

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**SPECIAL MEETING
AND
SPECIAL ALL MEMBERS MEETING**

**January 23, 2013
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 | Tina Martinez, Chairperson |
| I. Roll call | Tina Martinez, Chairperson |
| II. Public Comments | |
| III. Welcome | Tina Martinez, Chairperson |
| IV. Approval of Meeting Minutes from November 7, 2012 | |
| V. Report on Holiday Events (verbal report only) | Gloria Ortega |
| VI. Budget Proposal for Fiscal Year 2014 | Gloria Ortega |
| VII. Downtown Wayfinding Program (verbal report only) | Morad Fakhrai, Director of Public Works,
Engineering and Transportation |
| VIII. Update on Membership Recruitment | Gloria Ortega |
| IX. Update on Green Shutter Hotel & Feeding Programs | Kelly McAdoo, Assistant City Manager |
| X. Agenda Items for Next Meeting – April 3, 2013 | Tina Martinez |
| XI. Adjournment | Tina Martinez |

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.

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

SPECIAL MEETING

November 7, 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

STAFF: Kelly McAdoo, Assistant City Manager; Stacey Bristow, Neighborhood Partnership Manager; Gloria Ortega, Successor Redevelopment Agency Project Manager; Adrionne Rullman, Secretary, Redevelopment Successor Agency

I. **Call to Order**

The meeting was called to order at 8:07 a.m.

II. **Roll Call**

Those in attendance introduced themselves.

III. **Public Comments**

Kim Huggett, Hayward Chamber of Commerce gave an annual report of Chamber activities:

- The recently concluded downtown restaurant walk was a success and a near sell out, as was the one in April with 12 to 13 restaurants participating
- The Downtown Summer Street Parties were also successful with about seven thousand people attending and exhibitors located on several blocks.
- New businesses have located downtown including a ribbon cutting and grand opening of Yogurt Hill (11-6-12) and Vintage Alley. Kupe Restaurant & Lounge will be opening soon, along with Julian's, a new restaurant, and we'll be doing a grand opening soon for them. Other new businesses include an acupuncture clinic and the It Is Vapor 5 store. Mike

Tanzillo has also reported that there are other business owners interested in locating on B Street. The Chamber is very excited about the possibility of more new businesses locating downtown, becoming Chamber members and more businesses paying DBIA assessment fees.

IV. **Approval of Meeting Minutes from October 3, 2012**

Minutes approved by majority vote.

V. **Review Member Input & Service Priorities**

Gloria Ortega, Successor Redevelopment Agency staff, reviewed a summary of input received from DBIA business owners who attended a special meeting on Oct 3, 2012. Response to the survey was limited despite two post cards sent to approximately 500 members. The first post card sent was to “mark the date” and the second post card sent was a meeting reminder. Five DBIA Board Members and eight DBIA business members attended the meeting. Member input and service priorities were reviewed and summarized in the attached Power Point presentation (Attachment I).

VI. **Adoption of Budget Modification for FY 2013**

Ms. Ortega, based on input from the October 3 meeting, recommended modifications to the FY2013 budget to allow for the following:

- Recommendation 1: an allocation of budget reserves in the amount of \$12,600 to fund the installation of tree lights on B Street from Foothill Boulevard to Watkins.
- Recommendation 2: redirect the “Marketing and Promotions” line-item in the amount of \$5,000 to develop new strategies to market downtown businesses and new methods to communicate with DBIA members.

Discussion on redirection of funds for marketing and promotions:

Mr. Huggett comments: Chamber will be having a training on how to use social media to promote holiday sales. Public Works will pay for businesses impacted by Route 238 construction to attend this training next Tuesday at La Quinta hotel.

Ms. Ortega comments: We have had a difficult time communicating with business owners, newsletters have not been effective based on input from the membership. It has been suggested that we try using “Constant Contact” to communicate with business owners, but first it will be necessary to build a database with business owners’ email addresses. Our Revenue department is going to allow us to insert a line on the DBIA assessment bill to ask people for email addresses. The question remains, will business owners read emails if sent to them.

Ms. Bristow comments: can email addresses be a required field? Can that be suggested?

Ms. Ortega comments: we need to re-evaluate the assessment bill. The way it’s designed right now, the email address is not a field. With that said, by providing us with information, you are allowing us to send you emails. We need to check with the city

attorney's office to see if we can require people to provide email addresses.

