

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**SPECIAL MEETING**

**November 7, 2012**

**8:00 a.m. – 9:00 a.m.**

**Room 2A**

**Hayward City Hall**

**777 B Street**

**Hayward, CA 94541**

**AGENDA**

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|---|--|
| I. Call to order  | Tina Martinez, Chairperson                             |
| II. Roll call   | Tina Martinez  |
| III. Public Comments: <i>(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.)</i> |  |
| IV. Approval of Meeting Minutes from October 3, 2012  | Tina Martinez  |
| V. Review Member Input & Service Priorities   | Gloria Ortega, Successor<br>Redevelopment Agency Staff |
| VI. Adoption of Budget Modification for FY 2013<br>To Fund Downtown Marketing Efforts and To<br>Utilize Reserves for Installation of B Street<br>Tree Lights  | Gloria Ortega, Successor<br>Redevelopment Agency Staff |
| VII. Update on Green Shutter & Scope of DBIA  | Kelly McAdoo, Assistant City<br>Manager                |
| VIII. Board Members/Staff Comments & Announcements  | Tina Martinez  |
| IX. Next Meeting<br>a) Regular Meeting January 9, 2013  | Tina Martinez  |
| X. Future Agenda Items<br>a) FY 2014 Budget<br>b) TBD   | Tina Martinez  |
| XI. Adjournment   | Tina Martinez  |

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

**SPECIAL MEETING**

**October 3, 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
May Shay	X	
Alfredo Rodriguez	X	

**VISITORS:** Kim Huggett, Hayward Chamber of Commerce; Cecilia Halm, Downtown Consignments; Rudy Grasseschi, Cobblers; Jennifer Mish and Stephen Hernandez, It Is Vapor 5; Syed Kamin, Quick Printing Center; Byron Asberry, Head to Toe Boutique; Ed Chilbert, Ramos Building; Chris Zaballos, R.Zaballos & Sons, Inc.

**STAFF:** Kelly McAdoo, 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; Adrionne Rullman, Secretary

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- I. **Call to Order:** The meeting was called to order at 8:06 a.m.
  - II. **Roll Call:** Those in attendance introduced themselves.
  - III. **Public Comments:** There were no public comments.
  - IV. **Approval of Meeting Minutes from August 29, 2012:** Minutes approved by majority vote.
  - V. **Welcome & Introductions:** Tina Martinez, Board Chairmen thanked Board Members & business members for coming and participating in the meeting. Kelly McAdoo, Assistant City Manager thanked members for coming and indicated the meeting was an opportunity to talk about priorities and services. At the end of the meeting, there will be an opportunity

to talk about issues or concerns in the downtown. There will also be a presentation from Fran Robustelli and Sean Brooks to discuss the City's update of the Economic Development Strategic Plan and how the DBIA fits into the Plan.

- VI. **Update on Fiscal Reality of Downtown Business Improvement Area (DBIA):** Update provided below.
- VII. **Overview of DBIA – Past, Present, Future:** Ms. Ortega reviewed the impact of the loss of Redevelopment Agency funds on the DBIA budget and provided an overview of the DBIA.
- VIII. **Report from Sub-committees:** No report from sub-committees at this time.
- IX. **DBIA Members Survey & Input to Service Priorities:** Ms. Ortega reported that approximately 500 members of the DBIA were invited to attend this "Special All Members Meeting" meeting. Two post cards were mailed to members requesting them to "Mark the Date" and a meeting reminder was sent the week before the meeting. Members were also invited to complete an on-line survey if they were unable to attend the meeting. No members completed the on-line survey.

In addition to the five Advisory Members who attended the meeting, eight DBIA business members attended the meeting. Members were asked to provide input on the "vision" of the DBIA, to identify the most important goals, and to identify which services provide the maximum benefit to DBIA business owners. The four service areas which received the top votes for continued funding are:

- "Summer Street Parties" hosted by the Hayward Chamber of Commerce;
- installation of tree lights on B Street as a year-long program;
- banners on light poles throughout the downtown; and
- communications and marketing.

See "Attachment I: Downtown Business Improvement Area (DBIA) Summary of Member Input – October 3, 2012."

- X. **City's Economic Development Strategy Update:** Fran Robustelli reported that a new Economic Development Strategic Plan was being developed City-wide with policy direction and input from the City's Economic Development Committee (CEDC). The plan will focus in three areas: branding/marketing, the industrial sector, and the retail and service industry. Part of the process will include input from "stakeholders." The DBIA will be one of the stakeholder groups to provide input into the plan. The DBIA is invited to attend the presentation of the retail/service sector and provide input on November 5 at the CEDC meeting.

