



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

**WEDNESDAY, OCTOBER 1, 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. Welcome New Members, Election of Officers and Approval of DBIA Regular Meeting Schedule
2. Request for Funding from Hayward Chamber of Commerce for Special Event in May 2015:
Bicycle Rodeo and Scavenger Hunt
3. Downtown Security Camera Project (**Oral Report**)
4. Update on PBID Feasibility Analysis (**Oral Report**)
5. Update on Banner Program (**Oral Report**)
6. Approval of Minutes from Special Meeting, April 30, 2014, and Regular Meeting, July 2, 2014
7. Orientation: Brown Act, Attendance Policy, Trainings, and Form 700 (if applicable)
8. Adjournment

NEXT MEETING

WEDNESDAY, JANUARY 7, 2015

****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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CITY HALL, 777 B STREET, HAYWARD, CA 94541
[HTTP://WWW.HAYWARD-CA.GOV](http://www.hayward-ca.gov)

October 1, 2014





CITY OF
HAYWARD
HEART OF THE BAY

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT
AREA ADVISORY BOARD (DBIA)
2015 MEETING SCHEDULE**

Meeting Location: CITY HALL
2nd FLOOR CONFERENCE ROOM 2A
777 B STREET
HAYWARD, CALIFORNIA

Meeting Time: 8:00 A.M.

Meeting Dates: The Downtown Hayward Business Improvement Area Advisory Board (BIA) meets quarterly on the first Wednesday of the month unless otherwise noted.

January 7, 2015

April 1, 2015

July 1, 2015

October 7, 2015

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

**SPECIAL MEETING
April 30, 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; Anna May; Ana Li; Roberta Thomas

STAFF: Lori Taylor, Economic Development Manager; Abiud Amaro Diaz, Economic Development Specialist; Lt. Dave Lundgren, Hayward Police Department; Suzanne Philis, Senior Secretary

I. Call to Order

Board Chair Benjamin Schweng called the meeting to order at 8:09 a.m.

II. Roll Call

Members Kitty Kelley and May Shay were absent.

III. Public Comments

Anna May, with Realty World, announced a press conference for the Asian American Heritage Festival later that day and the event itself on May 31, 2014. She noted organizers were still seeking booth participants. Ms. May also announced a Congressional Candidate Debate happening that Friday night.

Kim Huggett, President of the Hayward Chamber of Commerce, announced the June 19th “Juneteenth” Street Party; the upcoming Hayward Blues Festival scheduled for July; and announced a vintage car show happening in September. Mr. Huggett also distributed a brochure that highlighted Chamber initiatives including the CalState Shuttle which has buses circulate every 30 minutes between the CalState East Bay campus, the South Hayward and Castro Valley BART stations, Cinema Place, and Peet’s Coffee at B and Mission. He noted students who work at Cinema Place were using the shuttle to get to and from campus and work.

Regarding the vintage car show, Member Rodriguez requested the Board approve a resolution endorsing the event. Economic Development Manager Lori Taylor pointed out the Board didn't have formal resolutions and suggested the event be listed as an approved DBIA event that received no funding.

IV. **Update of Security Issues from Hayward Police Department**

District Commander Lt. Dave Lundgren gave the update. He stated the Hayward Police Department (HPD) was participating in a 15-member multi-taskforce effort to enhance security in the downtown beginning May 6th and concluding May 30th. He noted this proactive, high visibility effort was precedent-setting and would target problem locations such as the Green Shutter Hotel and the Hayward BART station.

Lt. Lundgren also noted that a second bicycle officer would start June 1st and work throughout the summer to expand police presence already provided by bicycle Officer Craig Fovel. He also mentioned that HPD was working to increase the number of volunteers in the Downtown Ambassador Program. Lt. Lundgren said the goal was to have 20 volunteers ready to go by the first Downtown Street Party on June 19th. He said he hoped these pilot efforts would lead to permanent programs.

