



CITY OF
HAYWARD
HEART OF THE BAY

**COUNCIL ECONOMIC
DEVELOPMENT COMMITTEE**

JULY 7, 2014

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COUNCIL ECONOMIC DEVELOPMENT COMMITTEE MEETING

Monday, July 7, 2014
Conference Room 2A
4:00 PM

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. 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, your item will be taken under consideration and may be referred to staff.)*

1. Review of Grand Opening of Hayward Area Historical Society (**Oral Report**)
2. Update on Downtown Security Taskforce (**Oral Report**)
3. Approval of Minutes for June 2, 2014

[Minutes](#)

4. Economic Development Activities for June 2014

[Report](#)

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT

NEXT REGULAR MEETING
MONDAY, SEPTEMBER 15, 2014

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July 7, 2014





COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – June 2, 2014

CALL TO ORDER: Mayor Sweeney called the regular meeting to order at 4:04 p.m.

ATTENDANCE:

Committee Member	Present 3/3/2014	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Chris Lam	✓	14	4 (2 excused)	14	2 (2 excused)
Waseem Khan	✓	13	5 (2 excused)	11	5 (2 excused)
Navneet Ratti		3	4	3	2
Mayor Sweeney (Chair)	✓	17	1	15	1
Council Member Jones	✓	18	0	16	0
Council Member Salinas		14	4**	12	4**

****CM Salinas taught a class on Mondays that started at 4:15 P.M.**

OTHERS IN ATTENDANCE:

Fran David, City Manager; Kelly McAdoo, Assistant City Manager; Mark Guenther, Technology Services Director; Julie Barnard, Economic Development Specialist; Suzanne Philis, Senior Secretary

PUBLIC COMMENTS:

None

1. APPROVAL OF MINUTES

The Minutes of March 3, 2014, were approved with CEDC Members Salinas and Ratti absent.

2. ECONOMIC DEVELOPMENT ACTIVITIES FOR MARCH, APRIL & MAY 2014

Economic Development Specialist Julie Barnard reviewed staff activities noting attached staff reports would provide more detail for the High Speed Hayward project and Manufacturing Communities Partnership.

Member Chris Lam asked for a follow-up to his complaint about street racing in the industrial area. City Manager Fran David said the Hayward Police Department had held two or three targeted enforcement programs in the industrial area and in one day over 75 citations were issued. She said in one instance, HPD was able to cite both sideshow participants and spectators. Ms. David noted there had been a noticeable decrease in these types of activities, but PD was continuing to move patrol units through industrial areas.

Member Lam suggested heavier fines and City Manager David said that fines were locked in with the State Vehicle Code.

Mayor Sweeney mentioned that legislation was proposed that would allow jurisdictions to confiscate participating vehicles but it didn't pass.

Member Lam mentioned a car performance business down the street from him that was creating problems and Ms. David said staff had been in contact with the business owner and HPD had put them on notice. Mr. Lam mentioned another business that was allowing weeds to grow too high which encouraged vandalism and detracted from the area. Ms. David asked him for the address.

3. UPDATE ON PROGRESS REGARDING BROADBAND/FIBER CAPACITY

City Manager David gave the report noting City staff was working with San Leandro Dark Fiber/LIT San Leandro to avoid some of the problems San Leandro had experienced after the contract for service was signed. She said she was also trying to confirm how many new customers were generated by the installation of fiber optics. One of other questions she has been asking was why other fiber contractors weren't actively pursuing service to Hayward when demand was high and underserved. Ms. David said staff had contacted Comcast, AT&T, Time-Warner and the Zayo Group.

Regarding Comcast, City Manager David said they had readjusted their business plan and now had new fiber running down Huntwood Avenue and area roads. Ms. David said staff sent Comcast maps and high priority areas and in return, Comcast said it was very interested in investing in Hayward and had around \$3 million available. She noted Comcast initially focused laying fiber along the Mission Boulevard Corridor, but she redirected their attention to Hayward's industrial areas first.