Sean Brooks indicated that Hayward has one of the few identifiable historic downtowns and we want to protect and grow it. It would be helpful if the DBIA members would provide input into the plan to include what the City should do "more of" or to address business members concerns.

Ed Chilbert mentioned that the Economic Development's program to put awnings on his building was very expensive and that he was able to do it for less money. Staff should be aware of program inefficiencies.

**XI. Open Forum:** Tina Martinez opened the Open Forum giving members the opportunity to discuss items that were not on the Agenda

Issues of concern:

The Green Shutter Hotel:

- If we could address the problems at the Green Shutter hotel, the downtown would "take-off and help our city grow." Police and code enforcement efforts have been increased to address the social issues at the Hotel which seem to have increased in recent weeks. The hotel has a new owner and the City is working to communicate with the owner to address issues.
- People are yelling, screaming, and fighting in front of the hotel.
- It is a recruitment center for homeless people on the street.
- People are drinking and doing drugs on the street, cars get broken into. People crowd benches and customers are afraid to sit down.
- It is difficult to keep sidewalks clean because of the negative activity.
- The Green Shutter is the root of the problems in Downtown; it is creating an unsafe and uninviting environment.
- It is important that calls to PD continue so that a record of calls for service can be established.
- A separate meeting could be held that focuses solely on strategies for the Green Shutter.
- Complaints can also be recorded on "Access Hayward" which is on the City's website with the information going to Code Enforcement or relevant departments.
- The Green Shutter is a top priority for the City.
- The hotel has been fined for code enforcement violations in the past.
- The Hayward Police Department is evaluating who is being "placed" at the hotel, by whom and how many.

Other Input:

- People are drinking and smoking in front of business establishments and the police do not respond.
- The only way to clean-up the downtown is to decide what kind of downtown we want to have but we can't hand out free peanut butter sandwiches and dental care if we want be something else. New York City is an example of a major city that does not tolerate crime and that started 10 to 15 years ago. We need not tolerate bad behavior because it is "running people out of business." The City Council needs to make crime in the downtown a priority.
- It would be good if we could get more business members to attend meetings; flyers or other strategies would help.
- It was suggested that we use "Constant Contact" as a way of communication with business members because members may see notices or remember to attend. We need to send reminders the day before an event and on the day of events. A challenge is that

the city does not have email addresses; please give us your email addresses and those of your neighbors if you have one.

- Keep the Green Shutter Hotel as a standing agenda item.
- Since the DBIA has a focus on the downtown, it is possible that its charter can be expanded as a forum for input and development of downtown strategies.
- The DBIA also provides business owners access to the City.

**XII. Closing Comments:** Thank you for coming.

**XIII. Adjournment:** The meeting was adjourned at 9:30 a.m.

## Downtown Business Improvement Area (DBIA) Summary of Member Input - October 3, 2012

Do you support the Vision for the DBIA developed by the DBIA Advisory Committee?

Vision	Votes	Comments
"To create a safe, clean, and inviting downtown environment that supports existing businesses, attracts new businesses and increases the number of downtown visitors."	7	
<b>Identify Most Important Goals</b>		
"Maintain a Clean and Safe Downtown"	8	
"Increase the Number of Downtown Visitors"	5	
"Utilize Assessment Fess to Maximum Benefit of Downtown Business Owners"		<ul style="list-style-type: none"> <li>• Fees should benefit all members</li> <li>• Public Works should maintain streets with City tax money</li> </ul>

Which Services Provide the Maximum Benefit to DBIA Business Owners?

Service(s)	Continue	Discontinue	Modify	Recommendations
Summer Street Parties	6	1		<ul style="list-style-type: none"> <li>• Street Parties don't bring customers to spend money at stores</li> </ul>
Light Up The Season	2		2	
Santa Paws Parade	1	1		
Communications with DBIA Businesses	4			
Banners	5			
Tree Lights	6			
Pressure Washing (entire area)	1			<ul style="list-style-type: none"> <li>• Continue, but monitor to ensure that the work is actually being done</li> <li>• Public Works needs to get more involved in cleaning downtown</li> <li>• Public Works should do this, not paid for out of BIA budget</li> </ul>
Pressure Washing (spot clean B	2			<ul style="list-style-type: none"> <li>• Continue spot cleaning but include Foothill Blvd. between A</li> </ul>

St)					Street & Maple Court
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**Other Clean Strategies:**

- Foothill Blvd.: weekly street sweeping; garbage pickup (Foothill & A Street)
- More trash pickup on B Street; weekly (3 votes)
- Bijou dumpster – cleanup & trash pickup
- Cleanup garbage at parking lot
- Cleanup B Street, the downtown from homeless people
- Clean area on Foothill from A Street to Civic Center