Member Rodriguez said there was a need for police presence after hours and Lt. Lundgren said Officer Fovel would be working weekends, 4pm to 2am. When Member Rodriguez mentioned downtown parking lots needed more lighting, Lt. Lundgren suggested he create an Access Hayward case.

Chair Schweng asked if HPD and BART police could hold a sting in front of the Green Shutter Hotel. He explained that his customers had had their bikes stolen while in that area. He also noted BART had a bicycle with a tracking device that could be used in the sting. Lt. Lundgren, without going into too much detail, indicated that was already in the works.

Member Guillaume said on the previous Sunday he saw two men walking up and down Foothill Boulevard counting surveillance cameras and basically casing the area. He said he called police to show them camera feed of the two men, but no officer showed up. Lt. Lundgren asked Mr. Guillaume to send him the video.

V. **Discussion and Adoption of DBIA FY2014-2015 Budget**

Economic Development Specialist Abiud Amaro Diaz gave a brief presentation that highlighted the budget survey results and called for discussion and a final vote.

Chair Schweng presented his own proposed budget that reduced the allocation for sidewalk cleaning, commenting he couldn't tell when the cleaning had been performed, and shifted that money to fund more events.

Member Guillaume said sidewalks on Foothill Boulevard didn't get cleaned, only along B Street. He said he saw some kids picking up trash along Foothill and they were doing a really good job. He commented that the spit stains in front of Chalk It Up were never cleaned.

Member Rodriguez said he cleaned his own storefront.

Member Guillaume suggested telling the store owners when the cleaning was going to take place so they could report back on the quality of the job done. If the work was substandard, he said, the vendor should have to clean the area again.

Member Griffin said he would not support decreasing the number of sidewalk cleanings, but he would support holding the vendor to a certain standard. He also commented that store owners should take more responsibility. Mr. Griffin said the business owners assume the DBIA is going to subsidize and take care of cleanings, but with limited funds, that wasn't possible. He suggested the City work with business owners to change that mindset.

Member Guillaume said he would rather buy the kids lunch for picking up trash than pay a contractor.

Neighborhood Partnership Manager Stacey Bristow commented that the Keep Hayward Clean and Green Task Force looked into the issue and found many jurisdictions with ordinances that required business owners to maintain storefronts or face fines for non-compliance. She said she could provide sample ordinances.

The Board was in unanimous support of reviewing those sample ordinances.

Chair Schweng asked if the ordinance was passed would the DBIA still pay for sidewalk cleaning and Ms. Bristow said no.

Economic Development Manager Taylor said that merchant groups usually take charge of keeping storefronts clean and some even buy their own steam cleaners.

Chair Schweng asked if the \$14,300 budgeted for two steam cleanings would be enough to remove gum from all the sidewalks in the DBIA. ED Manager Taylor said staff would have to get a price for gum removal. She also confirmed that staff could notify business owners when the cleanings were going to take place.

Member Griffin asked how much it would be for one thorough steam cleaning of the DBIA with gum removal.

ED Manager Taylor said the Board could add a line item for a thorough cleaning with gum removal, but in the meantime, they needed to approve the budget that day. Member Griffin suggested adding a \$20,000 line item for a thorough cleaning. ED Manager Taylor said the Board had enough money in reserves to pay that cost and they could always change their minds. ED Specialist Diaz confirmed the Board had \$132,000 in reserves.

Member Guillaume was in favor of adding a line for a thorough cleaning and suggested adding a written guarantee to the contract with money held back to ensure a job well done.

Member Guillaume said eliminating the color flyers announcing each DBIA meetings could save money. ED Manager Taylor noted DBIA fees were not being used for printing and

postage costs of the flyers. She said the flyers were her idea and that she was trying to attract more participation by mailing flyers to DBIA fee payers and posting the flyers in the downtown kiosk.

Chair Schweng said he didn't care about printing costs; he wanted to fund more and different downtown events. He suggested reducing the funding for the Downtown Street Parties so the DBIA could be more pro-active about finding new events.

Member Rodriguez commented that the Downtown Street Parties were very popular and brought a lot of people downtown. He suggested increasing funding to the existing budget to add more events.

