

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**October 6, 2010  
8:00a.m. – 9:45a.m.  
(Expanded Meeting Time)\***

**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 Committee on items not listed on the agenda. The Committee 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 Committee 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, April 7, 2010, and May 5, 2010 Meeting Minutes
- IV. Board Member Orientation: Role of Downtown Business Improvement Area Advisory Board, Role of City Council.
- V. Budget Review: Establishing funding priorities.
- VI. Review of Upcoming Events
- VII. Adjournment

\*Meeting time is expanded from 8:00 a.m. to 9:45 a.m. to allow for orientation of new members

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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.

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**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

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**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**

A motion was adopted 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 business license renewal. Staff will compile survey results and report back at the next regular scheduled meeting.

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

The final street banner design 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 of Commerce. 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;

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**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 are 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.

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

**SPECIAL MEETING**

**Wednesday, May 5, 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:** Brian Schott, Chamber of Commerce

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

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**I. Call to Order**

The meeting was called to order at 8:05 a.m.

**II. Public Comments**

**III. Approval of Meeting Minutes January 6, 2010 & April 7, 2010**

No action was taken.

**IV. FY2011 Draft Budget**

The DBIA Advisory Board and Staff reviewed and discussed the proposed FY 2011 budget as follows:

**“Summer Street Parties”**

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

Staff recommended funding three of the four Summer Street Parties; and suggests moving at least one Street Party to the weekend in order to attract art and crafts vendors and more families with children.

The DBIA Advisory Board recommends funding in the amount of \$30,000 for four Summer Street Parties, with at least one devoted to "show-casing" downtown to the real estate community, and prospective business owners.

### **"Light Up the Season"**

Staff recommended funding in the amount of \$19,800 for FY2011, which reflects a reduction from last year's budget of \$22,000.

The DBIA Advisory Board recommended the following:

- Accept the Chamber's proposal to expand Light up the Season from Thursday to Friday evening and Saturday to include holiday arts and crafts, and a re-introduction of the Santa Paws parade.
- Event Coordination & Production Costs will be reduced to \$7,500, subject to submission of a budget and staffing plan. The event budget should include promotions and marketing strategies.
- Increase the event enhancement budget line to \$10,000 to accommodate the costs of a two-day event that would include craft vendors, skating rinks, and children's rides.
- The Chamber of Commerce proposed a synchronized light show at Giuliani Park outside the Historic City Hall on Mission Boulevard, as well as static lighting on the Library Grounds. The Board elected not to provide funds for this project but supports the Chamber's efforts to secure private funding.
- Decorative tree lighting on B Street is proposed to be eliminated due to lack of funding for professional lighting installations and on-going maintenance. Given the desire to maintain tree lights year-long, professional installation of tree lights and on-going maintenance is necessary. The Board elected not to fund this project.
- In place of tree lights, staff recommended an investment of \$10,000 be reserved for the purchase of "gateway" decorative lights at key intersections of B Street at Foothill Blvd, Main Street, Mission Blvd. and Watkins. The Board elected not to support DBIA funding for the gateway lights, however, felt that gateway lighting would be beneficial to maintaining the visibility of the downtown core during the Route 238 construction process.

## **Banners Rotation, Maintenance & Replacement**

There are one hundred thirty-three light poles in the DBIA area which are designated for banners. Of these, approximately eighty-five located within the Route 238 construction zone will have new hardware funded by that project.

Staff recommended DBIA funding of replacement hardware for the remaining light poles in the downtown area that are not located within the Route 238 construction zone.

The Board elected not to support DBIA funding for the cost of replacement hardware and elected to submit a request that it be funded as part of the Route 238 project. However, the Board did recommend funding for the cost of banner rotation.

Subsequent to this meeting a request for Route 238 funding was sent in the form of a letter to Fran David, City Manager and was also included as an attachment to the June 1, 2010 Downtown Business Improvement Area Annual Report and Proposed Budget for FY 2011, to City Council. In this correspondence the Board requested \$30,000 to fund both gateway lighting and replacement of all banner hardware in the DBIA area.

## **Newsletters**

The DBIA Advisory Board adopted the Chamber of Commerce's proposal to produce four quarterly DBIA newsletters for the DBIA business members. In addition, \$500 is proposed for printing the annual DBIA brochure which is included with annual assessment bill, and \$10,000 is reserved for downtown promotions - principally for attracting new businesses downtown.

## **Sidewalk Cleaning**

The Board recommends funding of on-going pressure washing downtown.

## **IV. Future Agenda Items**

## **V. Adjournment**

Meeting adjourned at 9:10 a.m.