

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

SPECIAL MEETING

**March 6, 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
- II. Roll Call
- III. Public Comments
- IV. Approval of Summary Notes from January 23, 2013
- V. Review and Approval of FY14 Budget (Staff Report)
- VI. Presentation of Economic Development Strategic Plan
- VII. Agenda Items for Next Regular Meeting – April 3, 2013
- VIII. Adjournment

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

SPECIAL MEETING

January 23, 2013

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 Rodriquez	X	

VISITORS: Kim Huggett, Hayward Chamber of Commerce, Jennifer Mish, ItsVapor5, Hasan Nakieb, Comerica Bank.

STAFF: Kelly McAdoo, Assistant City Manager; Gloria Ortega, Successor Redevelopment Agency Project Manager; Morad Fakhrai, Director Public Works, Adrionne Rullman, Secretary, Redevelopment Successor Agency, Cecilia Manzo, Secretary

I. Call to Order

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

Gloria Ortega called the meeting to order, in place of Board Chair Tina Martinez who was not present. Since resignation of our last Vice-Chair, a replacement has not been elected. DBIA by-laws allow for elections to be held the first meeting in July, at which time elections will be held.

II. Roll Call

Those in attendance introduced themselves.

III. Public Comments

Kim Huggett, Hayward Chamber of Commerce, distributed “The Ultimate Guide to Dinning in Hayward.” The Guide will be distributed at hotels/motels for guest. Chamber of Commerce members are included in the guide with the next one to be printed in April. The Guide mentions the Downtown Restaurant Walk in April and October; hopefully the Museum Café will be up and running for the October walk.

In regards to Light Up the Season, there are still lights up on lamp poles, because the volunteers that put the lights up don't live or work downtown, so we have to work around their schedule. The 12-15 volunteers came from the Rotary Club, Pacheco Brothers, Nursery and Lone Tree Cemetery, who believed it is important that we light up B street and do so at no cost to the City. As soon as the volunteers are available, the lights should be coming down very shortly.

Two business owners attended the meeting to learn what we can do together to help with the downtown area.

IV. **Approval of Meeting Minutes from November 7, 2012**

Minutes approved by majority vote.

V. **Report on Holiday Events (verbal report only)**

Cynthia Chang and May Shay were on the event planning committee. May Shay brought two new groups to Light Up the Season, both the Peninsula Graces Dancing Group and Melody Chorus Society. We had a lot of families and it was really fun to watch the kids mesmerized by the dancers and imitating the moves. The Chamber of Commerce helped coordinate entertainment which was staged throughout the evening on B Street, City Hall and the Plaza area. We had excellent turnout and the skate rink sold out by 7:00 p.m. We tried to get a bigger skate rink but unfortunately that didn't work out. Santa was busy the whole night.

Board Member Rodriguez: There were a lot of singers in his area that customers enjoyed.

Ms. Ortega: Marketing materials identified businesses that hosted food and/or entertainment. Eleven businesses participated in Light Up the Season. We had a lot of volunteers that helped make the event a success.

VI. **Budget Proposal for Fiscal Year 2014**

Ms. Ortega: In January, it's time to begin the budget process. The proposed budget reflects feedback that we received from the special membership meeting. We are using \$55,000 as a budget projection; however, last fiscal year, we exceeded assessment fees and are up to \$56,000, a reflection of new businesses locating downtown and stronger sales. For the sake of this budget, staff will continue to use \$55,000 because it's a safe projection.

The draft budget was reviewed. Based on budget feedback, three street parties would be funded, but Light Up the Season would not, even though this event has been funded for over 20 years.

Ms. McAdoo: Even though the BIA has different funding priorities, the City will probably try to find a way to continue Light Up the Season by seeking corporate sponsors or other ways (to fund the event). It's an important event for the community and for families. We're going to try and figure a way to keep that going. It's not terribly expensive.

Ms. Ortega: I definitely agree; I've been with the city for over six years and have worked on the event for that span of time. We have had some years where the weather has threatened the

attendance but people still came out. In past years, we've spent about \$18,000 on it. This last year, it was under \$10,000. We're still working with the Chamber of Commerce to finalize all the numbers. It's a small amount of money for an event that means a lot to our community. We should be able to find a way to fund it.

Banners: One rotation at the cost of approximately \$3,400 would be funded in the proposed budget; however, we need to purchase new banner hardware for areas not impacted by Route 238. Public Works has agreed to replace hardware on light poles removed as a result of Route 238. Staff recommends funding the replacement hardware out of reserves. In future meetings, the Board can reevaluate the banner program. There are a number of cities that work with merchants/businesses/nonprofits to market their business on the banners and who pay to do so.