Member Guillaume said he wanted to shift money away from the Street Parties for new events like the vintage car show. Member Griffin said he thought they were trying to draw different crowds to downtown events.

Chamber President Huggett pointed out that the Downtown Street Parties were already set for this year, but that he was open to new ideas.

Member Guillaume commented that people were over-served alcohol at the downtown events. Mr. Huggett said beer was only sold for two hours at the Street Party beer garden. Member Rodriguez said he'd never noticed any problems related to alcohol.

Member Griffin commented that drinking was why people went to these events and he expressed support for different ideas. Mr. Huggett explained that in the past, Requests for Proposals for new events had gone unanswered.

Member Rodriguez said the Downtown Merchants Group had collected 700 signatures in support of existing downtown events. Member Griffin said they would probably support new events, too. Member Rodriguez said he wanted more events, not fewer.

Chair Schweng said the City-organized (and funded) Wine Walk last year was well attended and brought a better crowd. Member Griffin commented that the Wine Walk was also better because it showcased downtown businesses rather than booths lining downtown streets. Mr. Huggett pointed out that the Street Parties brought about 7,000 people downtown each month they were held. Member Griffin suggested using the \$7,500 budgeted for the June 2015 Street Party for something different. Chair Schweng was not in support of the idea.

Chair Schweng made a motion to add \$20,000 for additional sidewalk cleaning and \$10,000 for a new, yet-to-be-determined event, and add a line item for the car show with zero funding.

Member Griffin said funding for events should remain at \$22,500 and the \$7,500 for the June 2015 Street Party should be used for a different event. If the Board couldn't find an event they wanted to sponsor, he said, then using the money for the Street Party as planned would be fine.

Chair Schweng expressed concern about removing a popular event before finding a replacement, but Member Griffin said that's why he chose an event that was over a year away; there should be plenty of time to find something else.

Chamber President Huggett pointed out that organization for the June event started in January and when seeking sponsorship, even sooner. He said the Board would have to let him know what they wanted as soon as possible so he could redirect his efforts.

ED Manager Taylor suggested adding a line item to fund a \$10,000 event, to be determined, in addition to the existing events. She mentioned the 5K run at her daughter's school fundraised \$7,000 for the cost of the event and promotion. She said this was an opportunity for the downtown merchants to shift their thinking and use the \$10,000 as seed money and form a committee to find sponsors or fundraise \$20,000 for a new event.

Chair Schweng said he would rather donate money than raise money. Member Rodriguez said it took a lot of time to organize an event.

When the Board continued to debate event funding, ED Manager Taylor commented that the additional \$10,000 line item could always be rolled back into reserves if the Board couldn't find a new event they could agree on. Member Rodriguez was in favor of adding the line item and said any new event should be scheduled for a weekend.

Member Guillaume asked what the budget was for the Wine Walk and how much benefitted the Animal Shelter. ED Manager Taylor said approximately \$40,000 was spent on primarily staff time to organize the event and Ms. Bristow responded that a few thousand was sent to the Shelter. Ms. Taylor said that after ticket sales the event was still \$34,000 in the hole. Ms. Bristow said sponsorship wasn't pursued. Member Guillaume commented that \$10,000 wouldn't be enough, but Ms. Bristow said it depended on the event.

Chair Schweng reiterated his earlier motion.

Member Griffin asked how the security program discussed at earlier budget meeting was going to be administered. ED Manager Taylor said clear guidelines needed to be developed and the DBIA needed to be very careful not to create any conflicts of interest. Chair Schweng said he would help with guidelines and asked if the City could recommend two preferred contractors. Ms. Taylor said a Request for Proposals would need to be issued to find eligible contractors and it might be easier to work with the City Attorney's Office and Purchasing to come up with guidelines for proposals from businesses and let the Advisory Board make selections.

ED Manager Taylor also suggested that any security footage gathered by equipment that was funded in any part by the DBIA, should be available for use by Hayward Police, so the purchase benefits everyone.

Member Griffin asked how this would be monitored and said the amount should be less so more businesses could receive assistance.