It was motioned/seconded and passed by majority vote to approve that the marketing and promotions budget line item be re-directed to develop new marketing strategies to promote businesses and find new ways to communicate with members.

Ms. Ortega comments: anyone who wants to be on a marketing strategy committee along with other merchants, please let me know.

Board Member Schweng comments: Fran had mentioned, the city has some money to do marketing. We have information on an electronic billboard. Another twist to this part is for merchants to go to meetings. If they can't attend, they should get staff or neighbors to go; money may not be as effectively spent on billboards. A lot of merchants want some marketing done

Board Member Griffin comments: post or pre 238 completion? The reality is until the street is cleaned up, marketing will not be effective.

Board Member Schweng comments: instead of us developing a marketing plan, should we be open to a co-op advertising program? Reality is even if 238 isn't complete, someone will complain.

Ms. McAdoo comments: The intent was to get individual ads or information from various merchants that we could put in a comprehensive ad that the city would pay for. Then each merchant would have their own piece of the ad.

Ms. Ortega comments: requested volunteers for a marketing subcommittee. Dion and Ben were on the subcommittee in the past.

Discussion on an allocation of budget reserves in the amount of \$12,600 to fund the installation of tree lights on B Street, and to Watkins.

Ms. Ortega comments: based on input from our October 3 meeting which indicated that DBIA members supported an annual tree lighting program on B Street, we are asking you to consider using funds from the budget reserve to wrap 48 trees with lights. The tree lights will brighten the street, make it feel more vibrant, and give it the feeling of a destination. We are requesting you adopt a budget modification. We would then have to go to Council for authorization to utilize the budget reserve. We currently have \$122,000 in budget reserves. The bid to install lights on 48 trees is \$15,600 submitted by a Hayward firm "Arborwell." Their bid was the lowest out of the four, with the highest bid at \$40,000. Public Works is going to give us \$5,000; \$10,600 would come from budget reserves. Also recommending we put in \$1,000 for emergency maintenance for this year and \$3,400, which would be part of next year's budget.

Recommendation: \$12,600 be allocated from budget reserves to fund the installation of tree lights on B Street from Foothill Boulevard to Watkins.

Ms. Ortega Gloria's comments: if the Board approves the recommendation, the request for authorization would go to the City Council for approval.

Board Member Kelley and Board Member Rodriguez both agree.

Board Member Griffin opposed to spending 10% of the budget reserve for installation and 6-7% for maintenance to have lights on B St, when the owners don't seem to be concerned about their buildings. Until they take more concern with their properties, we should not do anything.

Board Member Schweng agrees with Board Member Griffin : there are people urinating on B St., the police are too busy to come down and the Green Shutter is such a huge issue with the activity it has going on. The lights would look pretty but with everything else going on, the reserves should be used to address other issues, including feeding programs. I would much rather we use the reserves to attack the core problems downtown.

Board Member Shay comments: Money from reserves should not be spent on lights.

Board Member Rodriguez comments: the darker B Street is, the more people from the Green Shutter come down. The merchants are trying to do their part. The lights are more inviting. A dark street is not inviting. Lights will prevent people from hiding in dark places and doing their mischief. The money should be spent somewhere, so why not lights.

Board Member Kelley comments: she goes to Alameda because of the lights that are lit up on the street. It's more inviting. All the businesses are open longer because it's lit up. Since the City lit the parking lot where her business is located, there's no one hanging around there.

Ms. Ortega comments: the biggest cost are the LED lights but Arborwell will have to come out every year to loosen them or respond to damage caused by vandalism.

Motion: Board Member Kelly made motion to support funding for street lights;
Board Member Griffin second
Four opposed; Three in support
Motion does not carry

Buffalo Bill's lights up three trees and is good about changing them (every three months). The Rotary has wrapped trees and light poles in the past. The Chamber has provided the lights. We will revisit this budget item as part of the 2014 budget planning.

VII. **Update on Green Shutter & Scope of DBIA**

Ms. McAdoo comments: Green Shutter is a source of constant concern. We have continued code enforcement, police, rental housing, and other enforcement activity there. The Fire department was out there with Vector Control to deal with pest infestation. Police are doing a constant sweep for parole violations. We are trying to keep track of all of that. We have learned that the building is on the market. We have spoken to a couple of different developers that may be interested in the property.

Board Member Rodriquez comments: I continues to call the police whenever I see something happening.

