



**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**REGULAR MEETING**

**OCTOBER 7, 2015  
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. Approval of Minutes of July 1, 2015
2. Election of Officers and Approval of DBIA Regular Meeting Schedule
3. Update on Community Benefits District (*Oral Report Only*)
4. Review of Chamber -Organized 2015 Summer Events (*Oral Report Only*)
5. Fiscal Year (FY) 2016 DBIA Budget Status Update and Funding Request

**COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS**

**ADJOURNMENT**

**NEXT REGULAR MEETING – 8:00 A.M., WEDNESDAY, JAN. 6, 2016**

---

*\*\*\*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.*

---

---

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



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

**REGULAR MEETING  
July 1, 2015**

**ATTENDANCE:**

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Benjamin Schweng*		X
Darren Guillaume		X
Alfredo Rodriquez Jr.	X	
Joseph Davis	X	
Sid Hamadeh	X	
Syed Karim	X	
Rui Li	X	

\*Chair

**VISITORS:** Kim Huggett, Hayward Chamber of Commerce; April Chan, World Cube Association; Julio Romero, Brews & Brats

**STAFF:** Micah Hinkle, Economic Development Manager; Ramona Thomas, Economic Development Specialist; Frank Holland, Community and Media Relations Officer; Hayward Police Bicycle Officers Craig Fovel and Aaron Runolfson; Suzanne Philis, Senior Secretary

I. **Call to Order**

Vice Chair Rodriquez called the meeting to order at 8:03 a.m.

II. **Roll Call**

Chair Schweng and Member Guillaume absent.

III. **Public Comments**

Kim Huggett, President of the Hayward Chamber of Commerce, gave a report back on the first-ever Bike Rodeo held on May 16<sup>th</sup>; the June Downtown Street Party held on the 18<sup>th</sup>; and the State of City luncheon on June 30<sup>th</sup>. He mentioned that twice as many ads had sold in half the time for next edition of the Business Directory. Mr. Huggett requested an update on the pending shuttle study for the industrial area, noting there was a lot of interest by employers.

Vice Chair Rodriquez said a lot of his customers were still talking about the speed of traffic in downtown and the shortage of parking. He suggested stop signs at every intersection to slow traffic. Economic Development Manager Hinkle mentioned that the Downtown Specific Plan, currently being updated, would look at traffic patterns. Vice Chair Rodriquez requested he be added to the contact list noting his main concern was pedestrian safety.

April Chan, representing the World Cube Association and Rubik's Cube speed solvers, introduced an event proposal and requested funding. Starting at City Hall, she said the event would include competitions, Rubik's Cube artwork, classes, and choir performances, with the final rounds taking place in front of Cinema Place. She targeted October or November for the all-day event (9am-8:30pm) and requested \$4,000 in funding to pay for stage and equipment, choir performances, advertising, and prize money.

Community & Media Relations Officer Holland asked if there was an active community in the Bay Area and Ms. Chan said it was small and emerging with approximately 100 kids participating in non-advertised events, 200 in advertised events, in Sunnyvale and Berkeley.

Member Hamadeh asked if an event like the proposed had ever been held in Hayward. Ms. Chan explained that Cube Association events were held all over the world, traditionally in major cities.

Ms. Chan was asked if there would be vendors at the event and if she had any other sponsors. She replied that at this time she had no vendors but wanted one to sell t-shirts, and she confirmed she would be seeking other sponsors and that she wanted to collect enough to offer scholarships.

Vice Chair Rodriquez requested a formal proposal. It was noted by staff that the next Regular DBIA meeting wasn't going to be held until October 7<sup>th</sup>.

Economic Development Manager Hinkle said her proposal should address how the event would benefit DBIA businesses and said if it didn't meet the goals of the DBIA, could petition for funding from other City sources.

Ms. Chan pointed out the cutting edge event would give Hayward higher visibility and could change the profile of the City.

IV. **Approval of Minutes of April 1, 2015**

Member Davis made the motion and minutes were approved with Chair Schweng and Member Guillaume absent.

V. **Update of FY2015-2016 Budget**

Economic Development Manager Hinkle gave a quick update. Staff noted the collection of DBIA assessment fees had been suspended for fiscal year 2015-2016.

Member Hamadeh said he would like feedback from downtown businesses on the impact and benefit of the Downtown Street Parties and the Bicycle Rodeo and an event report from the Chamber of Commerce. He noted the Bicycle Rodeo conflicted with several other City events and said he would prefer the event be relocated. Member Hamadeh also requested guidelines for how downtown businesses can participate in an event.

Members discussed how the success of an event could be measured. Economic Development Manager Hinkle said businesses should look at receipts for the event night

compared to regular sales for that time. He also suggested businesses change regular store hours to take advantage of the foot traffic created by events.