Tree lights: The Board reconsidered tree lights down town. It's a difficult discussion because everyone wants to make sure there's a balance on how the funds get spent. Staff put this back on the agenda because it was such a contentious discussion and the prior proposal was to use FY2013 budget funds. In addition, we received input from at least three business owners asking that this budget item be reconsidered.

The other area we have been working on for the last couple years is marketing, promotions and communications. Staff has included a significant amount of money in that line item which allows for this group to further define how those funds can be spent. We got some very good feedback from the Special Membership meeting in October 2012 that can help shape this discussion.

Ms. McAdoo: One of the key goals of the new draft Economic Development Strategic Plan is a city-wide marketing and branding strategy, particularly focusing on the downtown. We will bring a consultant on board that would help us market/brand (the City and downtown) and help us come up with some more professional advertising and ways to brand the downtown Hayward. The other thing we are doing in the next couple months is hiring a full time Media and Community Relations position. Half of their time will be devoted to economic development activities, marketing and branding and promotions, and the other half will be devoted to more of the city-wide public information and legislative affairs.

Ms. Ortega: Sidewalk cleaning has been reduced down to twice a year pressure washing although our Maintenance Services Department, who holds the current pressure washing contract, has been doing additional pressure washing on B Street. However, if you look at the sidewalks, they're starting to show that we are not paying as much attention as we have in the past. What is being proposed is a minimal amount of money. It would be great if we had more money (for pressure washing sidewalks) and if the business owners swept and cleaned them a bit especially on B St. due to a lot more foot traffic.

Staff reviewed budget numbers and noted a correction on the budget draft. Staff recommended that additional funds be taken from the budget reserve to pay for banner hardware and tree lights. We have approximately \$122,000 in budget reserve, which staff expects to grow for a number of reasons. If there's money that isn't spent with the current budget year, it gets pushed over into the reserve. Also, if there are more fees collected than

projected, then that also goes into the reserve as well. It is staff's estimate that we'll have at least \$2-3,000 remaining from this budget plus additional fees that are higher than the \$55,000 estimated for FY14 budget.

Board Member Rodriguez: everyone he has talked to on B St. is upset that there are no lights on the trees. He feels it would really help brighten up the area along with Foothill and other areas; it would feel a lot safer.

Board Member Griffin; He disagrees. If it's a public safety issue, then that's the City of Hayward's responsibility and not so much a merchant issue. The goal is to develop other areas not just B Street.

Board Member Schweng: The Board voted on this motion regarding lights previously and should move on. If the public has strong opinion, then they should come to the meetings.

Ms. Ortega: The Board also needs to vote on new banner hardware and decide on whether to get new banners and the associated details (what kind, where, more?)

Board Member Schweng: He is open to using the reserves for fixing hardware.

Board Member Griffin: Can we just use one rotation of the banners?

Ms. Ortega: She recommended that the Board should vote on pulling reserves for the hardware. Staff can come up with a proposal, and a cushion that would allow you the flexibility to purchase new banners if you choose to go forward. The balance could be pulled from the reserves to supplement the current budget. The money would go into the marketing and communication line, but if the Board doesn't spend it, then it will go back to the reserves.

Board Member Schweng motion: That \$15,000 from budget reserves be allocated to the purchase of banner hardware and \$20,000 be allocated from budget reserves for the potential purchase of a new set of merchant banners.

Board Member Griffin seconded the motion.

The motion was approved unanimously.

Ms. Ortega requested a formal motion on the decision to install tree lights.

Board Member Schweng questioned that this request did not seem procedurally correct since the Board voted on the request at the last meeting.

Ms. Ortega indicated that the vote at the last meeting was the request to fund tree lights out of the FY13 budget, not FY14. Had that request been approved, staff would have gone back to City Council for approval of the Advisory Board's recommendation. The request on the table is for funding tree lights as part of the FY14 budget.

Board Member Chang requested that we ask business owners to keep their store lights on in

the evening to help make the street brighter.

Ms. Ortega: staff has tried in the past to get building owners to activate their vacant store fronts with displays, artwork and lights; they have not been willing to do this in the past, but staff could try again. We cannot force them to keep lights on or put art in the windows.

Board Member Rodriquez: Business owners on our half of the block do keep their lights on.

Board Member Kelly: the dog boutique closed because of problems at the Green Shutter and the buildings on that block are vacant. Since we have new merchants on B Street, we should consider the lighting (trees) for them.

