



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

**MONDAY, FEBRUARY 24, 2014  
(PLEASE NOTE SPECIAL DAY)  
CONFERENCE ROOM 2A, 8:00 A.M.**

**CALL TO ORDER**

**ROLL CALL**

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**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.)

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1. Update From Banner Subcommittee (**Oral Report**)
2. Update on Future Downtown Hayward Website (**Oral Report**)
3. Discussion of Next Year's Budget Priorities (**Presentation**)
4. Approval of Summary Notes from January 8, 2014
5. Adjournment

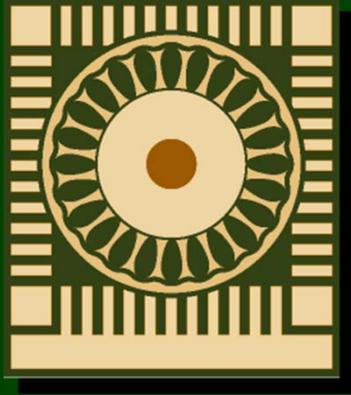
**NEXT MEETING  
8:00 A.M., WEDNESDAY, APRIL 2, 2014**

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*\*\*\*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, 4<sup>th</sup> 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](http://www.hayward-ca.gov).\*\*\**

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*Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the Assistant City Manager at (510) 583-4300 or TDD (510) 247-3340.*



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Downtown Business Improvement Area  
February 24<sup>th</sup> Meeting**

Lori Taylor, *Economic Development Manager*  
Abiud Amaro Diaz, *Economic Development Specialist*

Economic Development  
City Manager's Office



# Agenda

- Budget
- Banners
- Website



# Presentation objectives-Budget

- Current Budget
- Outline Expenses
- Options
- Discussion



# Previous Budgets

<b>REVENUES</b>	2013	2014
BIA Assessments	\$ 54,000	\$ 55,000
Allocated Reserve Funds	\$ 1,000	\$ 35,000
<b>TOTAL REVENUES:</b>	<b>\$55,000</b>	<b>\$ 90,000</b>
<b>EXPENSES</b>		
Summer Street Parties	\$ 22,500	\$ 22,500
“Light Up The Season”	\$ 9,300	\$ 0
Banners – Maintenance & Rotation	\$ 3,400	\$18,900
Publications	\$ 5,500	\$ 0
Marketing, Promotions and Communications	\$ 0	\$33,000
Sidewalk Cleaning	\$ 14,300	\$15,600
<b>TOTAL EXPENSES</b>	<b>\$ 55,000</b>	<b>\$ 90,000</b>



## Revenues for 2015

- BIA Assesments \$57,000
- Reserves TBD



# Potential 2015 Expenditures

- Events
- Sidewalk Cleaning
- Banners (2<sup>nd</sup> Rotation)
- Virtual storefront
- Website
- Art Program



# Potential Expenses 2015

- Summer Street Parties

Three summer parties                      \$22,500 (\$7,500 each)

1. July 2014

2. August 2014

3. June 2015



# Potential Expenses 2015

- Sidewalk cleaning-\$14,300

Twice a year clean entire BIA area and Downtown core (B Street from Foothill to Watkins).

Twice a year clean all decorative garbage cans.

Steam clean City Hall Plaza three times a year.



# Expenses 2015-Proposed Banner Program

<b>PROJECT RANGE:</b>	<b>\$7,300</b>	<b>\$17,000</b>
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# Virtual Storefronts-Retail Attraction

Window clings for vacant spaces

Use empty storefronts to advertise and attract new businesses. Approximately \$2,000 per cling (16x8 ft)



HAYWARD



# Art Program-Retail Attraction

- Art in storefronts windows

Storefront of vacant properties will be used as window galleries for artists.