Julio Romero of Brews & Brats on B Street said he was told no when he asked to have a beer and wine garden in the alleyway next to his restaurant. Chamber of Commerce President Huggett explained that the Fire Marshal required the alley to remain open and also noted the ABC liquor license and encroachment permit were already in progress when the request was made. ED Manager Hinkle said attaining an ABC license could be a challenge for one-day events.

VI. **Community Benefit District Update**

Community and Media Relations Officer Holland said that outreach to properties owners continues and next steps include finalization of the Management Plan and petitioning for support with a 50 percent plus 1 approval required.

Vice Chair Rodriguez requested literature for property owners who still didn't understand what the Community Benefit District (CBD) was, how they would be impacted, and how they would benefit. Mr. Holland said a newsletter would be available in the next four weeks.

Members discussed some of the on-going problems downtown that could be addressed with additional funding for services. Members agreed that more No Smoking and No Bikes and Skateboards on Sidewalk signage was needed on B Street. ED Manager Hinkle said those concerns would be addressed in the Downtown Specific Plan Update currently underway.

Hayward Bicycle Officer Fovel and Runolfson discussed some of the issues they see downtown including homelessness and trash. Vice Chair Rodriguez said movie patrons were to blame for trash. Officer Fovel said downtown trash receptacles need to be emptied more often and hoped the Specific Plan included the issue. Mr. Holland the CBD would also address many of these concerns.

**COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS**

Members asked about the pending sale of the Green Shutter Hotel and staff could only confirm they were hearing the same rumors. Staff noted there were challenges related to the site being historic. Member Karim said the building owner came into his shop and told him residents were not being replaced as they moved out and that only 15-20 long-time residents remained. The owner told him the building units would be converted to student housing.

VII. **Adjournment**

The meeting was adjourned at 8:57 a.m.

<b>STAFF</b>	<b>ACTION ITEMS</b>
Econ Dev	Attendance counts for recurring events and financial information including costs versus revenues and/or event guidelines
Econ Dev	Send Board members CBD newsletter
Econ Dev	Explore alternative methods of regular and deep sidewalk cleaning.

**DATE:** October 7, 2015  
**TO:** Downtown Business Improvement Area Advisory Board  
**FROM:** Micah Hinkle, Economic Development Manager  
**SUBJECT:** Election of Officers and Approval of DBIA Regular Meeting Schedule

**RECOMMENDATION**

That Board members elect a Chair and Vice Chair and approve the regular DBIA meeting schedule.

**BACKGROUND**

**Election of Officers**

The election of Board Chair and Board Vice-Chair normally occurs at the October meeting. The current Chair and Vice-Chair terms have expired and the Board Members need to elect a new Chair and Vice-Chair.

**Regular Schedule**

The proposed Regular Meetings Schedule (Attachment I) has been sufficient to conduct necessary business of the DBIA and if needed Special Meetings could be held.

**NEXT STEPS**

Board Members select a Chair and Vice Chair and provide feedback on regular meeting schedule.

*Prepared by:* Suzanne Philis, Senior Secretary

*Recommended by:* Micah Hinkle, Economic Development Manager

Approved by:



\_\_\_\_\_  
Fran David, City Manager



**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT  
AREA ADVISORY BOARD (DBIA)  
2015-2016 REVISED 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.

October 7, 2015

January 6, 2016

April 6, 2016

July 6, 2016

**DATE:** October 7, 2015

**TO:** Downtown Business Improvement Area Advisory Board

**FROM:** Micah Hinkle, Economic Development Manager

**SUBJECT:** Fiscal Year (FY) 2016 DBIA Budget Status Update and Funding Request

### **RECOMMENDATION**

That the Downtown Business Improvement Area Advisory Board (DBIA) receive the attached FY 2016 Budget Status Update and evaluate Request for Event Funding

### **BACKGROUND**

At the June 16, 2015, City Council Meeting, the 2016 DBIA Budget was approved as recommended by the DBIA Advisory Board by the City Council. Attached is the current summary of allocated funds. In addition to approving the 2016 budget, the City Council suspended the collection of DBIA assessments for 2016 in association with the current activities exploring the formation of a Community Benefit District (CBD). The suspension of levying fees for the DBIA for next year will wind down activities of the DBIA in 2017 allowing the City and downtown property owners to determine if the CBD is a desired approach to address the needs of the downtown. If the CBD approach is determined as not desired, then the City would re-evaluate the DBIA assessment.

As part of the allocated budget, the Board set aside funds for to-be-determined special event funding. At each of the regularly scheduled quarterly meetings special event funding requests will be evaluated as part of the budget updates. A funding request for \$1,500 from SantaCon will be presented at October 7<sup>th</sup> DBIA meeting.

### **NEXT STEPS**

City staff will continue to administer the DBIA approved budget for 2016. Proposed adjustments or modifications of allocated funding will be brought to the DBIA Advisory Board for review.

