

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

SPECIAL MEETING

**May 18, 2011
8:00 a.m. – 9:00 a.m.**

**Room 2A, 2nd Floor
Hayward City Hall
777 B Street
Hayward, CA 94541**

The Public Comments section provides an opportunity to address the BIA Board on items not listed on the agenda. The Board 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 Board 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 April 20, 2011
- IV. Report from WEBCO
- V. Downtown Clean & Safe Partnership:
David Korth, Neighborhood Services Manager
Lt. Reid Lindblom, Hayward Police Department
Matt McGrath, Director of Maintenance Services Department
- VI. Future Meeting Topics
- VII. 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 the Redevelopment Agency at 583-4260 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**

SPECIAL MEETING

April 20, 2011

ATTENDANCE:

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

*Partial Meeting Attendance

VISITORS: Kim Huggett, Executive Director, Chamber of Commerce
Susan Ojeda-Cobos, Chamber of Commerce

STAFF: Gloria Ortega, Redevelopment Project Manager

I. Call to Order

The meeting was called to order at 8:10 a.m.

II. Public Comments

No public comment

III. Approval of Meeting Minutes April 6, 2011

Nicole Reams made a motion that the minutes of April 6 be approved. Katherine Kelly seconded the motion, minutes approved unanimously.

IV. FY2011 Budget Update and FY 2012 Budget Planning

Gloria Ortega provided an update on the status of the proposal to eliminate Redevelopment Agencies, and the alternative proposal by the California Redevelopment Association to provide additional funding for schools without eliminating the Agencies. The Advisory Board was asked to recommend two budgets for City Council approval, one with the \$55,000 Redevelopment Agency contribution and one without, in the event that Redevelopment

Agencies are eliminated. She noted, a big focus of budget discussion has been around events and how do events support the “Vision Statement” developed by the Board and the Strategies developed at the January 19, 2011 meeting (Attachment I).

Discussion Regarding Events

Board members were asked to make a decision regarding the funding of the Chamber’s Street Parties. The June Street Party is funded out of FY2011 budget, but the Chamber requires funding for all four Street Parties in order to proceed.

Nicole Reams and Tina Martinez met as a subcommittee and presented recommendations regarding future funding of Street Parties. (Attachment II). Summary recommendations were that the Street Parties should remain, but there need to be changes that included more vendors with retail and less service-type businesses and nonprofits. The Street Parties should have more of a theme as presented in the Chamber 2011 proposal with recommendations from the subcommittee to enhance the quality of the events. This is in sync with the Advisory Board’s desire to increase accountability of the contractors, and lead to better events.

It was noted, we could get even more people to come downtown if we had better vendors.

Kim Huggett noted that at the September 2010 Street party there were fifty-six vendors, sixteen were “service-type” vendors and the rest were artist and wineries. The challenge with vendors selling arts is that they often can’t afford higher vendor fees. He encouraged members of the Advisory Board to be on the Chamber’s planning committee for events.

The board has mixed feelings about the benefit of Street Parties, the following outlines the “pros and cons” voiced by Board Members:

Support for Street Parties

- One member expressed that Street Parties were important because of the large number of people they attract to the downtown during the summer months, and that the Police were there to take care of problems.
- Vision for Street Parties is to increase awareness of the downtown and businesses located there even if they are not open the night of the Street Parties.

Concerns Regarding Street Parties

- Two members in the past participated as vendors but did not feel the experience benefited their businesses, as a result do not participate.
- Four business owners did not feel that street parties were of benefit to their businesses on the night of the event, nor did the Street Parties bring them future customers.
- Street Parties are great but they are drinking events, do we want to be known for drinking events, should just go forward with a Wine & Art Festival? His business does not participate in the Street Parties because there were too many intoxicated people. Eliminate or reduce alcohol at Street Parties.

