

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

SPECIAL MEETING

**March 1, 2012
8:00 a.m. – 9:00 a.m.**

**Room 1C
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 January 18, 2012
- IV. FY 2012 Budget Update
- V. FY2013 Budget Discussion
- VI. Review DBIA assessment levels.
- VII. Future Meeting Topics
- VIII. 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

January 18, 2012

ATTENDANCE:

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

VISITORS: Kim Huggett, Executive Director, Chamber of Commerce

STAFF: Gloria Ortega, Redevelopment Project Manager; Mary Thomas, Management Fellow

I. Call to Order

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

II. Public Comments

No public comments

III. Approval of Meeting Minutes October 5, 2011

Minutes were not approved due to lack of quorum.

IV. Report on Holiday Events

Light Up the Season featured pictures with Santa, the skate rink (which was filled to capacity) and rides for children that included a train, tea cups, balloon wheel and a bounce house. Entertainment was provided by the Dancing Christmas Trees, the Youth Orchestra of Southern Alameda County, and the Hayward High School band. This year's event was consolidated on B Street from City Hall plaza to Mission Boulevard.

In conjunction with Light Up the Season, the Santa Paws Parade was held on Saturday, December 3. There were 109 pets participating in the parade with their owners. The event raised \$3,195 for the Hayward Animal Shelter. With Channel 2 as a media sponsor, the

event and the City of Hayward received free television coverage on Channel 2 and its affiliates for seven days. More than 50 volunteers, including downtown businesses, supported the event.

V. Update on Redevelopment Agency Dissolution

With the Supreme Court's decision allowing for the elimination of Redevelopment Agencies, a budget reduction of \$55,000 in the DBIA budget results. Gloria Ortega spoke about the impact of the recently passed legislation on the BIA Budget and how it affects BIA contracts and services.

VI. Dissolution Impact on Downtown Business Improvement Area Budget & Activities

Committee members suggested a careful analysis of assessment fees to ensure all fees are being collected to support DBIA activities. Staff was asked to evaluate collection practices and to determine if there was any potential to raise fees.

VII. Review of Downtown Business Area Assessment Fees

Mary Thomas presented her initial evaluation of Assessment Fees. The City of Hayward's accounting system does not allow for easy evaluation of the various businesses by zone, and business type and clearly showing the level of fees paid by each business in these categories. For the next meeting, she will provide additional information regarding collection practices and the amount of revenues collected.

VIII. Developing Downtown Business Improvement Area Survival Strategies – Committee Appointments

Tina Martinez and Dion Griffin agreed to be on the committee to evaluate survival strategies for the DBIA as a result of the loss of Redevelopment Agency budget contributions.

IX. Future Meeting Topics

Budget Review 2012 & 2013
Evaluation of DBIA Assessments

X. Adjournment

The meeting was adjourned at 9:15 a.m.



DATE: March 1, 2012

TO: Downtown Business Improvement Area Advisory Board

FROM: Gloria Ortega, Redevelopment Project Manager

SUBJECT: Impact of Redevelopment Agency Dissolution on Downtown Business Improvement Area (DBIA) FY 2012 and FY2013 Budgets

RECOMMENDATION

That the Downtown Business Improvement Area (DBIA) Advisory Board review and discuss the following: (1) FY 2012 Budget Update; (2) Services and activities for FY 2013; and (3) DBIA assessment fee analysis.

BACKGROUND

Fiscal year 2013 will be a transition year for the DBIA, as it will be the first year that the budget will not include Redevelopment Agency contributions. With the elimination of the Redevelopment Agency, the DBIA budget will be reduced by fifty percent (50%), which is \$55,000. While this amount is significant, the DBIA Advisory Board has already done significant planning to consider what service reductions they would support at this reduced budget amount. As part of the 2011 budget planning process, the DBIA Advisory Board adopted the following “mission/vision” statement to guide future priorities: *“To create a safe, clean, and inviting downtown environment that supports existing businesses, attracts new businesses, and increases the number of downtown visitors.”*

DISCUSSION

FY 2012 Budget Update

Activities Paid for to Date:

- Summer Street Parties: July, August & September 2011
- Light Up the Season & Santa Paws Parade
- Decorative Banner Change-out: Merchant to Holidays
Decorative Banner Change-out: Holiday to Performing Arts
- Fall Newsletter
- Printing of DBIA Brochure for mailing to DBIA Members
- Postage for DBIA mailings and Return Postage

- Sidewalk Cleaning: one time entire DBIA area; five times B Street Spot Cleaning, City Hall Plaza to accommodate Farmers Market activities, and one - time cleaning of decorative garbage cans.