Showcases vacant retail spaces to potential tenants

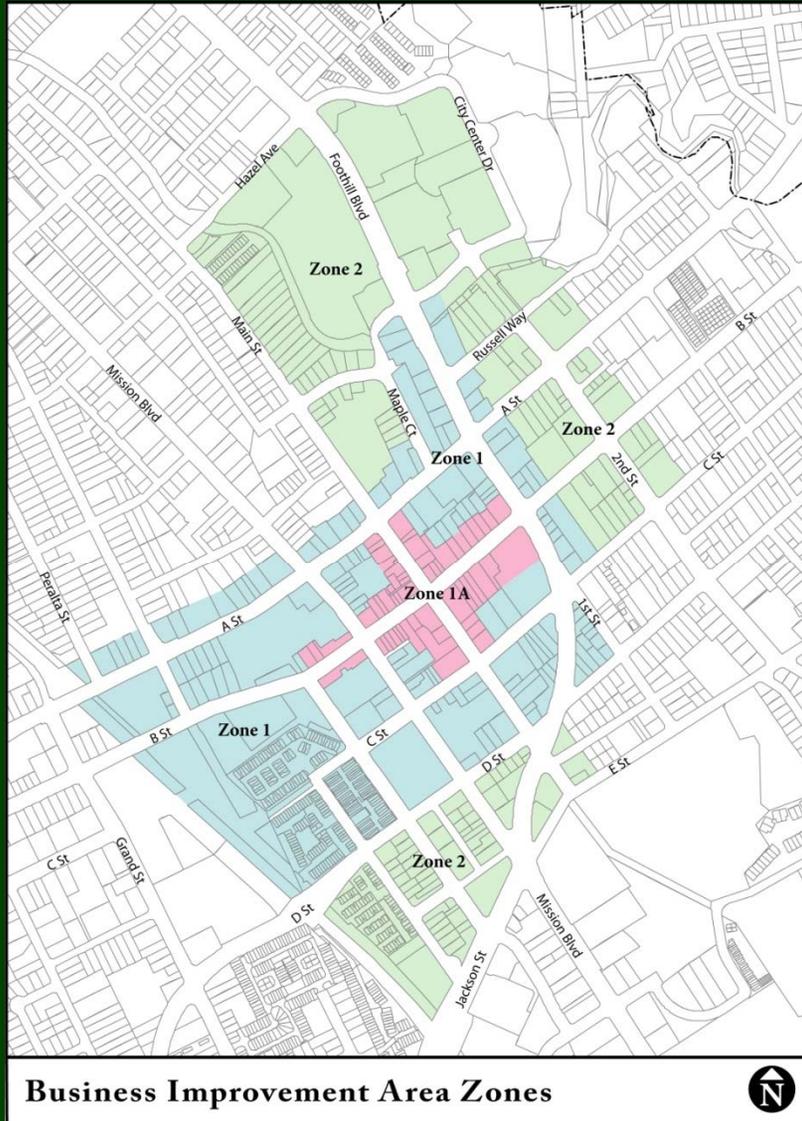


# Budget Priorities Discussion

REVENUES	2013	2014	2015
BIA Assessments	\$ 54,000	\$ 55,000	\$ 57,000
Allocated Reserve Funds	\$ 1,000	\$ 35,000	
<b>TOTAL REVENUES:</b>	<b>\$55,000</b>	<b>\$ 90,000</b>	
EXPENSES			
Summer Street Parties	\$ 22,500	\$ 22,500	
“Light Up The Season”	\$ 9,300	\$0	
Banners – Maintenance & Rotation	\$ 3,400	\$18,900	
Publications	\$ 5,500	\$0	
Marketing, Promotions and Communications (includes Website)	\$ 0	\$33,000	
Sidewalk Cleaning	\$ 14,300	\$15,600	
Ambassadors			
Virtual Storefront			
Website			
Art Program			
<b>TOTAL EXPENSES</b>	<b>\$ 55,000</b>	<b>\$ 90,000</b>	



# Downtown Hayward Business Improvement Area



Assessment fees will range from:

Zone 1A: \$145 - \$525

Zone 1: \$120 - \$400

Zone 2: \$ 90 - \$300

Total: \$55,000 FY 14



# Banner Subcommittee

HAYWARD



## Banners Subcommittee Findings

Subcommittee in favor of large and small banners. 30 large and 30 small within the budget of \$18,900. The subcommittee wanted more large banners, contingent on funding.

Messages for large banners:

1. Rediscover Hayward
2. Discover Downtown Hayward
3. Stop and Discover Hayward

Prefer to have more exposure with large banners outside of the Loop coming into the Loop. (Jackson, Mission, Foothill).



# Website

HAYWARD



# Website

Directions and Map

Business Directory

Calendar & Events



# Website example

(510) 555-5555 | info@downtownhayward.org

**DOWNTOWN HAYWARD**

HOME NEWS EVENTS BUSINESSES VACANCIES PARKING MAP CONTACT

**DISCOVER**

Something is happening in Downtown Hayward. Slow down and discover what's new!

CYCLEPATH

MORE INFO

Important member information

The Downtown Business community supports the activities of the Downtown Hayward Business Improvement Area.