The Advisory Board voted to approve funding in the amount of \$7,500 for each of the **three 2011 Street Parties (July, August, September), and the Street Party to be held June 2012**, with the recommendations proposed by the Events Subcommittee. It was suggested that the restaurant tasting be coordinated with one of the proposed Art & Wine Festivals. The Chamber will “tweak” the events based on the input from the Events Sub-Committee.

Recommendations Regarding Light Up The Season

Discussion around the event in past years was that it was too costly (\$29,975), for which the DBIA has paid 100% for the event. The City (not using Redevelopment Agency funds) should contribute to the costs of this event. With the reduction of funds recommended for the event, the focus of the event will be on City Hall to concentrate activities given a cutback on funds. It was recommended that the cost of the skate rink be increased to \$5.

- Recommend \$18,000 for Light Up The Season

Recommendations Regarding Banners

- Reduce the number of banner rotations especially in light of RT 238 construction.
- Have two banners year-long with one of the banners to include the holiday banner.

Recommendations Regarding Publications

- Develop new marketing strategies for the downtown which may or may not include newsletters.

Recommendations Regarding Steam Cleaning

- Increase sidewalk cleaning entire BIA area twice a year.
- Continue steam cleaning City Hall Plaza monthly in exchange for on-going Farmers Market.
- Decrease B Street core spot cleaning 2 x weekly.
- Continue cleaning garbage cans 2 x yearly.

Recommendation Regarding New Strategies

- Reserve funds for Clean & Safe Strategies including how to address homeless issues.

It was recommended that the City add two additional BIA fee categories for businesses at \$1,000,000+ and \$3,000,000. Staff will research the process for recommending increases in fees or adding a new fee structure.

Board Members approved the proposed FY2012 Budget recommendations (Attachment III).

V. Adjournment

VI. Future Agenda Items

- David Korth to discuss homeless issue downtown
- Invite Webco to talk about sidewalk cleaning contract

VII. Adjournment

Meeting adjourned at 10:20 a.m.

City of Hayward Downtown Business Improvement District

Vision

To create a safe, clean and inviting downtown environment that supports existing businesses, attracts new businesses and increases the number of downtown visitors.

Goals (specific priorities)	Objectives (how we measure goals)	Strategies (how we achieve goals & objectives)
<p>Utilize Assessment Fees to the Maximum Benefit of Downtown Business Owners</p>	<ul style="list-style-type: none"> · New contract to include “measures” to evaluate success · Report from the Revenue Department to determine how this could be done. 	<ul style="list-style-type: none"> · Increase Advisory Board with “over-sight” of contracts for services. Contractors should report to the committee on a regular basis (when appropriate) so quality of services can be evaluated. · Have more frequent Advisory Board meetings. The Advisory Board should meet once a month to allow more frequent and consistent feed-back from contractors, Downtown Ambassadors, and/or other stakeholders. · Survey existing businesses to ensure that all businesses have city business licenses, and are paying assessment fees. · Evaluate the current assessment fee structure to determine if all businesses are paying a fair share of fees. · Determine if there is a way to assess vacant spaces that have been vacant for more than a year. · Increase connection/communications between DBIA and big and small businesses.
<p>Maintain a Clean and Safe Downtown</p>		<ul style="list-style-type: none"> · Beautify downtown with flower baskets, lighting, and other amenities. · Continue and increase the use of downtown ambassadors. · Promote an expansion of the assessment district to property owners when the DBIA has a clear vision for the downtown and services delivered to support the vision.

Goals (specific priorities)	Objectives (how we measure goals)	Strategies (how we achieve goals & objectives)
<p>Maintain a Clean and Safe Downtown (continued)</p>		<ul style="list-style-type: none"> · Increase communication with other downtown stakeholders so that DBIA members are aware of downtown conditions. · Make sure downtown is clean, "walk-able", and bicycle friendly. · Improve signage designating parking areas
<p>Increase the Number of Downtown Visitors</p>		<ul style="list-style-type: none"> · Develop strategies to get Cal State East Bay and Chabot College students downtown. · Develop a clear "picture" (brand/niche) of who Hayward is. · Have events that attract younger people (18-25).