Chair Schweng and Member Rodriguez were in favor of grants of no more than \$1,000 for security equipment-related purchases.

Member Guillaume also suggested setting some of the security funds aside for wood to board up windows if a downtown business is burglarized via a smash and grab. He cited the incident at the book store where premises were left unprotected for hours. Member Griffin and Chair Schweng said that was the responsibility of the store owner.

Chair Schweng took a vote of members for all proposals on the table and the result was 3-1 with Chair Schweng and Member Guillaume and Rodriguez voting yes, and Member Griffin voting no.

VI. **Ethics and Harassment Training Reminders**

Senior Secretary Suzanne Philis reminded members of any outstanding Ethics and Harassment certificates.

VII. **Approval of Summary Notes from April 2, 2014**

Summary Notes for the April 2, 2014, meeting were approved unanimously with no changes.

VIII. **Announcement of Upcoming Boards & Commissions Recruitment**

Economic Development Manager Taylor announced the recruitment period for all Boards and Commissions was currently open and that ED staff would be sending out a flyer in the next week or so targeting DBIA merchants.

Member Guillaume asked if the flyer could be sent to the United Merchants. Member Rodriguez said he had an email contact list and could forward the flyer.

Chair Schweng asked if the flyer could be sent to Easter Seal offices and Ms. Taylor noted that non-profits were not assessed DBIA fees and could not be voting members.

Neighborhood Partnership Manager Bristow asked if they could be non-voting members and Ms. Taylor said yes. Staff questioned whether bylaws would allow non-voting members to be recognized as appointed members.

Member Griffin asked if the Board was still exploring changing the assessment district to charge property owners assessment fees. ED Manager Taylor gave a brief update noting an RFP had been issued to consultants for a feasibility study of a Property-based Business Improvement District and that consultant interviews were going to be held later that week.

She explained that the selected vendor would form a steering committee of downtown property owners and the feasibility study would assess if there was enough interest. Once that was done, Ms. Taylor explained that the next step would be evaluating how the fee would be applied for example, by calls for service to HPD, square footage of business, linear footage of storefront, etc. She gave an example of an assessment district formed at Union Landing in Union City and said with the fees generated from the new district of 16 property owners, they were able to hire additional security guards and develop a website

that benefitted all of them. Ms. Taylor said the steering committee would recommend how the assessment was applied.

Chair Schweng asked when current assessment rates on business owners would be reviewed and Ms. Taylor noted rates had not changed for the next fiscal year and any changes would have to be coordinated with any findings from the steering committee. She said based on the findings of the committee, if a PBID was not possible, then at that point the Board should discuss increasing fees to business owners by adjusting the formula. She said the committee should know by November or December if a property-owner based assessment district was possible.

Member Griffin asked about the pending DBIA website and Economic Development Specialist Amaro Diaz said staff was still working on populating the website template with the desired information and maps. Mr. Amaro Diaz didn't have an estimated launch date for the new website, but said he would keep the Board posted.

Neighborhood Partnership Manager Bristow noted the City was also recruiting for a Branding and Marketing consultant and once secured, the website for the City was going to undergo a complete overhaul.

Ms. Bristow then gave a quick update on the Green Shutter Hotel noting the building was up for sale and the City was receiving phone calls from interested parties. From a code enforcement perspective, she said, the Hotel had 100 outstanding issues and was in arrears to the City for over \$23,000 in fees and fines. She said the situation was chronic and as soon as issues were corrected, others came up. Ms. Bristow said any unpaid fees were rolled into a special assessment tax charged against the property taxes for the hotel. The amount due was approved by City Council in July, sent to the County in August, and applied to the first tax payment due in November. She said they don't get to pick and choose if they pay their taxes and the City recovers any remaining fees.

Ms. Bristow said inspections of the hotel were occurring every two weeks and staff was working with other departments to correct ongoing problems.

Member Griffin asked the amount being asked for the property. Ms. Bristow didn't know. Chair Schweng asked if the parking lot next door to the hotel was also for sale. Ms. Bristow said the City Council would be discussing the potential sale of the parking lot at the May 6th City Council meeting.

