

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**REGULAR MEETING**

**April 4, 2012  
8:00 a.m. – 9:30 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. Roll call**

**III. Public Comments**

**IV. Staff Support / Introduction**

**V. Approval of Meeting Minutes from March 1, 2012**

**VI. DBIA Fees/Revenues**

Informational Items:

- a) Revenues Collected From Events (Update - Bristow)
- b) Analysis of Unpaid DBIA Fees (Informational - Thomas)
- c) Optional Collection Methods (Informational - Bristow)
- d) Benefits to Businesses for DBIA Fees Paid – Response to Public Comment (Discussion - Ortega/Bristow) – Survey/Letter and Annual Membership Meeting – TBD May 2012 (Discussion - Ortega/Bristow)

**VII. DBIA Contracts**

- a) Street Sweeping – City Hall Plaza (Informational Update – Ortega/Bristow)
- b) Banners & Hardware
  - i. Review Current/Proposed New Banner Pole Locations (Ortega/Bristow)
  - ii. Current/Future Rotation Schedule/Cost (Ortega)
  - iii. Hardware Replacement/New Installation Cost/Funding (Ortega/Bristow)

**VIII. DBIA Events/Activities**

- a) Light Up The Season & Pet Parade - (FY2012/13 - Ortega/Bristow)
- b) Board Member Volunteer Opportunities

**IX. DBIA Budget**

- a) FY2012/13 Budget Update (Update - Ortega)

**X. Next Meeting**

- a) Special Meeting May 2 / Regular Meeting July 18 (Bristow)

**XI. Future Agenda Items**

- a) Goals and Objectives of DBIA – Following Member Survey and Meeting

**XII. Adjournment**

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

**SPECIAL MEETING**

**March 1, 2012**

**ATTENDANCE:**

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

**VISITORS:** Kim Huggett, Executive Director, Chamber of Commerce; Rudy Grasseschi  
Cobbler Shoe Store

**STAFF:** Kelly Morariu, Assistant City Manager; Stacey Bristow, Neighborhood  
Partnership Manager; Gloria Ortega, Redevelopment Project Manager; Sean  
Brooks, Economic Development Manager; Mary Thomas, Management  
Fellow

**I. Call to Order**

The meeting was called to order at 8:05 a.m. Those in attendance introduced themselves.

**II. Public Comments**

Business Owner Rudy Grasseschi commented on growing concerns amongst downtown business owners that not all business owners are paying their DBIA fees and there doesn't seem to be anything being done about it, and that business owners feel that the downtown events being paid for out of DBIA fees do not benefit their businesses. Mr. Grasseschi also commented that businesses are not staying open during the street parties despite the number of foot traffic the event brings; the pet parade does not bring exposure to businesses and does not seem worth the amount of money spent to hold the event; and the Blues Festival causes parking congestion and takes away from normal business traffic, he suggest moving the event to another location out of the downtown area.

**III. Approval of Meeting Minutes January 18, 2012**

Minutes approved by majority vote.

#### IV. FY 2012 Budget Update

Gloria Ortega reported that with the elimination of the Redevelopment Agency, the DBIA budget will revert back to the reduced budget of \$55,000, which was approved by the DBIA Board as part of the 2011 budget planning process for FY2012. Ms. Ortega reviewed the activities for FY2012 that have already been paid for, activities that have not yet been paid and activities and services that will not be delivered due to the loss of Redevelopment Agency funds.

Discussion took place about Banners including; rotation schedule, hardware replacement and removal costs and how the Route 238 Corridor Improvement Project within the DBIA affect the process.

It was **motioned/seconded** and passed by majority vote to remove and store all banners within the 238 Corridor, but leave the others until the DBIA Board can decide what the next steps will be.

It was noted that in order for the Board to make a decision on the status of the banners and hardware, staff will need to provide additional detailed information at the next meeting.

Ms. Ortega reminded the Board that the budget for promotions and marketing, and clean and green strategies will be reduced. Ms. Ortega suggested providing DBIA members with updated information about the elimination of Redevelopment, how it affects the DBIA budget, and to remind members of the importance of paying their DBIA fees, can be done by sending a letter instead of a newsletter, which may be a cost saving measure.

Kelly Morariu suggested surveying members to understand what their priorities are.

It was noted that despite Board members efforts of going door-to-door to meet with membership, previous surveys resulted in minimal participation.

Ms. Ortega suggested holding an annual membership meeting that provides members an opportunity to discuss and vote on what activities are important to them.

Board members and staff discussed items that should be included on the survey.

Ms. Ortega reminded the Board that the current pressure washing contract includes pressure washing of the entire DBIA area twice annually, which has been done once thus far. Ms. Ortega suggests canceling the second pressure washing of the entire DBIA, considering the Route 238 construction on Foothill; however, continue the regular schedule of pressure washing of the Downtown and City Hall Plaza area.

#### V. FY2013 Budget Discussion

Ms. Ortega advised the Board that the Board can adopt the same funding recommendations as FY2012 or appoint a committee to review and recommend a new/revised budget for FY2013.

After discussion it was **motioned/seconded** and approved unanimously to adopt the same

funding recommendations as FY2012 in the amount of \$55,000 with the condition that the Board review and evaluate line items to determine any necessary changes in each budget category.

**VI. Review DBIA Assessment Levels**

Ms. Ortega outlined the DBIA zones and assessment levels, and provided an overview of how the Revenue Department invoices, collects, and pursues unpaid balances of DBIA fees.

Mary Thomas reported that her DBIA assessment analysis shows that DBIA revenues are declining as a result of a decrease of businesses in the DBIA in combination that some businesses just do not pay, despite the collection process conducted by the Revenue Department. Ms. Thomas remarked that additional efforts to contact businesses by telephone may result in an understanding of why they do not pay their fees.

It was noted that the Revenue Department provides the billing and collection services at no cost to the DBIA.

Staff and Board members discussed ideas on how to improve the process of billing, collecting, and revising fee levels moving forward.

**VII. Future Meeting Topics**

Budget Review 2012 & 2013  
Evaluation of DBIA Assessments

**VIII. Adjournment**

The meeting was adjourned at 9:18 a.m.