



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

**WEDNESDAY, APRIL 30, 2014
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. Update of Security Issues from Hayward Police Department (**Oral Report**)
2. Discussion and Adoption of DBIA FY2014-2015 Budget
3. Ethics and Harassment Training Reminders
4. Approval of Summary Notes from April 2, 2014
5. Announcement of Upcoming Boards & Commissions Recruitment
6. Adjournment

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

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.



DATE: April 30, 2014

TO: Downtown Business Improvement Area Advisory Board

FROM: Abiud Amaro Diaz, Economic Development Specialist

SUBJECT: Discussion and Adoption of DBIA FY 2014-2015 Budget

RECOMMENDATION

That the Downtown Business Improvement Area (DBIA) Advisory Board confirms and approves the proposed budget for Fiscal Year 2014-2015.

BACKGROUND

The DBIA Board held a special meeting on February 26, 2014, and a regular meeting on April 2, 2014, to discuss FY14-15 budget recommendations. In addition, staff created an online survey tool to gather broader input. Staff promoted the survey by mailing over 300 notices to DBIA members. Since the DBIA Board did not reach agreement at two earlier meetings, a special meeting has been set for April 30th.

Staff collected survey responses from March 12 to April 21, 2014. Forty-three (43) members responded. The majority of responders ranked priorities in the following order: Events, Security, Marketing, Sidewalk/Street Cleaning and Banners. More than a third of respondents (38%) ranked Events as the highest priority budget item while more than a quarter of respondents (28%) ranked Security as the highest priority.

Staff has developed a proposed budget based on feedback from the meetings and the survey responses. This draft, which we expect to be adjusted after board discussion, is attached as Attachment I.

DISCUSSION

Below is a summary of proposed budget line items for FY14-15. The total anticipated level of new assessments is \$57,000. In addition, some funds from FY13-14 will be carried over to complete marketing initiatives currently underway (such as new website development and new banners). The DBIA also has reserves to draw from if desired.

1. Events - \$22,500

Staff recommends continuing the existing level of funding to allow for the same number of summer street parties (three total) in FY14-15. Should the DBIA decide to sponsor additional events, funding and organizers will need to be identified.

2. **Security - \$ 20,200**

Twenty-three percent (23%) of respondents were interested in investing in private security efforts (such as buying video cameras to place in businesses). The \$20,200 suggested for this effort could support mini-grants of up to \$1,000 for business owners to increase security in their stores. Staff anticipates funds could be used for a reimbursement program to fund cameras, shatterproof glass and/or other security features. The DBIA Board could also contract private security for specific events or for specific times of day. However, such services can be quite expensive. The DBIA Board may wish to reassess the need to hire private security after new Hayward Police Department initiatives (such as the Ambassador program) are implemented.

3. **Sidewalk Cleaning - \$14,300**

Staff recommends continuing this contract. The contract provides for twice-a-year pressure washing of sidewalks in the entire DBIA area. Seventy-two percent (72%) of respondents supported continuing to wash sidewalks twice a year.

Carryover from FY13-14 Marketing - Proposed line items

1. **Marketing, Promotions & Communications - approx. \$30,000**

Marketing Funds from the current fiscal year (FY13-14) have not been fully spent which allows us to carry them into the next fiscal year (FY14-15).

a. **Marketing Strategies - \$18,000**

Thirty-eight percent (38%) of respondents supported creating a visitors' guide and 18% of respondents supported producing maps for visitors. Twenty-six percent (26%) of respondents supported television and radio ads and 20% supported billboard, newspapers and magazine ads. The funds could be used to support an advertising campaign including television, radio, billboards, and printed media advertising. They could also be used to create a Hayward visitor guide or a map to highlight the many amenities and restaurants that Downtown Hayward has to offer.

b. **Banner Rotation - \$12,000**

Plans are currently underway to install banner hardware and banners along Foothill Boulevard and B Street. Survey respondents thought that banners should promote local events and visitor attractions. The proposed level of funding would allow staff to purchase a second set of banners to rotate at different times of the year and underwrite storage costs for banners when not in use.

NEXT STEPS

Once confirmed by the Board, the DBIA FY14-15 Budget will be presented to the City Council in June for final approval.