Events Sub-Committee Recommendations – April 2011

Sub-Committee Members: Nicole Reams, Tina Martinez

Committee members acknowledged that this year is a transition year, and given the timing that it would not be possible to make significant changes with respect to events downtown. The Sub-Committee Members recommended the following:

- Fund three street parties in the amount of \$7,500 as proposed by the Chamber.
- Adopt the themes proposed by the chamber which includes: “Hot summer and Salsa Night”; “Wild West Days”; “California Dreaming”; and “Art and Wine Celebration”. (Note: the June event is paid for out of the FY 2011 budget.)
- Change the timing of the weeknight events from 5:00 p.m. - 8:00 p.m. to 3:00 p.m. - 8:00 p.m., with the hope that more families with children will attend. The Saturday event should run from 9:00 a.m. to 6:00 p.m.
- Vendors should focus on retail goods and crafts versus services. The Chamber should provide the DBIA Advisory Board with a list of vendors that specifies the type of goods and/or services they are selling, and identify who the vendors are: Businesses; nonprofits; governments; and/or artist and/or craft persons.
- The Chamber should provide the DBIA Advisory Board with a breakdown of vendor fees charged and received for participation in the Street Parties.
- Ideas for one of the Street Parties include the following features:
 - ✓ Participation by the City’s many Mexican and/or ethnic restaurants featuring “salsa tasting”, with an award given to the restaurant featuring the “Best of Hayward” salsa.
 - ✓ Fruit flavored and traditional margarita tasting.
 - ✓ A taco eating contest (a restaurant in Hayward already does this; he could be invited to be a part of the Street Party featuring this event.)
 - ✓ Kids activities: pottery painting; other craft projects; pony rides.
 - ✓ “Dancing with the Stars” see if one of the local dance studios will train the City’s celebrities to do a dance demonstration.
 - ✓ Salsa and ballroom dancing demonstrations, ethnic dancing.
 - ✓ Mariachi music and other Latin music.
 - ✓ Have volunteers dress in early-California costumes.

Proposed
DBIA Budget - July 1, 2011 thru June 30, 2012

REVENUES	FY 2012	FY 2012
DBIA Assessments	\$ 55,000	\$ 55,000
Redevelopment Agency Contribution	\$ 55,000	
Total Revenues	\$ 110,000	\$ 55,000
EXPENSE ITEM		
Summer Street Parties		
July 2011	\$ 7,500	\$ -
August 2011	\$ 7,500	\$ -
September 2011	\$ 7,500	\$ -
July 2012	\$ 7,500	\$ -
Item Subtotal:	\$ 30,000	\$ -
Light Up The Season		
Installation of lighted wreath covers	\$ 2,300	\$ 2,300
Light Up The Season Event Expenses	\$ 15,700	\$ 15,700
Item Subtotal:	\$ 18,000	\$ 18,000
Decorative Banners		
Banner Rotations:		
Digital Banners	\$ 3,400	\$ 3,400
Holiday Banners	\$ 3,400	\$ 3,400
Peforming Arts	\$ 3,400	
Item Subtotal:	\$ 10,200	\$ 6,800
Marketing & Promotions		
Communications/Advertising/Promotions	\$ 22,300	\$ 700
BIA Brochure	\$ 500	\$ 500
Item Subtotal:	\$ 22,800	\$ 1,200
Sidewalk Cleaning Contract		
Sidewalk Cleaning Entire BIA 2 x Year	\$ 12,600	\$ 12,600
Steam Clean City Hall Plaza - Monthly	\$ 2,640	\$ 2,640
B St Core Spot Cleaning 3 x Weekly	\$ 12,480	\$ 12,480
Steam Clean Garbage Cans 2 x Yearly	\$ 1,280	\$ 1,280
Item Subtotal:	\$ 29,000	\$ 29,000
Total Budget	\$ 110,000	\$ 55,000