Ms. McAdoo comments: The struggle right now is working with the manager and helping him understand what he can and can't do and how to better manage his tenants.

Stacey comments: We did an inspection back in October and actually invited Vector Control to attend. There are about ten units that had some sort of infestation challenges. Staff is working with Vector Control and Alameda County to come up with a plan on how to exterminate the building. Some of the rooms have been worked on; however, they are not finished yet. We're going there about two to three times a month just for code enforcement purposes. I have been there myself along with police and fire. Over the last 60 days, there have been at least 60 violations between the fire department and rental housing code violations. About 85% have been corrected so they are moving forward. We have about dozen units left of the 60 to inspect. Potentially there could be some issues with those. Next scheduled inspection is set for December 6. That's when we will see the next 12 units. If we get calls or concerns, we can go in sooner.

Ms. McAdoo comments: the other piece is the outdoor feeding program. We are going to be coming back to the City Council in early February with some strategies on how to potentially move feeding programs out of the downtown area. Hopefully, moving feeding programs away from the downtown will help some of the other concerns.

VII. **Board member comments/announcements**

Board Member Schweng comments: how involved can we the DBIA be involved with the Green Shutter? My thought was we have the reserves, we have upset merchants, if the building isn't sold, the merchants would need help funding a law suit. What if we ask some of the merchants to join the law suit? Could we use DBIA funds to help with us with the lawyers/lawsuit?

Ms. McAdoo comments: we need to be careful on how we get involved. There are a lot of challenges with what to do with the building, along with parking. This building is a perfect reason of why we need the Redevelopment program. The question is the cost to redo the entire building.

VIII. **Next Meeting**

January 23, 2013

IX. **Future Agenda Items**

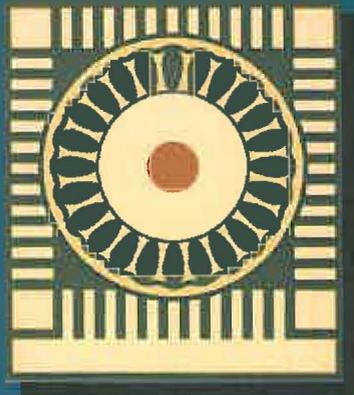
2014 Budget

Update on the Green Shutter

Outdoor feeding strategies

X. **Adjournment**

The meeting was adjourned at 9:09 a.m.



CITY OF
HAYWARD
HEART OF THE BAY

**Downtown Business Improvement Area
Advisory Board**

Gloria Ortega, *Successor Agency Staff*

Successor Redevelopment Agency City of Hayward
City Manager's Office



Downtown Business Improvement Area

November 7, 2012

Member Input & Service Priorities

Special Meeting: October 3, 2012

- Five Board Members Present
- Eight Business Members Provided Input

Vision – Members Supported

“To create a safe, clean, and inviting downtown environment that support existing businesses, attracts new businesses, and increases the number of downtown visitors.”



Downtown Business Improvement Area

November 7, 2012

Member Input & Service Priorities

Most Important Goals:

- Maintain a Clean and Safe Downtown
- Increase the Number of Downtown Visitor



Downtown Business Improvement Area

November 7, 2012

Member Input & Service Priorities

- Summer Street Parties (6 votes)
- Tree Lights (6 votes)
- Banners (5 votes)
- Communications & Marketing (4 votes)
- Light Up the Season (2)
- Pressure Washing – B Street (2 votes)
- Pressure Washing –entire area (1 votes)



Downtown Business Improvement Area

November 7, 2012

Member Input & Service Priorities

Next Steps

- Develop FY 2014 Budget
- Have sub-committee work on budget recommendations
- Next Regular Board Meeting: January 9, 2013



Downtown Business Improvement Area

November 7, 2012

2013 DBIA Budget

REVENUES	FY 2013
DBIA Assessments	\$ 54,000 *
Estimated Reserve	\$ 1,000
(*54,376 collected 8-2012)	
Total Revenues	\$ 55,000
EXPENSE ITEM	
Summer Street Parties	\$22,500
Light Up The Season	\$9,300
Decorative Banners	\$3,400
DBIA Communications/Newsletters	\$5,500
Sidewalk Cleaning Contract	\$14,300
Total Expenses	\$ 55,000



Downtown Business Improvement Area

November 7, 2012

Input on Marketing & Promotions Activities: \$5,500

- Support marketing efforts to promoted downtown business impacted by road construction
- Development of a comprehensive marketing strategy
- Newspaper advertising; electronic bill boards, etc.