Member Griffin thanked ED Manager Taylor for her work and wished her the best of luck at her new job.

IX. **Adjournment**

The meeting was adjourned at 9:31 a.m.

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

**REGULAR MEETING
July 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 Rodriguez Jr.	X	
May Shay		X

*Chair

VISITORS: Kim Huggett, Hayward Chamber of Commerce; Geoff Harries, Buffalo Bill's; Charmaine Jones, Cinemark; Carolyn Leandro, Catholic Books and Gifts; Ray Baker, Baker Law Firm; Rudy Grasseschi, The Cobblers; Michael Urioste

STAFF: Kelly McAdoo, Assistant City Manager; David Rizk, Development Services Director; Stacey Bristow, Interim Deputy Director of Development Services; Sara Buizer, Planning Manager; Damon Golubics, Senior Planner; Mark Guenther, Technology Services Director; Nathaniel Roush, Technology Solutions Analyst; Frank Holland, Community and Media Relations Officer; Officer Craig Fovel; Suzanne Philis, Senior Secretary

I. **Call to Order**

Vice Chair Dion Griffin called the meeting to order at 8:10 a.m.

II. **Roll Call**

Members Benjamin Schweng, Darren Guillaume, Kitty Kelley and May Shay were absent.

III. **Public Comments**

Kim Huggett, President of the Hayward Chamber of Commerce, reported that the June 19th "Juneteenth" Street Party set an attendance record and he credited the 13,000 postcards that were sent out through area schools for bringing in more families than usual. He mentioned that every street party also features a car show, this year's had 125 cars, and he displayed the award given to participants. Mr. Huggett announced the next Street Party on July 17th, and noted it would feature four bands and that the kids rides would be back at B and Watkins Street.

Mr. Huggett also announced the Mariachi Festival on October 3rd, noting the event was in its sixth year and getting bigger every year. He thanked DBIA members for their support. Development Services Director David Rizk announced the City Council had adopted the updated General Plan the night before and he noted the Plan also included a new Downtown

Specific Plan. He introduced Senior Planner Damon Golubics, who would be taking the lead on the project, and Sara Buizer who had recently been promoted to Planning Manager. He said implementation of the Downtown Plan would take 12 to 18 months to complete and staff would be engaging DBIA members in the process.

IV. **Update on Marketing & Branding Efforts**

Community and Media Relations Officer Frank Holland reported that Brainchild Creative had been selected as consultant for the City's marketing and branding efforts. The contract was being finalized, he said, and initial meetings would take place in the next few weeks. He said the development process would take between 8 to 12 weeks and had the primary goal of establishing an overarching brand identity that would serve as the framework for subsidiary brands and messaging for downtown, economic development, etc.

Mr. Holland also gave an update on the feasibility analysis of a Property-based Improvement District noting the contract with consultant New City America, Inc. had been finalized and an initial walk-through had already occurred. Mr. Holland mentioned that the consultant had developed almost every important community benefit district in San Francisco, which was a notoriously difficult place to accomplish that, and had also turned around the Little Italy district of San Diego, which was now a very successful business district.

Member Dion Griffin asked Mr. Holland why he described Brainchild Creative as "interesting." Mr. Holland explained that municipal branding was not Brainchild Creative's core business so their devotion to the idea and creative process was clearer and more rigorous.

Member Griffin asked what role the DBIA would have in the Community Benefit District development. Assistant City Manager Kelly McAdoo explained that if the district was successful, because the BIA fees would be assessed against the property owner rather than the business owner, the current DBIA Board would have to dovetail with a new group of property owner-based members. She noted the consultant would guide them and could explain the process at the DBIA's next regular meeting in October.

V. **Announcement of Upcoming Wine Stroll**

Interim Deputy Director of Development Service Stacey Bristow announced the 2nd Annual Passeio do Vinho, or Wine Stroll, on August 16, 2014. She said a dozen businesses were already designated pour stations and noted there was still time to sign up.