DATE: November 7, 2012

TO: Downtown Business Improvement Area Advisory Board

FROM: Gloria Ortega, Redevelopment Project Manager

SUBJECT: Adoption of Budget Modifications for FY 2013 for Tree Lights on B Street and Input on Marketing and Promotions Activities

### **RECOMMENDATION**

That the Downtown Business Improvement Area (DBIA) Advisory Board recommend modification of the FY2013 budget as follows: (1) allocation of budget reserves in the amount of \$11,600 for the installation of tree lights on B Street trees; and (2) redirect the "Marketing and Promotions" budget line-item to develop new strategies to market downtown businesses and to develop new methods to communicate with the DBIA members.

### **BACKGROUND**

Approximately 500 members of the DBIA were invited to attend a "Special All Members Meeting" held on October 3, 2012. The purpose of the meeting was to provide members with the following information:

- "Fiscal Reality of DBIA"
- "Why the DBIA and What Services Your Assessment Fees Pay For"
- "Membership Input: What Services Matter Most"

Five Advisory Board Members and eight DBIA business members attended the meeting and provided input on service priorities. The four service areas which received the top votes for continued funding were:

- Summer Street Parties;
- installation of tree lights on B Street as a year-long program;
- banners on light poles throughout the downtown; and
- marketing and communications.

## DISCUSSION

### Adoption of Budget Modifications for FY 2013 for Tree Lights on B Street

In years past, the Hayward Chamber of Commerce and the Rotary Club have installed temporary tree- lights on B Street trees as part of “Light Up the Season.” However, if tree lights are installed as part of an annual program, then more industrial grade lights, professional installation and maintenance is recommended. The DBIA members in attendance at the All Members meeting supported an annual tree-light program. The City’s Public Works Department has also received input indicating that B Street would benefit from additional lighting. To help launch this year’s holiday shopping season, staff recommends that DBIA approve an allocation of reserve funds to contribute to the project. If the DBIA approves this expenditure, then the recommendation would be taken to the City Council for final approval.

Staff received proposals from four tree light installers, ranging in cost from \$39,300 to \$15,600. Arborwell, a Hayward-based company submitted the most cost effective proposal at \$15,600. Arborwell has a long resume with light installations throughout the Bay Area. Their proposal includes the installation of white LED lights on 48 trees on B Street, which can last up to sixteen years. An annual maintenance contract to adjust lights for tree growth would cost \$3,984 and can be included as part of FY 2014 DBIA budget. However, with the potential for vandalism it is recommended that an additional \$1,000 be reserved for emergency repairs as needed. On-call repairs would be priced at approximately \$325 per visit depending on the degree of vandalism that occurs.

Public Works has committed \$5,000 to the project and staff is recommending that the DBIA Advisory Board approve the contract balance of \$11,600 (\$10,600 for installation and \$1,000 for on-call maintenance) to be withdrawn from the reserve. The current reserve balance is approximately \$122,000.

### Input on Marketing and Promotions Activities

As part of the annual DBIA budget, the Board reserved \$5,500 for newsletters and other forms of communications with business owners in the assessment district. Staff also proposed that remaining funds be allocated toward activities that help achieve the Advisory Board’s vision for the downtown and include strategies to address homeless issues. However, based on input from the DBIA business members and recent direction from the City Council, staff recommends that the DBIA consider utilizing this \$5,500 in support of marketing activities for Downtown businesses impacted by recent construction activities. Staff has held one meeting with various Downtown merchants and is in the process of developing a comprehensive marketing strategy and assistance for these merchants. Public Works will be contributing approximately \$10,000 to support these marketing activities. This additional funding from the DBIA budget would substantially enhance the support and activities that could be provided. These might include newspaper advertising, electronic billboard ads, and other marketing tools. Once staff has developed a draft plan, the intent is to present it to the merchants and then the Council. If the DBIA authorizes funding in support of these

activities, staff would schedule a special meeting to receive feedback on the draft marketing/advertising plan.

With approval from the City Council, the DBIA Advisory Board can modify the current FY 2013 budget to respond to member input. The DBIA Advisory Board is being asked to recommend to Council modifications of the current FY 2013 budget to allow for allocation of budget reserves to install tree lights on B Street and to reallocate funds reserved for newsletters from the "Marketing and Promotions" budget line-item to new strategies to market downtown businesses.

*Prepared by:* Gloria Ortega, Redevelopment Project Manager

Approved by:



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Kelly McAadoo, Assistant City Manager