AT&T has residential pricing, she said, and big business pricing, but nothing in between. City Manager David said their plan was to roll out reasonable pricing for high-speed broadband for mid-sized businesses and for a limited time, offer free lateral hook-ups for businesses where fiber already exists. She said because of AT&T's limited pricing range, in the past they didn't want to lay lateral lines to a building if there wasn't enough new business to support the cost. By adjusting their prices, she said, that problem should be eliminated in the next six to eight weeks.

City Manager David mentioned that during discussions, she found out AT&T had existing fiber she hadn't been aware of including across the San Mateo Bridge and coming soon down Clawiter Road. She asked AT&T to make contact with representatives from Berkeley Farms and Gillig, both of which had expressed concern about the lack of high-speed service.

City Manager David concluded by asking if the City should push forward with the existing companies, continue to negotiate with San Leandro Dark Fiber, or create competition by doing both. Mayor Sweeney was in favor of doing both and he mentioned that AT&T DSL was the only choice at his other worksite in

Hayward and competition would be needed to create better options.

Members discussed their personal experiences with internet companies and speeds in Hayward. Member Jones noted his home service through Comcast was many times faster than the best speed available from AT&T at his business location and the cost was only \$15 more per month.

City Manager David said AT&T was very forthright with her during discussions and admitted they had created this problem and were quickly trying to fix it.

Member Jones said Comcast wanted \$35,000 to run a wire to the new Hayward Area Historical Society location on Foothill Boulevard. Ms. David noted that because she hadn't received any response from local representatives, she sent an email to the national vice president for Comcast in charge of business development and that email generated a productive meeting with a regional Comcast representative. She said she couldn't guarantee any change in the pricing offered to the Historical Society, but at least Comcast was more willing to deal with specific situations like that. Member Jones said he was just using the Historical Society's experience as an example of what Hayward businesses had been facing. Everyone agreed the situation was awful.

Technology Services Director Mark Guenther commented that when he spoke with Time-Warner Telecom representatives, they indicated that existing fiber ran to the building on Clawiter the City used as a temporary location while the new City Hall was being constructed. Member Lam asked where the City wanted service to run and City Manager David directed him to the map attached to the staff report that indicated priority areas.

Mayor Sweeney commented that the lack of high-speed service was a huge economic development issue when trying to attract new businesses to Hayward.

Member Lam said if long-term goals include attracting R&D or high tech, the infrastructure has to be in place. City Manager David said when companies like Tigers Global Logistics come into Hayward, as mentioned in the staff report on Quarter 1 vacancy rates, they will absolutely insist on the highest speeds available and won't be able to operate without them.

Mayor Sweeney confirmed with the Committee that City Manager David and staff should contact all potential high-speed fiber optic providers and create as much competition as possible. Ms. David said continuing to depend on the one private provider, which hadn't been completely responsive, didn't seem realistic when there were three major companies that should already be addressing the problem.

Member Lam questioned the long-term viability of small businesses in Hayward without better internet access.

4. QUARTER 1 2014 VACANCIES UPDATE

Economic Development Specialist Barnard gave the update noting Quarter 4 of 2013 closed strong, but Quarter 1 of 2014 was even stronger with vacancies down almost 1%. She emphasized that Tigers Global Logistics on W. Winton Avenue and Bimbo Bakery on Arden Road were two of the biggest lease transactions in the Bay Area last quarter. She also mentioned that the building purchase by R&D company, Speiker, on Cabot Boulevard, was the second largest along the I-880 corridor.

Member Lam questioned the value of having Tiger Logistics in Hayward commenting that a logistics company only used resources and didn't contribute to the economy via tax dollars or the creation of jobs.

Member Jones said South San Francisco was pushing out industrial uses and he wondered if there was an opportunity there for Hayward to tap into that potential market.

City Manager David said she'd heard that rates for industrial uses were increasing dramatically in South San Francisco and that was why companies like Columbus and Tigers were coming to Hayward. She noted that there must be demand for some other kind of space.

