

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**January 18, 2012
8:00 a.m. – 9:00 a.m.**

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

The Public Comments section provides an opportunity to address the Downtown Hayward Business Improvement Area Advisory Board on items not listed on the agenda. The Advisory 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 Advisory 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 October 5, 2011
- IV. Report on Holiday Events (verbal report only)
- V. Update on Redevelopment Agency Dissolution (verbal report only)
- VI. Dissolution Impact on Downtown Business Improvement Area Budget & Activities
(Review June 14, 2011 Downtown Business Area Annual Report and Proposed Budget)
- VII. Review of Downtown Business Area Assessment Fees (verbal report only)
- VIII. Developing Downtown Business Improvement Area Survival Strategies – Committee
Appointments
- IX. Future Meeting Topics
- X. 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**

REGULAR MEETING

October 5, 2011

ATTENDANCE:

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Cynthia Chang	X	
Elie Goldstein		X
Tina Martinez	X	
Nicole Reams		X
Benjamin Schweng	X	
Dion Griffin	X	
William Roberts	X	
Katherine Kelley		X

VISITORS: Kim Huggett, Executive Director, Chamber of Commerce

STAFF: Kelly Morariu, Assistant City Manager/Interim Redevelopment Director;
Gloria Ortega, Redevelopment Project Manager; Colleen Kamai, Senior
Secretary Redevelopment

I. Call to Order

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

Nicole Reams, resigned from the Advisory Board and position as the DBIA Advisory Board Chairperson. Tina Martinez was nominated as Chairperson and was approved unanimously.

II. Public Comments

Kim Huggett shared information about the Downtown Restaurant Walk on October 20, the Mariachi Festival on October 28, and the Hayward Business Expo on October 5.

III. Approval of Meeting Minutes July 6 , 2011

Tina Martinez made a motion that the minutes of July 6 be approved. Ben Schweng seconded the motion, minutes approved unanimously.

IV. Introduction of New Advisory Board Members

Gloria Ortega thanked returning Advisory Board Members for their service and welcomed new members.

Newly appointed Advisory Board Member William Roberts, General Manager of The Palace introduced himself and provided a brief background on his history with The Palace.

Newly appointed Advisory Board Member Dion Griffin, of the Hayward Historical Society introduced himself and provided a brief background of his history with the Hayward Historical Society.

Returning Advisory Board Members introduced themselves and provided a brief background on their service on the BIA Board.

V. Update on the status of the Redevelopment Agency; Downtown Contracts/Services; and Funding of Services from DBIA Levys

Kelly Morariu provided an update on the State Budget, recent legislation (ABx1 26 and ABx1 27) passed to eliminate redevelopment agencies, and the California Redevelopment Association (CRA) lawsuit filed with the California Supreme Court.

Advisory Board Members were encouraged to visit the cities website www.hayward-ca.gov to view staff reports on these items that have been presented to City Council.

Gloria Ortega spoke about the impact of the recently passed legislation on the BIA Budget and how it affects BIA contracts and services.

Gloria also discussed event promotions and efforts to expand and improve downtown activities and events. She invited BIA Board Members to participate in a conference call with the Fremont Chamber of Commerce to discuss how they promote and pay for events. Tina Martinez said she would participate in a conference call.

Another example of a Business Association that has successful events that generate revenues for their organization is the Park Street Business Association. Tina Martinez commented that Hayward's B Street is very different than Alameda Park Street. Dion Griffin commented that Alameda Park Street was very different 20 yrs ago and was at that time similar to Hayward.

Other strategies to raise revenue for the DBIA include an evaluation of DBIA fees. Mary Thomas, Management Fellow Intern, reported 200 of 500 businesses are paying fees; however, more evaluation was needed to determine the level of fees paid by businesses and if there is room to increase fees

Ben Schweng commented there should be higher tiers for bigger businesses who have sales receipts which exceed one million dollars.

Tina Martinez commented that we need to understand the reason that some businesses might not be paying fees.

Gloria Ortega stated that the amount of assessment fees collected is impacted by the number of vacant buildings in the downtown, and the fact that property owners are not assessed.

Tina suggested that maybe the BIA should move forward by increasing fees of new businesses and then work with existing businesses to determine what would be reasonable fee increases.

Mary Thomas will continue to work on analysis and research other cities fees and fee structures.

VI. Report from Chamber of Commerce Regarding Summer Street Parties

Kim Huggett gave a report/presentation on the Street Parties.

Gloria gave an update on plans for Light Up The Season and the Santa Paws Parade. She recommended scaling back the perimeter of LUTS to City Hall and Mission to Watkins. Members present adopted the motion to scale back the perimeter of the event boundaries.

VII. Future Meeting Topics

Evaluation of DBIA Fee Structure and Potential to increase fees.

VIII. Adjournment

Meeting adjourned at 9:10 a.m.