

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**REGULAR MEETING
AND
SPECIAL ALL MEMBERS MEETING**

**October 3, 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. Approval of Meeting Minutes from August 29, 2012
- V. Welcome & Introductions
Kelly McAdoo, Assistant City Manager
Tina Martinez, Chairperson
- VI. Update on Fiscal Reality of Downtown Business Improvement Area (DBIA)
Kelly McAdoo
- VII. Overview of DBIA - Past, Present, Future
Gloria Ortega, Successor Redevelopment Agency Staff
- VIII. Report from Sub-committees
Tina Martinez, Events Sub-committee
Dion Griffin, Budget Sub-committee
- IX. DBIA Members Survey & Input to Service Priorities
Gloria Ortega
- X. City's Economic Development Strategy Update
Fran Robustelli, Director of Human Resources
Sean Brooks, Economic Development Manager
- XI. Open Forum
Kelly McAdoo

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 Successor Agency at 583-4260 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.

XII. Closing Comments

Tina Martinez/Kelly McAdoo

XIII. Adjournment

MINUTES
DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD

SPECIAL MEETING

August 29, 2012

ATTENDANCE:

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

VISITORS: Councilmember Mark Salinas, Susan Ojeda-Cobos, Chamber of Commerce; May Shay, Hayward Asian Cultural Center

STAFF: Kelly Morariu, Assistant City Manager; Gloria Ortega, Redevelopment Successor Agency Project Manager; Fran Robustelli, Director of Human Resources; Sean Brooks, Economic Development Manager; Mary Thomas, Management Fellow; Colleen Kamai, Senior Secretary Redevelopment Successor Agency

I. Call to Order

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

II. Roll Call

Those in attendance introduced themselves.

III. Public Comments

Sean Brooks, Economic Development Manager introduced himself and introduced Fran Robustelli, Human Resource Director and part of the Economic Development Strategic Plan Team. Mr. Brooks spoke briefly about "Off the Grid" reporting that it has been very successful, bringing up to two thousand customers. Mr. Brooks reported that feedback has been positive, spoke about the various types of food and entertainment that is offered at the event, and how the event benefits downtown businesses.

Gloria Ortega, Redevelopment Successor Agency Project Manager introduced May Shay of the Hayward Asian Cultural Center and announced that she was recently appointed to the DBIA Advisory Board and will be officially sworn in during September.

Ms. Ortega announced that the Planning Department will be asking for public input on updating the General Plan and encouraged those in attendance to participate.

IV. Approval of Meeting Minutes from March 1, 2012

Minutes approved by majority vote.

V. Approval of Meeting Minutes from April 4, 2012

Minutes approved by majority vote.

VI. Update on Economic Development Strategic Plan:

Sean Brooks, Economic Development Manager, reported that under the direction of the City Manager, the formation of an integrated City staff team was assembled for the sole purpose of working with key partners and stakeholders in the community to develop an economic development strategy and action plan.

Fran Robustelli, Director of Human Resources and member of the Economic Development Strategic Plan Team introduced herself and outlined the process of developing the strategic plan. Ms. Robustelli reported that the project will be a six month process, which will allow for the Team to maximize stakeholder engagement. Ms. Robustelli said that the DBIA Advisory Board has been identified as one of the key stakeholders. The Team will be providing updates to the Advisory Board specifically on the downtown area. The first formal presentation, on what the Team has done to date, will be given to the Council Economic Development Committee (CEDC) on September 17.

Ms. Robustelli reported that they plan on providing an update to the Advisory Board in October.

Mr. Brooks invited Board Members to attend the CEDC meetings held on the first Monday of each month.

Kelly Morariu added that with the demise of redevelopment, which has dramatically impacted the DBIA Advisory Board and the City's economic development efforts, it was time to revisit what we can and can't do, where do we go from here, are there some creative funding mechanisms that we can utilize. Also how do we get some key stakeholders and the community to focus in on the key elements of economic developments for Hayward and, given the limited resources, where do we target and focus our efforts? Part of the effort of the Team is to refine, focus, and to open discussion for identifying strategic funding mechanisms.

VII. DBIA Budget and Annual Report

Ms. Ortega reviewed the budget and annual report preparation and planning process and spoke about the current budget, services, banners and events.

VIII. Update on Contracts: Pressure Washing, Banners, and Downtown Tree Lights

Ms. Ortega asked board members to volunteer to serve on two subcommittees, one to review the current BIA fee schedule, and the second to review activities.

Ms. Ortega spoke extensively about banners, banner poles and the need to replace banner pole hardware, reporting that the Route 238 project could pay for replacement hardware for approximately eighty-five poles. The approximate cost to the BIA of replacing the remaining hardware would be \$13,600. Ms. Ortega reported that the cost is not budgeted this fiscal year, but there are funds in the operating reserves that could cover the expense. Ms. Ortega highly recommended replacing the hardware, if the board decides to retain the banner program.

Ms. Ortega reported on discussions to move forward with lighting trees on B Street. Ms. Ortega reported that potential funding sources would include the City Manager's office, key stakeholders, and funds from the BIA if the banner program is eliminated. She spoke about the benefits of moving forward and talked about the approximate cost.

Ms. Morariu added that there have been many discussions on this item and reported that previous concerns were about the outlets being located at the bottom of the tree. She reported that the outlets would be placed at the top of the trees. The City is looking at a cost sharing proposal with the BIA, but will need to know if the Board has an interest in moving forward.

Ms. Morariu added that staff can put a proposal together to bring back to the Board for consideration at the October meeting.

Ms. Ortega reported that pressure washing services were reduced due to the decrease in funding, and added that as a result, the City's Maintenance Services Department has begun pressure washing areas of the downtown including garbage cans.

IX. DBIA Membership Meeting & Member Survey

Ms. Ortega reported that there will be a combination Regular DBIA Board meeting and an "All Members" meeting on Wednesday, October 3, 2012. DBIA members will be asked to complete the member survey. Meeting notices will be sent out four weeks before the meeting and a reminder notice will be mailed out two weeks before the meeting.

X. Refresher on Public Meeting Guidelines

Ms. Ortega provided a brief review of Public Meeting Guidelines explaining what constitutes a quorum, rules of posting meeting materials, outlined conflict of interest, and noted that the City Clerk's office will provide a more in depth orientation at a later date.

XI. Next Meeting

The next regular meeting is scheduled for Wednesday, October 3, 2012, 8:00am – 9:30am. Board members commented that the board may need to meet more frequently, or to appoint subcommittees to get things done.

XII. Future Meeting Items

To be determined

XIII. Adjournment

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