

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**SPECIAL MEETING**

**January 19, 2011 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 Minutes October 6, 2010
- IV. Impact of the Governor's Proposal to Eliminate Redevelopment Agencies On Business Improvement Area Budget
- V. Update on Economic Development Plan
- VI. Review of Light Up The Season & Pet Parade
- VII. 2010/11 Budget Process & Review of Advisory Board Input on Funding Priorities (10/6/10)
- VIII. Formation of Committee to Review Proposal for Art & Wine Event, and Review Potential "Restaurant Walk"
- IX. Adjournment

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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**

**REGULAR MEETING**

**Wednesday, October 6, 2010**

**ATTENDANCE:**

<b><u>BIA Member</u></b>	<b><u>Present</u></b>	<b><u>Absent</u></b>
Cynthia Chang	X	
Elie Goldstein	X	
Katherine Kelley	X	
Tina Martinez	X	
Nicole Reams	X	
Benjamin Schweng	X	
Beneba Thomas	X	
Chris Zaballos	X	

**VISITORS:** Kim Huggett, Executive Director, Chamber of Commerce  
Sean Brooks, Economic Development Manager

**STAFF:** Gloria Ortega, Redevelopment Project Manager;

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**I. Call to Order**

The meeting was called to order at 8:00 a.m.

**II. Public Comments**

At this time BIA members were given the opportunity to introduce fellow members.

**III. Approval of Meeting Minutes January 6, 2010, April 7, 2010, and May 5, 2010**

Minutes were approved.

**IV. Board Member Orientation: Role of Downtown Business Improvement Area Advisory Board, Role of City Council**

Staff gave an overview of the roles and responsibilities of the Advisory Board.

**V. Budget Review: Establishing funding priorities**

The Board participated in a group discussion to identify funding priorities that could be used to support budget decisions in the up-coming budget process. Outcome of the discussion is summarized in the attached chart. Given time constraints, the Advisory Board will focus on which strategies will be adopted to implement the proposed funding

priorities. The Advisory Board would also like to develop a mission statement for the group.

- **Future Agenda Items**

Discuss the possibility of having a “restaurant walk” in downtown.

Develop a mission for the downtown

Develop a clear “picture” of who Hayward/Downtown is (brand/niche)

Budget Discussions

- **Adjournment**

Meeting adjourned at 9:20 a.m.

**Downtown Business Improvement Advisory Board (DBIA)**  
**Summary of Input Regarding Funding Priorities (10/6/10)**

What Should We Do More Of/Less/Add	Strategies	Cost/Budget
<p><b>Communications:</b></p> <ul style="list-style-type: none"> <li>• Let businesses know when sidewalks are being cleaned</li> <li>• Increase connection between DBIA and big and small businesses</li> <li>• Increase communications with City’s residents about what’s happening downtown – customers don’t know what happening downtown, we need to reach a bigger audience</li> <li>• Communicate with landlords</li> <li>• More communications on RT 238 with the community</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletters, email blast, post cards</li> <li>• Have depository of email lists from businesses so email blast can be sent</li> <li>• Develop an advertising campaign for downtown</li> <li>• Have a City calendar that list downtown and city events</li> </ul>	
<p><b>Downtown:</b></p> <ul style="list-style-type: none"> <li>• Make sure downtown is clean, “walk-able” and bicycle friendly</li> <li>• Improve signage designating parking areas</li> <li>• Improve safety</li> <li>• Reposition downtown as a retail destination</li> <li>• Let businesses know when sidewalks are being cleaned</li> <li>• Clean sidewalks are good but we need to address homeless people downtown</li> </ul>	<ul style="list-style-type: none"> <li>• Paint fire hydrants</li> </ul>	

What Should We Do More Of/Less/Add	Strategies	Cost/Budget
<p>Promotions:</p> <ul style="list-style-type: none"> <li>Promote successful and/or unique businesses</li> <li>Banners are too high for people to see, and will be less effective with the RT 238 implemented</li> <li>Increase promotions to attract other business &amp; increase foot-traffic</li> </ul>	<ul style="list-style-type: none"> <li>Develop a clear “picture” who Hayward is (brand/niche)</li> <li>Have a weekend event</li> <li>Need an event that attracts younger people 18-25</li> <li>Lower banners, reduce number of banners</li> </ul>	