VI. **Downtown Security Camera Project**

Assistant City Manager Kelly McAdoo introduced Technology Services Director Mark Guenther and Technology Solutions Analyst Nathaniel Roush. She also noted the Economic Development Specialist Abiud Amaro Diaz, who previously served as liaison for the DBIA, had taken another job.

Technology Services Director Guenther noted the City was initiating a public security camera project funded through the Capital Improvement Program.

Technology Solutions Analyst Roush gave an overview of the technology and described the beta project coming up in August or September. He explained that both fixed and pan-tilt-zoom

(PTZ) cameras would be used during the test and both could be set up to monitor an area for a certain amount of time and send alerts to staff when motion-triggered. Analyst Roush also noted that an intercom system with a loud speaker could be added if staff so desired.

Technology Solutions Analyst Roush said test cameras would be mounted on the parking garage across from City Hall to capture a baseline and allow staff to determine the optimum number of cameras, test the alerting capabilities of the cameras, check day and night lighting quality, video quality and connectivity. He said the pilot program would last 30-60 days.

Once a baseline was determined, he said, the pilot program would expand to the downtown, primarily from B and Watkins Streets to B and Foothill Boulevard. Technology Solutions Analyst Roush said his goal was to have two cameras at each intersection.

Technology Services Director Guenther mentioned that cameras were wireless. Analyst Roush said cameras could be hard-wired, but that was more expensive. He said new cameras used air cards, like those used in laptops by companies like AT&T and Verizon, which also allowed cameras to communicate with each to focus on a particular area.

Geoff Harries, owner of Buffalo Bill's at B Street and Foothill Boulevard, asked if City staff would constantly be monitoring camera feed. Technology Solutions Analyst Roush explained that no policy or procedure had been set, but most likely, if cameras saw something that triggered an alert, then City staff would get involved.

Mr. Harries asked if cameras would serve as after-the-fact or as forward thinking to monitor activities and intervene. Analyst Roush said cameras could be used either way.

Assistant City Manager McAdoo pointed out that 24-hour staffing was a challenge and the primary benefit was the cameras would act as a deterrent and to identify people after-the-fact.

Member Griffin commented that staffing would have to be identified to best determine what kind of cameras to use. He said it seemed like a waste to have PTZ cameras if there was nobody to monitor them. Assistant City Manager McAdoo mentioned that Hayward Police had a technology committee that will consider the options for the pilot programs.

Mr. Harries asked if cameras would focus on known problem areas or would they be used to create "safe zones." He mentioned that the parking lot behind his business was a problem area with break-ins frequently occurring and he asked if there was a strategic reason why B Street was selected. Analyst Roush noted that cameras could be moved. Assistant City Manager McAdoo said that mounting cameras in municipal parking lots was an idea worth considering.

Member Griffin asked about cameras on Foothill Boulevard and Analyst Roush said the pilot program was limited to six, maybe eight, cameras in total, so the area covered would be limited as well.

Member Griffin asked how much funding the City had for the project and Technology Services Director Guenther said \$100,000 for this fiscal year. Mr. Guenther explained that once the

technology was proofed, then staff would look out how and where to roll it out, the associated costs, and then would seek funding to cover those costs.

Development Services Director Rizk asked the business owners present if most issues were along B Street, in parking lots, or both. Member Rodriguez said he thought most activities took place in parking lots.

Mr. Harries said every area was different, that he preferred to use cameras as a deterrent, but acknowledged that using cameras at various hotspots downtown would be most effective.

Member Griffin noted the Hayward Area Historical Society had issues in the parking lot and creek behind the building on Foothill.

Assistant City Manager McAdoo said the cameras used by the City for illegal dumping had a flashing light when motion-triggered and Analyst Roush said the pilot cameras could too.

VII. **Security Gate Guidelines and Site Review Process**

Interim Deputy Director Development Service Bristow introduced the item noting she assessed the current ordinance and had developed an esthetically pleasing alternative plan for business owners. She said owners who wanted a security gate would have to go through the application process and work with staff to understand guidelines and criteria. Ms. Bristow said it was about a two week process.

