Friday December 2 through Saturday December 3, 2010

TOTAL	\$ 15,500
OPTIONAL – EXPANDED LIGHTING	\$ 6,000 (along Mission Blvd.)

(The City of Hayward would pay for all electrical use for all and be responsible for installing lighting on B Street.)

DOWNTOWN BUSINESS NEWSLETTER

We propose the production of 4 issues of a communications newsletter to all members of the BIA highlighting upcoming events and current business. This would not necessarily be 4 color throughout but instead, focus on being timely. In addition, we would provide additional links on the Chamber Website for the BIA members to promote Downtown events.

4 Quarterly Issues @ \$ 1,800 each	\$ 6,400
Expanded Website Pages	\$ 2,500

TOTAL \$ 8,900

SHOP DOWNTOWN HAYWARD Promotional Mailings

In conjunction with the Summer Street Parties and Light Up the Season, we would propose producing 2 full color publications that would be mailed to Hayward Residents in June 2010 and November 2010 that would also include communications from Hayward Unified School District and the City of Hayward. BIA Members would get to include a business card sized ad in one of the 2 publications at no cost.

TOTAL COST \$ 18,000

AUGUST MARIACHI FESTIVAL

In conjunction with our Latino Business Roundtable, we are willing to sponsor the proposed Mariachi Festival Event at no charge to the City or BIA. We have been asked to host the event on Friday night, August 13th as part of the City's downtown events.

SUMMARY

The Hayward Chamber of Commerce is looking forward to continuing working with the City of Hayward, the RDA and the BIA members in planning, promoting and executing a variety of exciting programs to help foster a positive image of Hayward and to promote the businesses of Hayward. We welcome your comments and concerns to our proposal and look for prompt response so that we can continue our planning for these events.

GRAND TOTAL \$ 73,400
(without the Optional lighting along Mission Blvd. during LUTS)