- NEW Downtown Street Life Plan

- Downtown Strategic Action Plan - Our Recommendations

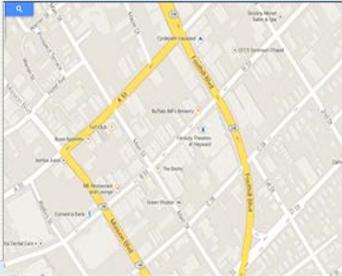
What's Happening

CINEQUEST FILM FESTIVAL - MARCH 4-16

CINEQUEST Film Festival showcases premier films, renowned and emerging artists, and breakthrough...

READ MORE.

Where to find us



HAYWARD



# Website Example

## DOWNTOWN HAYWARD

Home News Events Businesses Vacancies Parking Map Contact





### Find Us

SOUTH FROM 580  
NORTH FROM 880

### Hours:

Monday to Thursday:  
11 am to 10 pm  
Friday and Saturday:  
11 am to 12 am  
Sunday:  
Closed



### Like Us On Facebook

1,065 people like



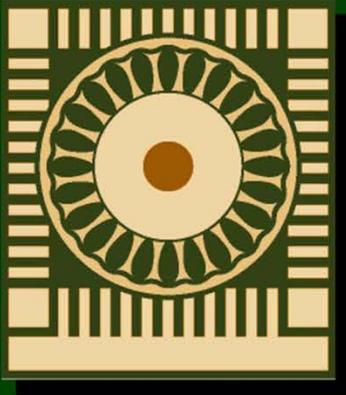
Facebook social plugin

Phone: (213) 617-2398



HAYWARD





HAYWARD



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

**REGULAR MEETING**  
**January 8, 2014**

**ATTENDANCE:**

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Benjamin Schweng*	X	
Dion Griffin	X	
Darren Guillaume	X	
Katherine Kelley	X	
Alfredo Rodriquez Jr.		X
May Shay	X	

*\*Chair*

**VISITORS:** Kim Huggett, Hayward Chamber of Commerce; Ray Baker, Baker Law Firm; Rudy Grasseschi, The Cobblers; Sara Lammin, Ben Henderson, Elena Tibermacime, Supercuts; Council Member Francisco Zermeño

**STAFF:** Lori Taylor, Economic Development Manager; Maureen Conneely, Assistant City Attorney; Michael Vigilia, Assistant City Attorney; Stacey Bristow, Neighborhood Partnership Manager; David Korth, Neighborhood Services Manager; Linda Ajello, Associate Planner; Frank Holland, Community & Media Relations Officer; Lt. Dave Lundgren; Officer Craig Fovel; Suzanne Philis, Senior Secretary

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I. **Call to Order**

Benjamin Schweng, Board Chair called the meeting to order at 8:03 a.m.

II. **Roll Call**

Member Rodriguez was absent.

III. **Public Comments**

Kim Huggett, President of the Hayward Chamber of Commerce, reviewed the success of the Light Up the Season holiday event noting the City's contribution and several sponsors allowed for extra children's rides and the popular ice skating rink and snow machine.

Chair Schweng said when considering the budget, members should consider priorities for the downtown now that redevelopment funding was no longer available. He suggested concentrating on security or combating public nuisances. Economic Development Manager Lori Taylor said because of the Brown Act the committee couldn't add the item for discussion, but noted budgeting would be part of the discussion of banners and a website under Item 5 on the agenda.

Item #2 on the agenda was heard first.

IV. **Update on Sweepstake/Simulated Gambling Ordinance**

Assistant City Attorney Michael Vigilia noted City Council had adopted an ordinance on December 17, 2013, that would prohibit simulated gambling devices. The new ordinance would impact three existing businesses, and he noted the City had been involved with lawsuits with all three since last year. Mr. Vigilia said the City was confident the ordinance would address concerns related to this form of unregulated gambling. He noted compliance would not be voluntary and it would take months before there would be any positive movement.

Chair Schweng asked if the state would play a role in regulation. Mr. Vigilia noted the Attorney General had taken the position that these businesses were a form of unregulated gambling and was currently litigating several cases. State legislation had been introduced to prohibit these businesses, but because the state faced resource challenges, cities needed to do what they could.

Rudy Grasseschi, owner of the The Cobblers on Foothill Boulevard, asked if this form of gambling was illegal a year ago and Mr. Vigilia said yes. Mr. Grasseschi asked if the businesses applied for a business license under false pretenses and commented if they hadn't, then the City hadn't done its job in keeping them out. Mr. Vigilia said business license applications had described the establishments as "business centers" that would provide fax, copy and computer services. Mr. Grasseschi said they lied and the City should argue that, which Mr. Vigilia confirmed was one of the arguments made.