Member Khan said warehouses were being converted to office space noting vacancies for office space in San Francisco was at an all-time low and leasing rates were at an all-time high of between \$45 and \$72 per square foot. Member Lam commented that South San Francisco was the perfect location for office space with the nearby transportation options, airport, and supporting businesses. He said having warehouse space there was a waste of money.

Member Jones said Hayward should reach out to South San Francisco companies and that prompted Member Lam to ask if Hayward's Open for Business website had been revised and was the City offering any incentives for businesses to locate here. City Manager David said no, because staff and programs were not in place yet, but noted the programs would be part of the marketing and branding efforts currently underway. She agreed with Member Jones that the City should reach out and suggested starting with the commercial brokers scheduled to come to Hayward for an upcoming meeting.

Member Lam asked what resources were available to find potential businesses that could be lured across the bridge. Member Khan said CoStar had database tools that created lists of businesses to target and the names of businesses looking to move. ED Specialist Barnard said the ED department budget for FY 14-15 included funding for a CoStar subscription.

Members Lam and Khan said Hayward needed to make itself a destination rather than just an area to travel through.

Member Jones noted that Hayward had several successes including the food manufacturer Sugar Bowl Bakery, which moved from South San Francisco. He said the owners of the Bakery would love to speak on behalf of Hayward, maybe even make a video or go back to South San Francisco to speak to business owners considering a move. Member Jones said outreach should start small to two or three CEOs by a small group made up of a few CEDC members and City staff. There is nothing more powerful than personal testimony, he said.

Mayor Sweeney was supportive of the idea. City Manager David pointed out data was needed before outreach could begin and the City just didn't have the staffing to put together more than a meet and greet, which would be fine, she said, but most CEOs wanted to see the whole package of enticements, property photos, and data, up front.

Member Lam suggested working backward and asking existing businesses what attracted them to Hayward. He also said that on-going problems with the City's permitting process should be resolved.

Mayor Sweeney concluded the item by asking City Manager David to work with Council/CEDC Member Jones to develop a package for outreach.

5. MANUFACTURING COMMUNITIES PARTNERSHIP BETWEEN ALAMEDA COUNTY AND CONTRA COSTA COUNTIES

Economic Development Specialist Barnard explained that the Investing in Manufacturing Communities Partnership (IMCP) program was a U.S. Department of Commerce Economic Development Administration initiative. Although specific benefits had yet to be announced, she said, to better position the region to take advantage of them, Alameda and Contra Costa Counties had teamed up to create an East Bay Advanced Manufacturing Partnership.

Mayor Sweeney asked for future reports as specifics of the program were made available.

6. BUSINESS VISITATION WITH C3 NANO

Economic Development Specialist Barnard gave the report noting she, along with Mayor Sweeney and Economic Development Manager Lori Taylor, visited with C3Nano CEO Cliff Morris and Facilities Manager Ken Demers at the facility on March 25th. C3Nano develops solution-coated, transparent, conductive materials that are most commonly used for various types of display screens, she said.

ED Specialist Barnard noted that Mr. Demers was also the Facilities Manager for Raveo LED Manufacturing. She explained that Mr. Demers' experiences working with the City to process the permitting applications for the two businesses had been very different. C3Nano had no problems, she said; however, Raveo were not able to have a code assistance meeting, due to their application timing being during the holidays. These meetings allow for all departments to review an application before it is submitted. As a result every time Raveo's permit application plans were reviewed, they came back with new comments. This caused serious delays.

Mayor Sweeney explained that the difference was one meeting was held with all necessary staff for C3Nano and that didn't happen for Raveo so plans went back and forth.

ED Specialist Barnard noted that a single point of contact at the City had been suggested as a possible solution.

Mayor Sweeney mentioned that Mr. Demer had been serving as an ambassador for the City, based on his positive relocation experience, and that was most likely why Raveo became interested in locating here. After Raveo's poor experience, Mr. Demer told the Mayor he didn't know what to say to other potential businesses.