Prepared by: Abiud Amaro Diaz, Economic Development Specialist

Recommended by: Lori Taylor, Economic Development Manager

**Hayward Downtown Business Improvement Area
FY 2015 Budget**

REVENUES	
DBIA Assessments	\$ 57,000
Total Revenues	\$ 57,000
EXPENSE ITEMS	
Summer Street Parties (3)	
July 2014	\$ 7,500
August 2014	\$ 7,500
June 2015	\$ 7,500
Item Subtotal:	\$ 22,500
Security	
	\$ 20,200
Item Subtotal:	\$ 20,200
Sidewalk Cleaning Contract	
Sidewalk Cleaning Entire BIA 2 x Year	\$ 14,300
Item Subtotal:	\$ 14,300
Total Budget	\$ 57,000

Carryover from FY 2014 Budget

REVENUES	
DBIA Budget Carryover for Marketing	\$ 30,000
Total Revenues	\$ 30,000
EXPENSE ITEMS	
Marketing, Promotions & Communications	
Marketing Strategies	\$ 18,000
Banner purchase and Rotation	\$ 12,000
Item Subtotal:	\$ 30,000
Total Budget	\$ 30,000

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

**REGULAR MEETING
April 2, 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: Al Antonini, Geoff Harries, Kim Huggett, Hayward Chamber of Commerce; Carolyn Leandro, Al Parso, Jessie Rubin

STAFF: Lori Taylor, Economic Development Manager; Abiud Amaro Diaz, Economic Development Specialist; Frank Holland, Community and Media Relations Officer; Pat Siefers, Planning Manager; Jessie Rubin, Management Fellow; Suzanne Philis, Senior Secretary

I. Call to Order

Board Chair Benjamin Schweng called the meeting to order at 8:11 a.m.

II. Roll Call

Members Darren Guillaume and Kitty Kelley were absent.

III. Public Comments

Kim Huggett, President of the Hayward Chamber of Commerce, announced upcoming events including the Shop Hayward event on April 9th; the California Restaurant Association Workshop on May 6th; a visit by the Counsel General of Japan on June 6th; and the first Downtown Street Party on June 19th. Mr. Huggett also mentioned that the Export Conference and Contractors events held in March were a big success; that the new Business Directory was available; and he distributed a brochure showcasing many Chamber-organized events.

Member Rodriquez announced a downtown vintage car show that would take place on a Saturday, but noted the date had yet to be determined. Mr. Rodriquez said the United Merchants were working on the 1940-50s themed party that would take place on the same downtown streets as the Downtown Street parties. Mr. Huggett noted the BIA was not being asked to contribute any funding, but the merchants were seeking an endorsement. When

asked why, Mr. Huggett explained that an endorsement would signal to the Hayward Police Department that the BIA merchants were in favor of the event.

IV. **Update From Banner Subcommittee**

Economic Development Specialist Amaro Diaz gave a quick update noting the subcommittee had met a day earlier and discussed several banner concepts.

V. **Update on Future Downtown Hayward Website**

Economic Development Specialist Amaro Diaz gave a quick update on content being collected for the website.

VI. **Discussion of Next Year's Budget Priorities**

Economic Development Specialist Amaro Diaz gave a presentation that included the results from a recent online budget priorities survey sent to all BIA assessment fee payers. In order of priority, responders said BIA monies should be spent on security, events, marketing, sidewalk cleaning, and banners. Mr. Amaro Diaz asked BIA board members for their input.

Member Rodriguez said events should be the number one priority because it brought people downtown to see what was new and happening.

Chair Schweng said 99% of the budget should be spent on security.

Economic Development Manager Lori Taylor mentioned that the Hayward Police Department was already considering additional security measures such as more beat cops, hiring outside security, and expanding the existing ambassador program, so she recommended members consider other priorities with the limited funding available.

Chair Schweng said he was in favor of holiday security or of a grant program mentioned at a previous meeting for storefront security gates.

Member Griffin said loitering was still a big issue downtown. Chair Schweng noted that the new downtown bicycle officer was very effective, had solved several on-going problems, and was super responsive.