Next Steps

- Get DBIA Advisory Board Support/Approval
- Develop Marketing Plan & Strategies
- Get DBIA & merchants and City Council approval of Marketing Plan & Strategies



Downtown Business Improvement Area

November 7, 2012

Annual Tree Lights on B Street

B Street Trees	Number Trees
From Watkins St. to Mission Blvd.	12
From Mission Blvd. to Main St.	16
From Main St. to Foothill Blvd.	20
Total Trees	48

- Annual Program
- Enhance Downtown as a Destination
- Brighten the Street



Downtown Business Improvement Area

November 7, 2012

Adoption of FY 2013 Budget Modification

Budget Proposal

Utilize budget reserve to support annual tree light program

Cost: \$15,600 Light Installation

(\$ 5,000) Public Works Contribution

(\$10,600) DBIA Budget Reserve

plus

\$1,000 Light Maintenance – DBIA Budget Reserve





DATE: January 23, 2013

TO: Downtown Business Improvement Area Advisory Board

FROM: Gloria Ortega, Redevelopment Project Manager

SUBJECT: Budget Proposal for Fiscal Year 2014

RECOMMENDATION

That the Downtown Business Improvement Area (DBIA) Advisory Board review and discuss the proposed budget for Fiscal Year 2014.

BACKGROUND

Every January, the DBIA Advisory Board begins discussion of budget priorities for the upcoming fiscal year. The proposed budget is submitted to the DBIA Advisory Board to begin the budget planning process (see attachment I.) DBIA Advisory Board Members can approve the budget as proposed or modified it. If a proposed budget is not approved at this meeting, a subcommittee can be formed to bring new recommendations back to the DBIA Advisory Board for their approval at the next meeting. Final budget recommendations will be presented to the City Council in June for final approval.

On October 3, 2012, five Advisory Board Members and eight DBIA business members met to provide on input on service priorities. The four service areas which received the top votes for continued and/or new 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.

Based on the identified service priorities, DBIA Advisory Board Members are asked to consider the attached budget. As part of this budget discussion, staff is also recommending allocation of funds from the budget reserve (estimated to be approximately \$122,000) for one-time costs. These two items include purchase of banner hardware and installation of tree lights. DBIA is being asked to reconsider funding of an annual tree light program based on input from downtown business owners to reconsider funding this effort and as discussed at the last meeting.

DISCUSSION

Proposed budget line items:

1. **Summer Street Parties - \$22,500**

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

2. **Annual Tree Lighting Program \$4,900**

Annual maintenance cost is \$3,900 which includes adjustment of lights for tree growth plus \$1,000 reserved for vandalism and emergency repairs as needed. On-call repairs are priced at approximately \$325 per visit depending on the degree of vandalism that occurs. The one-time installation cost is \$15,600 (see below for details regarding this cost.)

3. **Banner Maintenance & Rotation - \$3,900**

This level of funding would result in one banner rotation. Banner rotation will be necessary only if banner hardware is replaced (see detail below for request of allocation of budget reserve.) The DBIA has four sets of banners, since three sets will remain in storage until further notice at an annual storage cost of \$500.

4. **Marketing, Promotions & Communications - \$13,000**

Based on input from the membership these funds will be used to support marketing strategies to be developed in cooperation with the DBIA membership.

5. **Sidewalk Cleaning - \$14,700**

Twice-a-year pressure washing of sidewalks in the entire DBIA area

Based on input from the membership, it is recommended that no funding be made available for "Light Up the Season", the annual holiday event hosted and paid for more than 20 years by the downtown merchants. The loss of this annual family event will be a big loss to the community if no other funding sources are identified, however, given the significant loss of Redevelopment Agency funding and the input from the DBIA membership this difficult recommendation is necessary.