Services that will not be delivered this year due to the loss of Redevelopment Agency funds:

- No funding reserved for June 2012 Street Party.
- No additional banner rotations. Vendor will be asked to remove all banners to coincide with RT 238 constructions, and will not be reinstalled until a decision is made regarding hardware replacement and how many banner rotations will occur in FY2013.
- No additional sidewalk pressure washing until FY2013 to coincide with replacement of new sidewalks as a result of RT 238 work in the downtown DBIA.
- No additional DBIA newsletter.

With these reductions in services, staff anticipates that FY2012 expenses will be approximately \$3,000 to \$4,000 above the reduced budget of \$55,000. This money will come from DBIA budget reserves.

FY 2013 Services and Activities

The DBIA Advisory Board can adopt the same funding recommendations as FY2012, which is as follows:

Revenues	2013
BIA Assessments	\$55,000
Total Revenues:	\$55,000
Expenses	
1. Summer Street Parties	\$22,500
2. Light Up The Season	\$9,300
3. Banners – Maintenance & Rotation	\$3,400
4. Marketing & Promotions	\$5,500
5. Sidewalk Cleaning	\$14,300
Total Expenses	\$55,000

Budget Details

1. Summer Street Parties

This level of funding would allow for three street parties. If the Chamber of Commerce is contracted to do Street Parties, they will propose the time, date, and theme for the events.

2. Light Up the Season

This annual family event would be scaled back from previous year celebrations with City staff taking the lead. City staff coordinates this event. In the past, the Chamber has been paid to contract with schools to provide entertainment, but this activity could be assumed by City staff.

3. Banner Maintenance & Rotation

This level of funding would result in one banner rotation per year. Still to be resolved is the replacement and location of new hardware to be removed by RT 238 highway construction within the DBIA. RT 238 will replace hardware along the RT 238 route but not the remaining hardware that is in disrepair and in need of replacement. The DBIA could replace the remaining hardware with reserve funds or decide to eliminate hardware in these areas. Reducing the number of banners could reduce rotation costs. However, it should be noted that banners are a benefit to all zones within the DIBA area. Elimination of these banners would further dilute services.

4. Marketing & Promotions

This category has funded Fall, Spring and Summer newsletters previously, which is the only form of communication to the DBIA membership. This cost has included writing, production and printing of the newsletter.

5. Sidewalk Cleaning

This amount of funding could allow for twice-a-year pressure washing of sidewalks in the entire DBIA area and possibly City Hall Plaza once a month as a result of Farmers Market activity or a combination of services such as spot-cleaning of B Street and cleaning of garbage cans. DBIA Advisory Board members should also consider the maintenance of the new sidewalks on Foothill Boulevard that will be installed as a result of RT 238.

Review DBIA assessment fee analysis (see Attachment I)

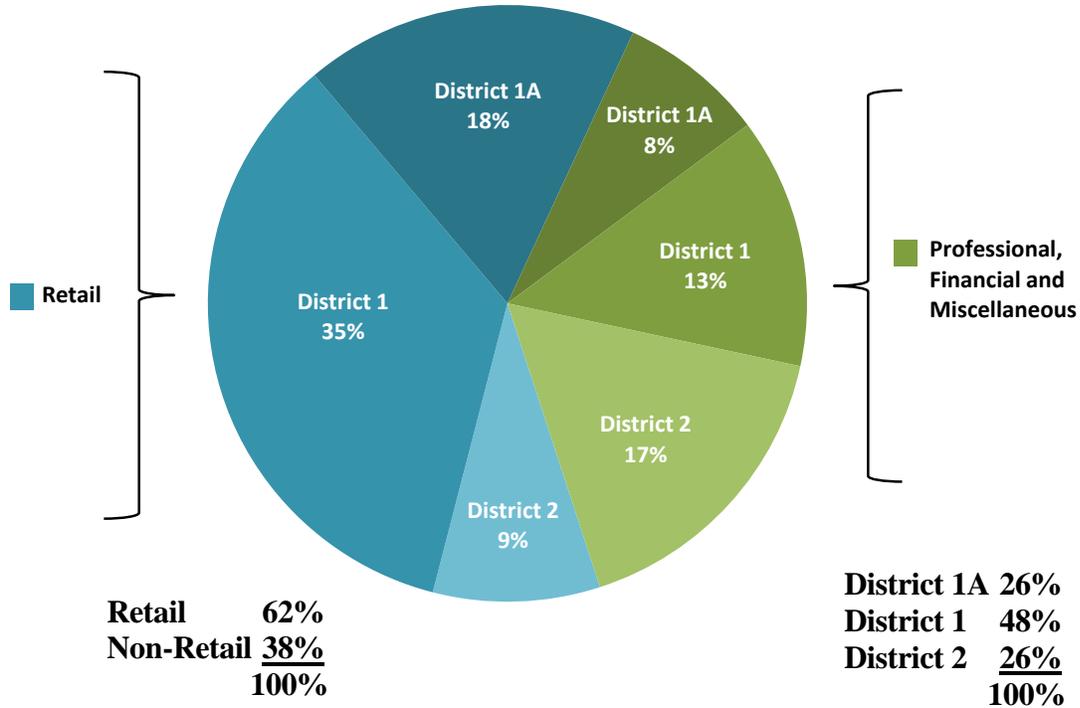
Prepared by:


Gloria Ortega, Redevelopment Project Manager

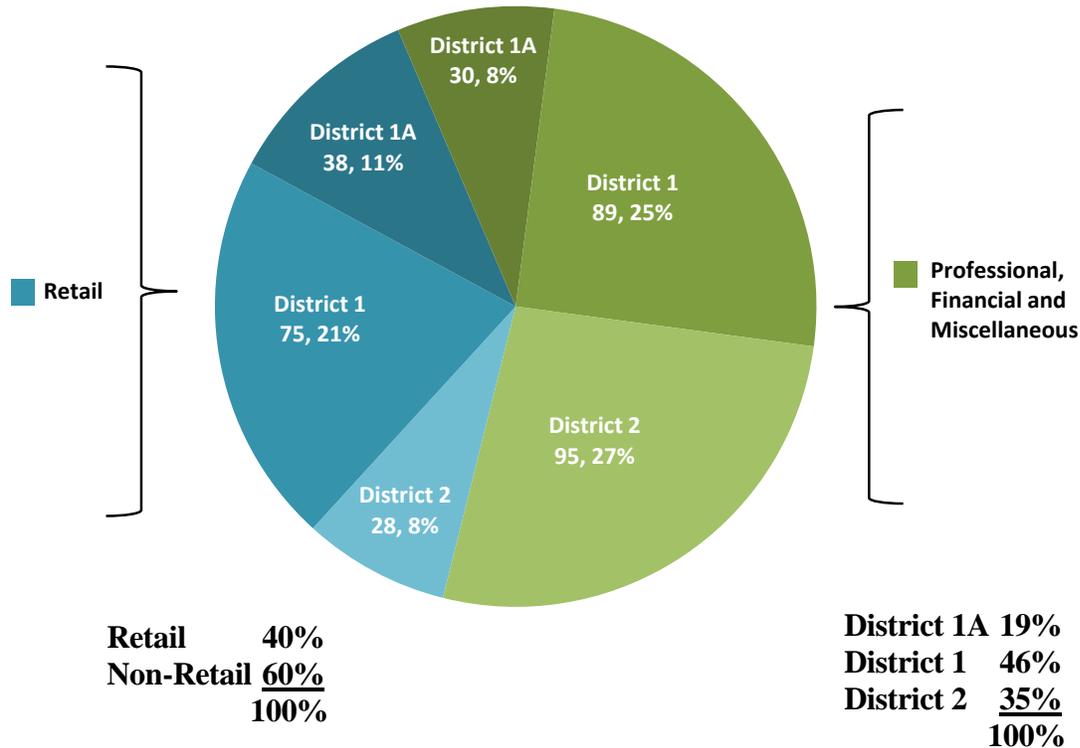
Attachments:

Attachment I - DBIA Assessment Fee Analysis

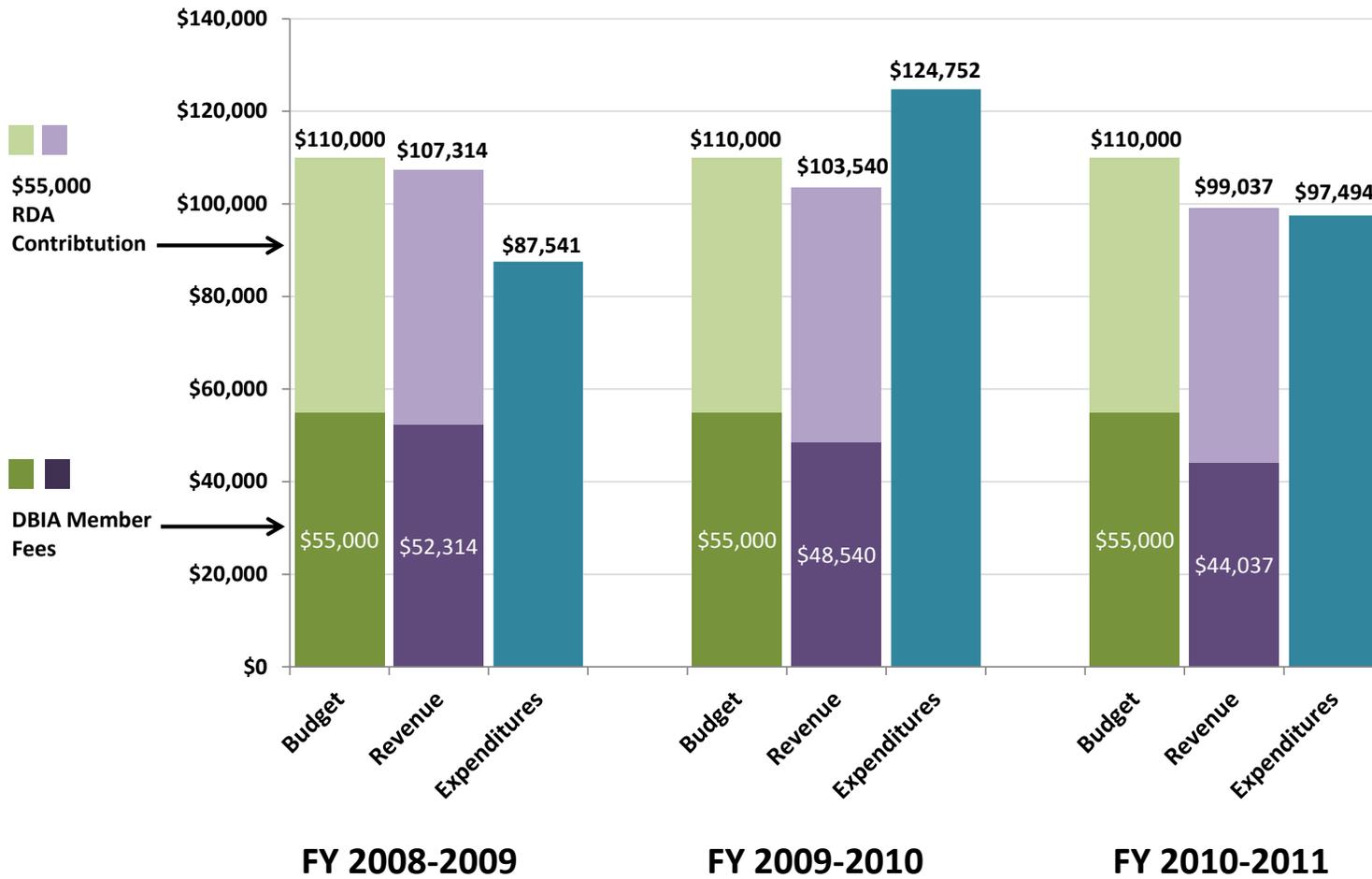
Percent of total DBIA fees for 2010 by type and district
(Fees collected in 2011 based on 2010 sales)



Number of DBIA businesses for 2010 by type and district
(355 total)



DBIA Budget, Revenue and Expenditures for FY 09, 10, 11



Estimated Reserve Balance = \$122,400

2010 Hayward Downtown Business Improvement Area Fees

Report date: 1/26/12

Business Type	\$ Fee	Total #	# Paid	\$ Paid	# Unpaid	\$ Unpaid
Professional and Miscellaneous						
Zone 1A	125	23	12	1,500	11	1,375
Zone 1	75	79	56	4,200	23	1,725
Zone 2	75	81	62	4,650	19	1,425
<i>Partial-Year Payments</i>		20	20	2,259	0	0
		203	150	12,609	53	4,525
Financial						
Zone 1A	325	4	4	1,300	0	0
Zone 1	200	1	1	200	0	0
Zone 2	200	6	3	600	3	600
<i>Partial-Year Payments</i>		0	0	0	0	0
		11	8	2,100	3	600
Retail Zone 1A						
Less than \$100,000	145		7	1,015		
\$100,001 - 150,000	175		2	350		
\$150,001 - 200,000	205		2	410		
\$200,001 - 300,000	255		2	510		
\$300,001 - 400,000	305		2	610		
\$400,001 - 500,001	355	NA	2	710	NA	NA
\$500,001 - 750,000	425		2	850		
\$750,001 - 1,000,000	495		1	495		
\$1,000,001 and up	525		3	1,575		
<i>Partial-Year Payments</i>			3	438		
		38	26	6,963	12	?
Retail Zone 1						
Less than \$100,000	120		5	600		
\$100,001 - 150,000	150		4	600		
\$150,001 - 200,000	180		1	180		
\$200,001 - 300,000	230		5	1,150		
\$300,001 - 400,000	280	NA	8	2,240	NA	NA
\$400,001 - 500,001	330		1	330		
\$500,001 and up	400		17	6,800		
<i>Partial-Year Payments</i>			12	1,551		
		75	53	13,451	22	?
Retail Zone 2						
Less than \$100,000	90		8	720		
\$100,001 - 150,000	115		0	0		
\$150,001 - 200,000	135		0	0		
\$200,001 - 300,000	175		1	175		
\$300,001 - 400,000	210	NA	1	210	NA	NA
\$400,001 - 500,001	250		0	0		
\$500,001 and up	300		7	2,100		
<i>Partial-Year Payments</i>			4	274		
		28	21	3,479	7	?
TOTAL		355	258	\$38,601	97	\$5,125 + ?