Board Member Griffin: We are going forward with \$20,000 (for banners) and \$15,000 (for banner hardware). This is from the reserve. If we use the funds for tree lights, it's a good portion of our reserve and we also have to consider annual maintenance costs.

Board Member Rodriquez: There is a win-win side. If new people come and look at the downtown and see it lit up, it will attract more people to the downtown and help fill vacant spaces.

Board Member Schweng: The Board has been building the budget reserve for a decade.

Board Member Griffin: Once it's (the reserve) gone, its gone.

Guest Nakiebm suggested the Board develop short-term and long term strategies to light up the street including working with building owners to keep their lights on. We should look for other solutions to keep the reserve healthy over the long term.

Board Member Rodriquez made a motion to use \$15,000 from budget reserves to pay for the initial installation of tree lights on B Street.

Board Member Kelley second the motion.

Two members supported the motion, four members opposed. Motion fails.

Board Member Griffin: Motion to approve the draft budget with adding \$15,000 for banner hardware and \$20,000 for new banners and/or marketing.

VII. Downtown Wayfinding Program (verbal report only) Morad Fakhrai, Director of Public Works, Engineering and Transportation

Power Point presentation attached.

VIII. Update on Membership Recruitment

Advisory Board Members should start thinking about board member recruitment. We need representatives from each zone so that the membership is fully represented. The recruitment process should start this summer.

IX. Update on Green Shutter Hotel & Feeding Programs

Ms. McAdoo: The Green Shutter is on the market and we have been talking with some interested parties about that property. City staff has been in there almost weekly...Code Enforcement, Vector Control, Fire Department, Health Department. The City is doing as much as we can on the enforcement side to get it cleaned up. We've also talked with the Alameda County Social Services Agency and various other agencies placing people at the property. We're doing a lot on the City staff side to help address some of the City's concerns at the hotel. There's a need to have some conversation with private parties on what we can do on a bigger scale with the hotel. For now, we are pushing and trying to have the owner maintain the property.

X. Agenda Items for Next Meeting – April 3, 2013

Confirmation of FY14 Budget numbers.

XI. Adjournment

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



DATE: March 6, 2013
TO: Downtown Business Improvement Area Advisory Board
FROM: Gloria Ortega, Successor Agency Project Manager
SUBJECT: Budget Proposal for Fiscal Year 2014

RECOMMENDATION

That the Downtown Business Improvement Area (DBIA) Advisory Board confirms and approves the proposed budget for FY14 (Attachment I).

BACKGROUND

The DBIA advisory Board met on January 23, 2013, to discuss the FY14 budget recommendations. Staff has incorporated the Board's budget recommendations as reflected in Attachment I.

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 the parties, they will propose the time, dates, and themes for the events.
2. **Banner Rotation & Hardware - \$18,900**
This level of funding would result in one banner rotation, storage fees for banners not in rotation, and new hardware for banner light poles not replaced by the RT238 project. The DBIA owns four sets of banners, which will be stored by the banner installation company until the DBIA Advisory Board decides how they should be utilized.
3. **Marketing, Promotions & Communications - \$20,000**
Based on input from the membership, this budget line-item was increased from \$13,000 to \$20,000 and will be used to support marketing efforts that could include new promotional banners, such as "Shop Hayward" with support from merchants.
4. **Sidewalk Cleaning - \$14,700**
Twice-a-year pressure washing of sidewalks in the entire DBIA area.

NEXT STEPS

Once the DBIA Advisory Board confirms and approves the FY14 Budget, it will be presented to the City Council in June for final approval.

Prepared by: Gloria Ortega, Successor Agency Project Manager

Approved by:



Kelly McAadoo, Assistant City Manager

Attachments:

Attachment I Proposed Budget for FY14

REVENUES	FY 2013
DBIA Assessments	\$ 55,000
DBIA Budget Reserve	\$ 21,000
Total Revenues	\$ 76,000
EXPENSE ITEM	
Summer Street Parties (3)	
June 2013	\$ 7,500
July 2013	\$ 7,500
August 2013	\$ 7,500
Item Subtotal:	\$ 22,500
Banners	
One Banner Rotation	\$ 3,400
Banner Storage	\$ 500
Replacement Hardware	\$ 15,000
Item Subtotal:	\$ 18,900
Marketing, Promotions & Communications	
Marketing Strategies (Could include banners)	\$ 20,000
Item Subtotal:	\$ 20,000
Sidewalk Cleaning Contract	
Sidewalk Cleaning Entire BIA 2 x Year	\$ 14,700
Item Subtotal:	\$ 14,700
Total Budget	\$ 76,100