7. UPDATE ON ON-GOING GRAPHIC DESIGN RFP

Because update had already been provided by ED Specialist Barnard under Activities, Assistant City Manager Kelly McAdoo mentioned that regarding the Marketing and Branding RFP, staff was targeting the June 10th City Council meeting for approval of contract. She reiterated for Member Lam that the Marketing and Branding consultant would focus on messaging and how Hayward could be positioned and what data points needed to be emphasized when outreaching to potential businesses.

Member Lam asked why CEDC members weren't asked to give an opinion about messaging and Assistant City Manager McAdoo clarified that this was just the contract with the vendor, the real work hadn't begun and that the CEDC would be involved as part of the creative development process.

8. UPCOMING BIOTECH CONVENTION AND MARKETING MATERIALS

ED Specialist Barnard announced that she would be representing Economic Development at the International BioTech Convention in San Diego June 24-26th and that she hoped by then the graphic design contractor would be able to produce some materials for her to bring. She said she would also be bringing her database of biotech and life science firms in Hayward, which currently numbered around 120.

COMMITTEE MEMBER ANNOUNCEMENTS

Member Khan said he was working with the owner of a banner and sign company to come to Hayward. He said he was coordinating a meeting of introduction between the owner and Hayward Chamber of Commerce President Kim Huggett.

Member Lam asked for an updated on efforts to fill the Economic Development Manager position. City Manager David said recruitment was open and the pool of candidates was starting to grow. The deadline to apply was June 15th, and once recruitment closed, interviews would immediately be conducted. Member Lam asked why it the City had a revolving door and commented the City needed stability and strong leadership.

Member Lam asked about the old Kaiser building and City Manager David said right now hospital officials didn't know. Medical offices would remain on Sleepy Hollow and rehabilitation of those structures had already begun, she said. While discussions continue about what to do with the large hospital building, she said officials were considering either demolishing it or selling it as-is, and they had already confirmed they would keep the parking garage. She said when asked what uses the City would prefer, office use was the first choice with possibly some residential if necessary. City Manager David said it could take hospital officials anywhere from two months to a year to decide what they want to do. In the meantime, she said, the area was already closed down and fenced off.

ADJOURNMENT: The meeting was adjourned at 5:09 P.M.



DATE: July 7, 2014
TO: Council Economic Development Committee
FROM: Economic Development Department
SUBJECT: Economic Development Activities for June 2014

Economic Development Administrative Activities

The City hosted its first 2014 Small Business Workshop in the Council Chambers on Wednesday, June 11th, in cooperation with the Alameda County Small Business Development Center and the Hayward Chamber of Commerce. Approximately 30 people attended and of those, about half either planned on opening their business in Hayward or lived in Hayward. The topic, Successful Business Plans, presented by ACSBDC Director Lee Lambert, was well received with many of the participants commenting on the helpfulness of the workshop and their intent to attend the next one. Staff has requested that workshop evaluations ask how participants heard about the series to better market future events. The series continues with seven more classes which will include topics focusing on using census data for market research and funding, merchandising for the holiday season, top ten online marketing tools, how to obtain financing, starting your own food business, and the use of social media for marketing.

The first Downtown Summer Street Party was held June 19th on B and Main Streets from 5:30-8:30pm. Turnout was excellent with over 6,000 participants. The weather was beautiful and with three live bands, two DJs, one beer garden, cool vintage cars, food booths and balloons, face painting and a jumpy house for the kids, there were plenty of attractions for folks of all ages. Downtown restaurants and bars were filled to capacity. The only complaint received was garbage bags being opened or garbage on the ground because recyclables were being collected. The next Downtown Street Party will take place on Thursday, July 17th.

Business cluster database development continues. Staff is currently developing the advanced manufacturing database and has already formulated robust life science and food manufacturer databases. Other key contact databases continually being updated including the Regional Real Estate Brokers' database and Downtown Business Improvement Area property owners and businesses database.

The recruitment period for a new Economic Development Manager closed on June 15th. Approximately 50 applications were received and interviews are being scheduled. It is hoped that the new manager will be in place by early August.

