



**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD
REGULAR MEETING**

**OCTOBER 2, 2013
CONFERENCE ROOM 2A, 8:00 A.M.**

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS: (The Public Comment section provides an opportunity to address the City Council Committee on items not listed on the agenda as well as items on the agenda. The Committee 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 Committee is prohibited by State law from discussing items not listed on the agenda, any comments on items not on the agenda will be taken under consideration without Committee discussion and may be referred to staff.)

1. Welcome to New Member Mr. Darren Guillaume of Doc's Wine Shop
2. Approval of Summary Notes from June 5, 2013
3. Revisions to Tobacco Sales Regulations in Zoning Ordinance - **(Oral Report)**
4. Update on Food Sharing Ordinance - **(Presentation)**
5. Discussion of Moving Off the Grid Mobile Food Trucks to Watkins Street - **(Presentation)**
6. Consultant to Discuss San Leandro's Recent Downtown Business Association Formation – **(Presentation)**
7. Update from Integral Communities – **(Presentation)**
8. Adjournment

**NEXT SPECIAL MEETING
8:00 A.M., WEDNESDAY, JANUARY 8, 2014**

****Materials related to an item on the agenda submitted to the Council Committee after distribution of the agenda packet are available for public inspection in the City Clerk's Office, City Hall, 777 B Street, 4th Floor, Hayward, during normal business hours. An online version of this agenda and staff reports are available on the City's website, www.hayward-ca.gov.****

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[HTTP://WWW.HAYWARD-CA.GOV](http://www.hayward-ca.gov)

MINUTES
DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD

SPECIAL MEETING
June 5, 2013

ATTENDANCE:

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Cynthia Chang		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; Francisco Zermeno

STAFF: Stacey Bristow, Neighborhood Partnership Manager; Lori Taylor, Economic Development Manager; Mark Koller, Hayward Police Department Lieutenant; Linda Slaughter, Hayward Police Department Lieutenant; Cecilia Manzo, Administrative Clerk, Successor Redevelopment Agency

I. **Call to Order**

Benjamin Schweng, Board Chair called the meeting to order, at 8:06 a.m.

II. **Roll Call**

Those in attendance introduced themselves.

III. **Public Comments**

Kim Huggett, Hayward Chamber of Commerce, reported that the largest downtown employer, Palace Casino Card Club went in front of the City Council during a recent Public Hearing to request a Hayward Municipal Code amendment that would allow the Club owners to expand or relocate and to sell some or all of their interest in the Club to family members, among others.

Mr. Huggett also distributed a flyer outlining how businesses can secure a vendor booth at the Downtown Street Parties.

Mr. Huggett reported that the Downtown Shuttle was going to take a break during the summer months and start back up in the fall, once regular classes begin. The shuttle initially started small, but now has grown and is becoming more and more popular. Mr. Huggett also noted that the shuttle schedule was synchronized with popular movie show times, so that college students would be able to attend movie premiers.

Mr. Huggett said he will be meeting with students from California State University Eastbay (CSUEB) to discuss a Discount Book for downtown businesses. Lori Taylor, Economic Development Manager, suggested considering an electronic version accessible through an application on a smart phone or a website to be popular with tech savvy college students.

IV. **Approval of Summary Notes from March 6, 2013**

Motion to approve, Chair Benjamin Schweng, **seconded** by Dion Griffin, minutes **APPROVED** by majority vote with one change requested by Mr. Griffin.

V. **Approval of Summary Notes from April 3, 2013**

Motion to approve, Chair Benjamin Schweng, **seconded** by Vice Chair Griffin; minutes **APPROVED** by majority vote.

VI. **Update on Economic Development Strategic Plan**

Lori Taylor, Economic Development Manager, introduced herself and gave the committee an overview of her past experience in Economic Development. She also shared a few ideas that she would like to explore and had some suggestions for the Economic Strategic Plan to reflect new programs, international trades, exporting, growth opportunities and diversity in local businesses, and jobs. Ms. Taylor said she was open to suggestions and invited the group to contact her if they heard or knew of any new strategies in other cities that Hayward could benefit from as well.

VII. **Hayward Police Department, Report on Social Nuisance**

Lieutenant Mark Koller presented on Social Nuisance Ordinance for the City of Hayward. In summary:

Goals of Hayward Ordinance:

- ▶ Investigate and validate suspected nuisance behavior.
- ▶ Notice tenants and property owners of existing issues.
- ▶ Work with property owners to identify and resolve issues.
- ▶ Increase surrounding property values.
- ▶ Increase Public Safety and reduce fear of crime.

Expected Usage of Ordinance:

- ▶ Based on sample agency usage and history of egregious investigations within the City of Hayward, it was estimated this ordinance would not be applied to its fullest extent (resulting in monetary fines) more than twice a year.
- ▶ Other agencies have experienced voluntary abatement in 98% of all incidents in which initial notices were given.

Lieutenant Koller opened up the discussion for questions from the committee.

Mr. Rodriguez asked if the Ordinance was in effect now, Lieutenant Koller explained that the ordinance was still in the draft stages and would be presented to the City Manager, City Attorney and City Council.

The committee was open and excited about the Ordinance and members commented that the idea sounded promising for the downtown area.

VIII. **Staff Updates**

Chair Schweng said he attended the Community Volunteer Open House held June 1st in the City Hall rotunda. He reported speaking with many residences but none that were interested in joining the DBIA committee.

Mr. Rodriguez said he was still very concerned about the traffic flow because of the Loop and he asked for an update on B Street traffic. Ms. Bristow commented that a representative from Public Works – Engineering and Transportation, was going to attend the next BIA meeting in October. She encouraged Mr. Rodriguez to send her an email with his concerns so that she could help prepare for the next presentation.

Ms. Bristow gave an update on the Green Shutter Hotel, noting on May 30th she reported a SMASH by the police department. She indicated that Code Enforcement would be conducting a sweep of the entire building and that Green Shutter owners owed approximately \$15,000 in fines, which they had yet to pay.

Mr. Huggett asked if there were children living in the Green Shutter; Ms. Bristow confirmed that she had seen children there between the ages of ten and fourteen.

Ms. Bristow announced the Walk of Wine event taking place on July 27th with stops in over a dozen downtown businesses. She invited all business owners and interested parties to attend.

IX. **Adjournment**

The meeting was adjourned at 9:14 a.m.