V. **Brown Act Presentation by City Attorney's Office**

Assistant City Attorney Maureen Conneely gave a brief presentation on the Brown Act noting the BIA was a legislative body appointed by Council and that all meetings were public and therefore had to be noticed, have an agenda, and follow established rules.

Ms. Conneely warned members to be sensitive about the use of technology noting a conference call, for example, where a majority of the members were participating and the topic was under BIA jurisdiction, would be considered a meeting and would be a violation of the Brown Act if not noticed and made public. Consequences include civil and criminal charges, she said, and would only apply to members not City staff.

Ms. Taylor asked how a subcommittee would function and Ms. Conneely explained that as long as the subcommittee had a limited purpose and less than a quorum participated, it did not need an agenda or be open to the public. She noted that once the subcommittee's task had been completed, the group would disband.

VI. **Update on Revisions to Tobacco Ordinance**

Associate Planner Linda Ajello noted since the last presentation to the BIA, study sessions had been held by the Planning Commission in November and with the City Council in December, and both were in support of the proposed regulations. Ms. Ajello noted that in the month between those two meetings the number of smoking establishments had doubled. Because of that, she said, the City Council was scheduled to vote the following week on an

emergency ordinance that would create a moratorium on any new tobacco establishments. Ms. Ajello mentioned there was one more community meeting scheduled for public input.

VII. **Update on Food Sharing Ordinance**

Assistant City Attorney Michael Vigilia said the food sharing ordinance had been in effect for several weeks and he asked Hayward Police to provide an update. Lieutenant Dave Lundgren explained that some food sharing activities were still taking place so officers were in “education mode” letting groups know about the ordinance. Lt. Lundgren said no one had been cited for food sharing activities to-date, but officers would start issuing citations in the next couple of weeks.

Neighborhood Services Manager David Korth confirmed no food sharing permit applications had been received and said feedback from businesses and residents indicated food sharing activities were still taking place. Mr. Korth said staff was working with police to contact those groups.

Chair Schweng asked where members of the public could confirm that food sharing activities were permitted. Mr. Korth said the ordinance’s protocol required that a police officer approach the group conducting the activity and group representatives should be able to provide a copy of the permit. Neighborhood Partnership Manager Stacey Bristow mentioned that the City’s permit department could also confirm a permit was on file.

VIII. **Presentation on Marketing Efforts – Banners and Website**

Economic Development Specialist Abiud Amaro Diaz gave a PowerPoint presentation that highlighted the available budget, potential banner and hardware costs, and he displayed a downtown map of available light poles both on main thoroughfares and downtown streets.

Economic Development Manager Taylor noted the available \$19,000 budget would purchase one rotation of 60 banners and hardware; a second rotation would be purchased from the next fiscal year funding. Ms. Taylor also mentioned that a portion of the marketing budget could be used for banners, if desired. Ms. Taylor suggested the formation of a banner subcommittee to finalize the location and selection of banners.

Member Guillaume recommended that maintenance be included in the cost of the banner program noting broken hardware and flapping banners were dangerous and not attractive.

Member Griffin asked if there was any empirical evidence that banner programs worked. Ms. Taylor said while there was no empirical evidence, most first-class cities have banners and with a heavily travelled thoroughfare such as Foothill Boulevard, to not have banners would be a lost opportunity to gain positive impressions.

Member Guillaume pointed out that marketing was required to become a first-class city and Ms. Taylor agreed noting that bit by bit, strong marketing and clear messaging could change attitudes and create vitality.

Community and Media Relations Officer Frank Holland asked about traffic counts along the loop. He said that impressions were made all the time and banners with a targeted message were a positive impression at a good value.

Chair Schweng acknowledged Member Griffin's hesitation in supporting the banner program and mentioned he had heard that the Route 238 Corridor Improvement Project (the Loop), was going to pay for replacement hardware since most light poles along Foothill were replaced taking the existing hardware with them. Chair Schweng also suggested sponsored banners with company logos at the bottom. He noted that sponsorship could help pay for another rotation and suggested the subcommittee discuss the idea. The idea could be considered, but Ms. Taylor said the emphasis should be on communicating the message that Hayward is worth stopping for, not using the banners for advertising purposes.

Mr. Grasseschi said the sponsorship idea was good and that would allow the BIA to use funding for cleaning up the City instead.