*Prepared by:* Ramona Thomas, Economic Development Specialist

*Recommended by:* Micah Hinkle, Economic Development Manager

Approved by:



---

Fran David, City Manager

Attachment I      FY 2015-2016 Budget  
Attachment II     Funding Request

## Hayward Downtown Business Improvement Area

## FY 2015-2016 Budget

**OVERVIEW**

\$96,000	Budgeted
\$22,000	Spent
<u>\$16,500</u>	Encumbered
\$57,500	Available

**EXPENSES TO DATE**

\$16,000	for 2015 Street Parties (per HCC Contract)
<u>\$ 6,000</u>	for the 2015 Vintage Alley Car Show
\$22,000	YTD Expenses

**ENCUMBERED TO DATE**

\$ 8,000	for the June 2016 Street Party
\$ 500	for the 2015 Mariachi Festival
\$ 500	for 2015 Light Up The Season
<u>\$ 7,500</u>	for the 2016 Bicycle Rodeo
\$16,500	

**DBIA Funding Request for the 4th Annual SantaCon Hayward**

Saturday December 5th, 2015

Downtown Hayward

Requesting \$1,500 in support of the Hayward Animal Shelter

**About Hayward's Version of the Worldwide SantaCon Phenomenon:**

In 2012, a small group of friends in Hayward gathered for a rather impromptu SantaCon event as an excuse to dress up like Santa/Ms. Santa and venue-hop downtown Hayward's popular venues. Now four years later, the SantaCon Hayward event has solidified itself as being continuously supported by Hayward sponsors and entices attendance from Hayward and surrounding communities. The event raises money for the Hayward Animal Shelter and has put Hayward on the map as a destination for fun. A wide range of age groups attended each year, from teenagers through folks in their 70s and 80s!

In the first weeks of planning for this 2015 SantaCon Hayward event, the following businesses have already invested their money to participate as Santa Stops/sponsors:

The World Famous Turf Club (4th year)

The Bistro (4th year)

Realty World Neighbors (4th year)

Alta Vista Veterinary Clinic (3rd year)

Metro Taquero (2nd year)

Bijou Bar & Restaurant (2nd year)

Brews & Brats (1st time)

Chalk It Up (1st time)

On Time Signs (for the 3rd year) is an in-kind sponsor who will be donating the banners for each Santa Stop venue.

**About the Organizers:**

An event like this is successful with the involvement of dedicated individuals who put in their time and resources to make it work. Special thanks to fellow planning committee members JoAnn Depoyster, Chelsea Anderson, Katie Quick, Al Parso and Trish Belenson. The non-profit entity collecting cash donations during the Best Santa/Ms. Santa Suit Contests the night of the event is the Mt. Eden High School Alumni Association & Educational Foundation.

## Why the Hayward Animal Shelter?

Due to uneducated and/or irresponsible animal owners, there is a high euthanasia rate at our city animal shelter. Animal shelter staff does the absolute best they can under the circumstances of being first and foremost a public safety agency. Funds raised for this event are used to pay for adoption fees, spay/neuter services, etc.

See here for statistics on City of Hayward Animal Shelter euthanasia rate in 2014:

[http://www.hayward-ca.gov/CITY-GOVERNMENT/DEPARTMENTS/POLICE/documents/2014/HAS\\_2014\\_Report.pdf](http://www.hayward-ca.gov/CITY-GOVERNMENT/DEPARTMENTS/POLICE/documents/2014/HAS_2014_Report.pdf)

### HIGHLIGHTS OF 2014:

**Press coverage:** <http://www.tricityvoice.com/articlefiledisplay.php?issue=2014-12-02&file=SantaCon+473TSP+++TCV.txt>

<http://www.tricityvoice.com/articlefiledisplay.php?issue=2014-12-23&file=SantaConResults+116P+++TCV.txt>

[http://www.ibabuzz.com/hayword/2014/12/01/santacon-returns-to-hayward-on-dec-6/:](http://www.ibabuzz.com/hayword/2014/12/01/santacon-returns-to-hayward-on-dec-6/)

2014 Photos:

[https://www.facebook.com/omy.ronquillo/media\\_set?set=a.10152634285742979.1073741845.677007978&type=3](https://www.facebook.com/omy.ronquillo/media_set?set=a.10152634285742979.1073741845.677007978&type=3)

### HIGHLIGHTS OF 2013:

**Press coverage:**

[http://www.mercurynews.com/breaking-news/ci\\_24671570/santacon-is-coming-hayward-dec-7?fb\\_action\\_ids=10152094626352812&fb\\_action\\_types=og.likes&fb\\_source=aggregation&fb\\_aggregation\\_id=288381481237582](http://www.mercurynews.com/breaking-news/ci_24671570/santacon-is-coming-hayward-dec-7?fb_action_ids=10152094626352812&fb_action_types=og.likes&fb_source=aggregation&fb_aggregation_id=288381481237582)

2013 Photos:

<https://www.facebook.com/media/set/?set=a.10151731273597371.1073741826.161336552370&type=3>

Look forward to seeing everyone next week!