Mr. Amaro Diaz said gates across after-hour storefronts were not consistent with the Downtown Master Plan. Chair Schweng said retailers don't need permission for gates behind front windows.

Planning Manager Pat Siefers said the City interprets anything behind front windows as signage and she would have to check with the City Attorney's Office on what was allowed. She said that gates gave the feeling of insecurity. Chair Schweng pointed out that he had scissor gates behind his windows as did the new Big 5 Sporting Goods store.

Member Rodriguez said too many gates would make the area look crime-ridden and suggested shatter proof glass instead. Chair Schweng said how the area looks versus the effectiveness of the deterrent was what mattered to merchants.

Ms. Taylor said a security fund could be created to allow merchants to replace windows with better quality glass, gates or cameras.

Ms. Siefers said security cameras were best because the footage could aid officers in identifying and capturing criminals. Chair Schweng vehemently disagreed noting during a recent altercation at his store, his security cameras captured the identity of a transient, but not the criminal himself. Mr. Schweng liked Ms. Taylor's idea of a security fund and suggested the City help by providing a list of approved vendors.

Ms. Taylor suggested the group move on to events and Member Rodriguez said he was in favor of a 5K run through downtown.

Member Griffin asked why the BIA was involved with events including the Downtown Street Parties. Ms. Taylor explained that the mission of the BIA was to promote vitality in the downtown and events could attract visitors and future shoppers. She said holding events was common in other cities, too, but noted in Hayward the difference was the lack of dedicated staff and fundraising efforts. Ms. Taylor said signature events were needed to establish the perception of the region, but that didn't mean the BIA couldn't support other activities, including a 5K run. Chair Schweng relayed that one vendor was in favor of a run because it emphasized fitness rather than alcohol.

Member Griffin said spending half the BIA budget on the three Street Parties wasn't a good use of the money and if downtown merchants wanted them they should organize and pay for the parties themselves. In terms of bringing people downtown to see what was new, Mr. Griffin said it was the same people every time and that didn't satisfy the purpose of the BIA.

Member Rodriguez said priorities should be based on the survey responses, but suggested discussing other areas first and coming back to security because it could go too many directions.

Carolyn Leandro, downtown shop owner, asked how other events could be added to the budget after paying for the Downtown Street Parties and security. Economic Development Manager Taylor explained money could be allocated by adding a line item and increasing the budget for events. Ms. Leandro suggested the BIA conduct a fundraiser to collect money for more events next year. Ms. Taylor said a committee would be needed. Chair Schweng commented that Member Rodriguez was doing a lot of work for the car show but Member Rodriguez pointed out that when there's interest, stuff happens.

Debate continued to focus on security versus events with Buffalo Bill's owner Geoff Harries suggesting twinkle lights for trees to help provide more lighting for the street. Ms. Taylor said the City was considering funding the cost of lights and suggested BIA funds could be spent on other items.

Property owner Al Antonini said more businesses were needed downtown but noted when he tried to show a downtown property the potential tenant was scared off. He said the BIA

should start with security and the businesses should pay for events. Ms. Taylor pointed out that \$57,000 wouldn't pay the salary of one police officer.

Ms. Leandro said property owners should be fined when they don't maintain the front of their vacant storefronts and she noted most new tenants couldn't afford all the necessary improvements needed to make the space leasable.

The topic of retail attraction was discussed. Ms. Taylor agreed it was very important, but noted city staff already provided services so limited BIA funds didn't need to be allocated directly other than marketing. Ms. Taylor said the new website would feature of a map of vacant properties in the downtown.

Chair Schweng asked what the deadline was to develop the approved budget and Ms. Taylor said April 30th. Staff suggested a Special BIA meeting be scheduled for April 30th to finalize the budget. Because of the short deadline, Ms. Taylor suggested Economic Development Specialist Amaro Diaz prepared a draft budget proposal and send it out prior to the meeting for comment. Members were in favor of the idea.

VII. **Approval of Summary Notes from January 8 and February 24, 2014**

Summary Notes from January 8th and February 24, 2014 were approved with Members Guillaume and Kelley absent.

VIII. **Adjournment**

The meeting was adjourned at 9:13 a.m.