Member Kelley commented on the attractiveness of banners in Alameda and said she could already see something similar happening in Hayward with the improvement to lighting, the holiday wreaths and lights, and the murals throughout the City. She said businesses were filling in along Foothill Boulevard and the BIA should promote that.

When Member Griffin commented that messaging and reality were two different things, Member Guillaume said that his storefront signage had brought in 38 new customers and a strong banner program could bring in even more if the banners were classy and placed in the right location. He also emphasized the need to do whatever necessary to bring in new businesses.

Chair Schweng asked for volunteers for the banner subcommittee and Members Griffin and Guillaume raised their hands. Chair Schweng commented that if the large banners got people to stop, the small banners wouldn't be necessary.

Because some members had to leave, the Summary Notes from October 2, 2013, and the 2014 Regular Meeting Schedule were approved before proceeding to the presentation about a downtown business website.

Economic Development Specialist Amaro Diaz then continued with a presentation that provided several ideas for a new BIA business website. Of the sample websites shown for other Bay area cities, Member Guillaume asked the number of hits each site received. Member Griffin asked if the websites shown had been adapted for mobile phones. Mr. Amaro Diaz said he would provide the answers at the next discussion.

Economic Development Manager Taylor commented that Hayward businesses and restaurants should take advantage of free reviews on Yelp. She noted that potential customers usually pick businesses with a website and the BIA website could link the two together. Ms. Taylor said the BIA had a marketing budget that could be used for the development and maintenance of the website.

Member Guillaume asked who would be responsible for updating content noting updates needed to be made weekly and hiring a third party was expensive.

Community and Media Relations Officer Holland said development of a website didn't have to be expensive and said protocols would have to be put in place to keep information current. He said getting information in a timely fashion would be the most difficult aspect of maintaining the website. He also noted that once businesses were linked to the website, content would pop up higher in searches.

In response to members who expressed a preference for money being spent on security rather than a website, Lieutenant Dave Lungren mentioned that Hayward Police Department was opening a district office at the old Hayward Area Historical Society location on C Street at Main. He said trainings would be conducted at the site and regular, as well as community service officers, would be based there starting sometime in February.

Ms. Taylor asked if anyone was interested in forming a subcommittee to discuss website options and Members Guillaume said members of the subcommittee should already have a web presence.

When Chair Schweng questioned the value of a website, Ms. Taylor pointed out that without a website Hayward would fall behind other cities. She explained a functioning website was the bare minimum necessary to begin to build and market a vibrant downtown. The proof of the value of banners and websites and marketing was in the vibrancy of the other sample cities.

Members Kelley and Guillaume agreed. Member Guillaume said it was unacceptable to say this was how it's always been and said Hayward needed to market itself better.

Chair Schweng said the downtown merchants group, New United Merchants, preferred safety and security, but spending \$2,000 to \$7,000 on a website would be acceptable.

Discussion switched to how the BIA district was assessed. Rather than assess business owners there was talk of assessing property owners. Ms. Taylor mentioned that based on the size of the building and the number of calls for service, property owners at Union Landing in Union City raised enough money to hire two new security officers. Ms. Taylor said she was looking for funding to form a property-owner steering committee and mentioned we may be able to use Community Development Block Grants to hire a consultant familiar with state laws and local regulations to lead the process.

Member Guillaume commented that if changing how the assessment was applied would generate more money, then the idea should be considered. He was in favor of charging a minimum fee to every property owner whether the site was currently vacant or not.

Member Griffin asked about the process of changing the assessment to property owners. Ms. Taylor said a consultant would be responsible for creating a property owners steering committee. She added that because all property owners, including BART, public facilities,

and churches, would be assessed, the key was how the assessment was applied not who was supportive of the change.

Member Griffin asked the most effective way to determine if there was interest in the assessment change and Ms. Taylor said the consultant would meet with property owners and present an analysis.

IX. **Approval of Summary Notes from October 2, 2013**

Summary Notes from October 2, 2013, were approved with one minor correction and with Member Kelley abstaining.

X. **Approval of 2014 Regular Meeting Schedule**

Chair Schweng said the Committee should spend more time discussing budget items and Member Guillaume suggested a special meeting be held in February to discuss budget-issues only. Ms. Taylor confirmed that the discussion would also include next year's budget.

Member Griffin said the mission and focus of the BIA should be included as part of the budget talks.

The 2014 Regular Meeting Schedule was approved with a Special, budget-only meeting proposed for mid-February.

IX. **Adjournment**

The meeting was adjourned at 9:49 a.m.