Office of the City Manager

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Focus Area 1

BRANDING AND MARKETING

Goal BM1	Identify and develop a brand that showcases Hayward’s strengths
Goal BM2	Develop and execute a comprehensive marketing program
Goal BM3	Strengthen and expand events and opportunities for community members, businesses, and visitors to engage with Hayward businesses

Activities in Focus Area 1:

A contractor for the Brand Development & Marketing Strategy Services has been selected. Brainchild Creative, a firm based in San Francisco who has worked on high profile projects for clients such as Recology and California Pacific Medical Center, will be developing the City’s branding and marketing strategy. The contract has been finalized and preliminary work has begun (BM1, BM2, BM3).

We The Creative, a Los Angeles-based company, was the successful applicant for the On-going Graphic Design Services RFP. To date, they have produced marketing materials for the City’s Biotech cluster and are currently working on the Downtown Hayward street banner design. Use of this vendor’s services will be closely coordinated with Brainchild Creative as that process progresses. (BM1)

A broker satisfaction survey was conducted throughout the month of May. The purpose was to assess broker perceptions of the City processes and the City’s business friendliness. Further analysis of this survey will be forthcoming (BM1, BM2, IS2, IS5, SR2, SR5).

A temporary Restaurant Guide has been posted on the City’s Open for Business website. Completely updated with better defined ethnic food sections, the fun facts at the top of the pages will be replaced with new photos of local restaurants once ED staff purchases a new camera and gets out to make contact with local restaurant owners. With regularly updated photos and promotional copy, this is just one way the City can showcase new and existing restaurants. (BM3)

Contracts for the Small Business Workshops, Summer Movie Nights in cooperation with HARD, Downtown Street Parties for FY 14-15 in cooperation with the Hayward Chamber of Commerce, and a new five-year contract with the Agricultural Institute of Marin for the downtown Farmer’s Market have either been fully executed or are circulating for signature. (BM3)

Focus Area 2

INDUSTRIAL SECTOR

Goal IS1	Support existing business, especially in the area of safety
Goal IS2	Recruit and secure new businesses in priority locations/industries that are a good fit for Hayward
Goal IS3	Maintain and expand the public infrastructure that businesses need to thrive
Goal IS4	Create proactive, site-specific land use policies that clearly convey information to potential businesses
Goal IS5	Ensure a timely and predictable permit process
Goal IS6	Improve Hayward's education-to-job bridge through an active community partnership

Activities in Focus Area 2

Staff has been continuing to work with a series of businesses to provide ombudsman services for permitting including Columbus Foods and Sila Nanotechnology. (IS1, IS2, IS4)

Staff attended the Bio International Convention in San Diego June 24-26. The primary purpose of staff attendance at this conference included but was not limited to mini retention visits to Bay area companies including Hantel/Plastikon, Nutek and Impax labs, market research, employment trends, and understanding biotech ecosystems (BM2, IS1, IS2, IS4).

Staff gave a presentation on Hayward Industrial Development Trends, Challenges and Solutions to twenty five brokers, developers and property owners at the June 4th Development Review Focus Group meeting. Valuable feedback was heard with regards to City business services and permitting processes (IS2, IS5).

Progress on High Speed Hayward continues. The contract is closer to being finalized with San Leandro Dark Fiber. ED staff met with Jim Morrison of SLDF to successfully negotiate the infrastructure route priorities and phasing. Staff, including the City Manager, has met with Time Warner Telecom, AT&T, Comcast and the Zayo Group in order to understand the extent of their networks, their capacities and future plans for the region (IS1, IS2, IS3).