VIII. **Discussion of Ordinance Requiring Storefront Maintenance by Business Owner**

Interim Deputy Director Development Service Bristow said the City's Keep Hayward Clean and Green (KHCG) Taskforce researched existing ordinances in other cities and only turned up three jurisdictions that had ordinances: Charleston, South Carolina; Taylorsville, Utah; and the City of New York. She said overall, ordinances were primarily educational campaigns versus true enforcement and most applied to a downtown core rather than city-wide.

Ms. Bristow compared the three programs noting that complaints were processed through Code Enforcement and the majority of staff time was spent on mailing letters and brochures and making personnel contact with identified offenders.

Member Rodriguez asked for confirmation that all three jurisdictions considered their educational efforts successful and Interim Deputy Director Development Service Bristow said yes. Mr. Rodriguez commented that any improvement was better than nothing.

Mr. Rudy Grasseschi, owner of The Cobblers on Foothill Blvd., asked if Hayward was considering enforcement city-wide or only in the downtown. Interim Deputy Director Development Service Bristow said that the KHCG Taskforce wanted the ordinance to apply city-wide, but the only examples she could find only applied to downtowns. Mr. Grasseschi said he preferred that efforts stay focused on downtown.

When Mr. Grasseschi suggested the DBIA send notices to downtown businesses Interim Deputy Director Development Service Bristow said the City would be responsible for

enforcement of any ordinance. She indicated that outreach and general best practices could be handled at the DBIA level.

Carolyn Leandro, owner of Catholic Books and Gifts on B Street, asked if the ordinance would include landscape maintenance. Interim Deputy Director Development Service Bristow said current ordinances already addressed landscape maintenance and offered to follow-up on any pending concerns.

Ms. Leandro said that property owners were the ones who weren't taking care of their storefronts and she mentioned several locations where windows were boarded up or building interiors remained unfinished. She asked if the City had anything in place to require property owners to maintain their buildings and try to find a tenant. Interim Deputy Director Development Service Bristow said that through Code Enforcement, some of these issues could be addressed and she asked Ms. Leandro to send her a list of offending properties.

Ms. Leandro also mentioned that the garbage cans in Parking Lot 1 were overflowing and garbage was everywhere. Ms. Bristow said the City's Maintenance Services Department was responsible for the cleanliness of municipal parking lots and that she would follow up with staff. She also mentioned it may be a matter of needing larger garbage cans.

Member Griffin asked who he should contact regarding a broken garbage can on Foothill Boulevard and Ms. Bristow indicated she would give him the contact information for Alameda County Waste Management who would come take a look and replace the can if necessary.

IX. Update on Banner Program and Pending RFP

Senior Secretary Suzanne Philis explained that the first RFP issued for banner hardware replacement, banner hardware maintenance, banner rotation and banner storage requested cost information in a manner that didn't translate into contract language and had to be thrown out. She indicated a new RFP had been developed, would be posted that week, with bid results due on July 21st by 5:00 p.m.

Ms. Philis also mentioned that a graphic design firm had been contracted to develop two designs for both large and small downtown banners. Those designs would be approved by Community and Media Relations Officer Holland, sent to DBIA Banner Subcommittee members for comment, and presented to the DBIA Board at the October meeting.

Member Griffin asked if the graphic designer was working with the marketing and branding team. Community and Media Relations Officer Holland said yes and noted the conceptual banner designs previously presented to subcommittee members were forwarded to both teams so all input to-date would be considered.

X. Approval of Minutes from Special Meeting April 30, 2104

Due to a lack of quorum, minutes were not approved.

Assistant City Manager McAdoo announced that Council Members approved the DBIA Fee Assessment and the DBIA Proposed Budget the night before including the use of reserve monies. She said while Council was supportive of the proposed use of the reserves, they also

expressed concern that use of reserves was not sustainable. Council was supportive of the potential revenues generated by migrating to a property-based assessment and encouraged the DBIA Board to continue their efforts.