Proposed Allocation of Budget Reserve for One-time Cost

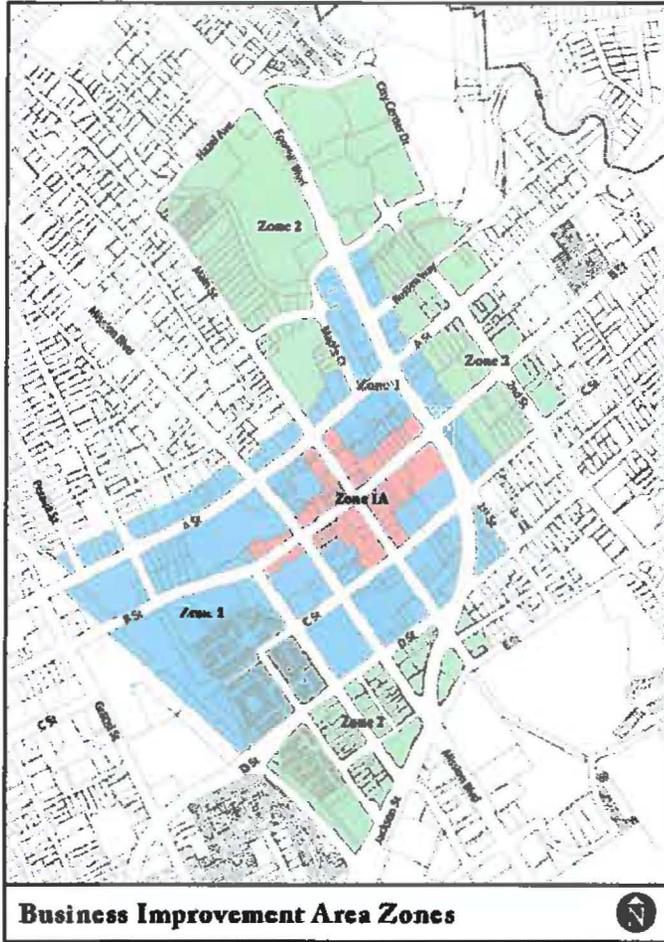
1. **Banner Hardware Replacement - \$15,000**

The Public Works department will replace hardware along the RT 238 route which represents approximately 60% of light poles identified for banners located in the DBIA area. The proposed budget amount of \$15,000 would replace hardware on light poles not impacted by RT 238 route that are in disrepair and in need of replacement.

2. **Annual Tree Lighting Program - \$10,600**

The total cost for the installation of white LED lights on 48 trees located on B Street is \$15,600. Public Works has committed \$5,000 to the program with balance of the cost to be withdrawn from the budget reserve if approved. Maintenance cost as noted above would be included as part of an annual operating budget.

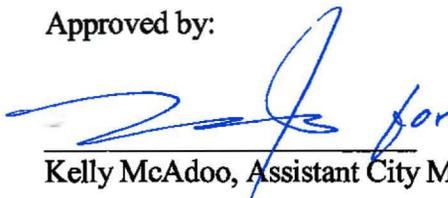
Summary of Services By Zone



Services	Zone 1A	Zone 1	Zone 2
Banners	√	√	√
Marketing & Promotions	√	√	√
Side Walk Cleaning (2 x Per Year)	√	√	√
Summer Street Parties (3 x Per Year)	√		
Annual Tree Light Program	√		

Prepared by: Gloria Ortega, Redevelopment Project Manager

Approved by:

 for
 Kelly McAdoo, Assistant City Manager

REVENUES	FY 2013
DBIA Assessments	\$ 55,000
Redevelopment Agency Contribution	
Funds transferred from FY 09 Budget	
Transfer from Reserve*	
Total Revenues	\$ 55,000
EXPENSE ITEM	
Summer Street Parties (1)	
June 2012	\$ 7,500
July 2012	\$ 7,500
August 2012	\$ 7,500
Item Subtotal:	\$ 22,500
Decorative Banners	
One Banner Rotation	\$ 3,400
Banner Storage	\$ 500
Item Subtotal:	\$ 3,900
Annual Tree Lighting Program	
Maintenance	\$ 3,900
Emergency Repairs	\$ 1,000
Item Subtotal:	\$ 4,900
Marketing, Promotions & Communications	
Marketing Strategies	\$ 13,900
Item Subtotal:	\$ 13,900
Sidewalk Cleaning Contract	
Sidewalk Cleaning Entire BIA 2 x Year	\$ 14,700
Item Subtotal:	\$ 14,700
Total Budget	\$ 55,000

*See Below

Operating Reserve Proposal

Current Operating Reserve Balance	\$ 122,000
Install Banner Hardware	\$ 15,000
Install Tree Lights on B Street	\$ 15,600
Item Subtotal:	\$ 30,600
Total Budget	\$ 91,400