Focus Area 3

SERVICE & RETAIL INDUSTRY

Goal SR1	Support existing business, especially in the area of safety
Goal SR2	Recruit and secure new businesses in priority locations/industries that are a good fit for Hayward
Goal SR3	Maintain and expand the public infrastructure that businesses need to thrive
Goal SR4	Create proactive, site-specific land use policies that clearly convey information to potential businesses
Goal SR5	Ensure a timely and predictable permit process
Goal SR6	Improve Hayward's education-to-job bridge through an active community partnership

Activities in Focus Area 3

New City America, Inc. was selected to conduct a Feasibility Analysis for Establishment of a Downtown Property-based Business Improvement District (PBID). The contract with New City America, Inc. has been signed and the company has been orientated with downtown Hayward. An outreach strategy is currently being formulated. If this project is successful, BIA fees could be shifted from business owners to downtown property owners. This will generate greater revenues which could fund additional services, including improved security. (BM3, SR1, SR2, SR3)

Staff is providing ombudsman services to Russell City Distillery. In addition to assisting with the business' required permits; the business owner will apply for Revolving Loan Funds for the boiler, chiller, advertising and other distillery start-up costs. (SR2)

Slow but steady progress continues in the downtown retail sector. "Coming Soon" signs and pending liquor license applications hang in windows at both 22560 and 22532 Foothill Boulevard. With major new construction taking place inside, Haha Ramen Sushi will open its doors at 22560 Foothill Blvd. At the former Julian's BBQ site at 22532 Foothill, Ristorante Di Palermo will offer patrons outdoor seating against a new, contemporary façade. (SR2, SR5)

Staff reached out to both new and existing business owners along B Street. For existing businesses, the general consensus was business has been good and the addition of the bicycle officers has had a huge impact on the number of incidents and the feeling of safety. The only concern expressed was the potential lack of parking on busy Friday and Saturday nights when the Red Rocket Char Grill, Brews & Brats and a new Mexican taqueria open at Cinema Place. Construction was on-going at Red Rocket and the taqueria when staff stopped by and comments were positive about response and assistance from various City departments as these businesses progress towards opening. (SR1, SR2, SR3, SR5)

Sharing the wall with the Gateway to Hayward mural, Store Manager Gustavo Barrios of Ramos Furniture said doors opened mid-May. With additional stores located in San Jose, Fremont, San Jose, and throughout California, Mr. Barrios said business has been a little slow and he indicated that signs directing potential customers to the back parking lot would be helpful. Staff forwarded his request appropriately. (SR1, SR2, SR3)

Customers came and went consistently at CopyMat's new location at B and Foothill. Manager Amber Yehya said not everyone had found them at the new location, but business was still good. She spoke favorably of downtown and on-going development. Ms. Yehya requested gum removal and sidewalk cleaning and staff was able to relay that the DBIA had budget line items already approved for both requests. (SR1, SR2, SR3)

Staff also made contact with both Benjamin Schweng and Richard Weinstein regarding the status of their Façade Improvement loan projects. Mr. Schweng, manager of Cyclepath at 22510 Foothill Boulevard, expressed frustration with delays in reimbursement. With only \$9,856 remaining of the \$127,000 approved for the loan, this project is almost 100% complete and the new storefront is bright and clean. Follow up with City staff revealed no pending claims and all reimbursement checks mailed. (SR1, SR5)

Mr. Weinstein, owner of Foothill Blvd. properties between A Street and City Center Drive said he expects to submit receipts for two more completed façade projects in the next several weeks. Mr. Weinstein explained that refinancing of the property six months ago delayed construction, but he is back on track and construction will start on the final two properties (Selix Formal Wear and Ramos Furniture) on August 1st. (SR1, SR5)

Staff continues efforts to work with Community Services to collect employee reporting information from businesses that received loans under the Small Business Revolving Loan Fund program. Two loans are currently in default and staff is working to pursue collateral and create processes for handling default proceedings in the future. Christine Clement will make her last loan payment for Swiss Delices Bakery on July 15th (last payment was mistakenly reported as received in June). (SR1)

All proposals for the Downtown Street Banner Hardware RFP that was issued in May were rejected. A revised Banner Project RFP is underway. This will encompass all elements of the implementation of new downtown banners including the production of the banners, the production of the hardware, the rotation of the banners and the storage and maintenance of the banners. (SR1, SR3, SR6)

The City's new graphic design consultant is in the process of developing two design options for one rotation each of both small and large new banners. These designs will be presented to the banner subcommittee via email and once responses are received, staff will present the recommendations to the DBIA Advisory Board. (SR1, SR3, SR6)