Assistant City Manager McAdoo also announced that recruitment closed for the Economic Development Manager position and they were moving quickly to interview candidates and make a selection.

Senior Secretary Philis mentioned that she bumped into Google representatives walking through downtown looking for businesses interested in their 360 degree Business View advertising package and they were very positive about the changes downtown.

Mr. Grasseschi noted that there was only one garbage can on Foothill Boulevard between A Street and City Center and it was always full. He suggested adding more. He also requested that crosswalks be repainted on both A Street, between Main Street and Foothill Boulevard, and on Foothill, between A and City Center. He said those crosswalks had been in place for 60 years, served a purpose, and that people were jay-walking and someone was bound to get hurt.

Assistant City Manager McAdoo said City staff could work with Waste Management to determine locating more trash cans on Foothill Boulevard. Regarding the crosswalks, she noted discussions had included the possibility of bringing them back, but staff was concerned that they would give pedestrians a false sense of security. Ms. McAdoo said she would forward all his comments to staff.

Member Griffin agreed with Mr. Grasseschi that a crosswalk was needed near the new Historical Society building and noted the City's needs assessment was made before the building opened.

Member Griffin asked staff for an update on the Green Shutter Hotel. Interim Deputy Director Development Service Bristow confirmed the building had been sold, but noted staff had been unable to determine to whom. She said Code Enforcement officers were still making inspections and enforcing City ordinances and the building was arrears in paying fines. Member Griffin asked how it could be sold with money owing and Ms. Bristow said the fines would be assessed against the new owner's tax bill.

Assistant City Manager McAdoo mentioned that the City was in contract to purchase the Madison properties located next to the hotel at C and Main Streets. Council approved a Purchase and Sale Agreement on May 6th and staff was currently assessing the condition of the properties before accepting the sale, she said. Staff would make a final recommendation to Council. Ms. McAdoo added that the City was interested in land-banking the properties for future development.

Mr. Grasseschi asked why some downtown projects get approved so quickly and then are never developed. Ms. McAdoo explained that these particular parcels were the victim of the 2008 recession and it was cheaper for the owners to carry the land rather than develop the proposed condominium units.

Mr. Grasseschi asked about the property on Maple Court and Assistant City Manager McAdoo indicated that owners were looking to sell and the development approvals were still valid.

Finally, Mr. Grasseschi asked if anything was pending for the old Capwell's (Mervyns) Building and Ms. McAdoo said nothing that City staff was aware of.

XI. **Adjournment**

The meeting was adjourned at 9:07 a.m.

STAFF	ACTION ITEMS
Code Enforcement	Follow-up on landscape issues mentioned by Ms. Leandro. Senior Secretary Philis provided Ms. Leandro with the landscape maintenance schedule.
Code Enforcement	Follow-up on potential code violations of vacant buildings mentioned by Ms. Leandro. Senior Secretary Philis contacted Ms. Leandro who said code enforcement had resolved issue at ME Restaurant & Lounge location.
Maintenance Services	Assess the need for larger garbage cans in Parking Lot 1. Staff from the Maintenance Services Department has advised that the lot is swept and abandoned debris removed three times each week. In addition, the Department regularly maintains Lot 1 by performing the following tasks twice each week: trimming and watering shrubs, maintaining City litter containers, removing litter and abandoned debris, collecting leaves using a blower, and replanting. City litter containers provided by Maintenance Services are only available in one size. Unfortunately, no additional containers are available at this time. As additional containers become available, City staff will evaluate placement.
Maintenance Services	Assess the need for additional or new garbage cans along Foothill Boulevard. A litter container will be placed at the northwest corner of Foothill Boulevard at A Street by moving a litter container from another location.
City Manager's Office	Forward banner design options to Banner Subcommittee for comment before the regularly-scheduled DBIA October meeting. Design templates forwarded to Subcommittee, feedback was received. Banner pole survey underway.
Public Works	Reassess installing crosswalks mid-block on both A Street and Foothill Boulevard Transportation staff said City does not favor mid-block crosswalks.