



Downtown Hayward Improvement Association
District Identity and Streetscape Improvements
(DISI Committee)
Thursday, February 28th, 2019, 11:00 a.m. – 12 Noon
City Hall, Conference Room 2A

Functions of the District Identity Committee:

Projects would include those that market and promote the Downtown Hayward District or promote positive aspects of Downtown Hayward.

- Those issues may include:
a. branding of the district,
b. Hiring and monitoring of a PR Firm including public relations/social media/facebook/twitter
c. Development of a new logo,
d. Review of the Farmers Market and other special events
e. Website development and maintenance,
f. Banner program,
g. Holiday decorations,
h. New public spaces projects, improvements to public spaces in the district
i. District walking maps, brochures, etc.

AGENDA

- 1. Call to Order & Introductions: Charlie Ream
2. Overview of tasks: Marco
a. Review of budget;
b. Review of Chamber proposal on events Action Item
c. Other events in Downtown Hayward



3. RFPs for logo, branding, web site and PR/Social media *Action Item*
4. Priorities for the year *Action Item*
5. Next DISI Committee Meeting:_____

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas outside of the building that the meetings are being held. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at least 48 hours prior to the meeting. For more information on the upcoming Committee or Interim Board of Directors meeting, please call Monica Montes at 888 356-2726.

	Month	Year-to-Date	Annual Budget
Income			
Assessment Income			595,644.00
Carry Forward			
Non Assessment Revenue			
Interest Income			
Total Income	0.00		595,644.00
Expense			Total
Administration	Month	Actual YTD Spent	Projected YTD
Telecommunications			
Staff Contract			
Printing & Copying			
Postage & Mail			
Office Supplies			
Memberships			
Insurance Liability			
Legal Fees			
Board Meetings			
Bank Charges			
Accounting Fees			
Admin - Misc			
Total Administration	0.00	0.00	-
			76,000.00
Contingency	0.00	0.00	0.00
			19,644.00
DISI			
Advertising			
Annual Report			
Banners			
Mobile App			
Public Relations			
DISI Admin/staff			
Seasonal Displays			
Special Events			
Special Projects			
Videos			
Website			
Total DISI			90,000.00
SOBO			
Maintenance Provider			
SOBO Admin/Staff			
Fuel, Main, Empl. Welfare			
Public Space Maintenance			
Rent, Parking, Utilities			
SOBO Misc			
Capital Improvements			
Supplies			
Uniforms			
Total SOBO	0.00	0.00	-
TOTAL EXPENSES			-
			595,644.00



Good public spaces attract people and encourage them to spend more time and money in a community. New City Public Spaces understands that developing innovative and dynamic public spaces can be as effective as events, logos or banners for marketing and promoting a district. We have fine-tuned the development of the popular Piazza Basitone in San Diego's Little Italy and overseen its maintenance and integration into the district. New City Public Spaces also has extensive experience in branding areas, having designed and installed historic markers, district logos, and banner programs that are unique to a district's identity in areas as diverse as Little Italy in San Diego, Historic Lincoln Heights in Los Angeles, and Downtown Oakland and Lake Merritt.



New City Public Spaces has collaborated with communities on branding, recycling programs, landscaping and functional public art.



NEW CITY PUBLIC SPACES

710 W. Ivy Street
 San Diego, CA 92101
 888.356.2726
www.NCPublicSpaces.com
Mail@NCPublicSpaces.com



Contemporary designs of public spaces have now grown to include a variety of non-traditional sites with a variety of uses in mind. The development of public spaces has been advanced to enhance the experience of pedestrians in public areas in order to create interaction and unity between all aspects of the community. It is for this reason, the way in which development and management influences the use of public areas, that the principles of New City America Inc. have created New City Public Spaces. We apply our extensive experience in establishing and managing special assessment districts to the task of addressing all the significant components of public space development and management.

Some of the products and services provided by New City Public Spaces are:

- Finding new opportunities for public space development;
- Researching and identifying ideal public-seating locations;
- District branding – banners, trash/recycling receptacles, street furniture, etc.;
- Making design recommendations and installing street amenities;
- Installing and maintaining branded trash receptacles;
- Inventorying and mapping of street lights, trees, and trash receptacles;
- Sidewalk sweeping services;
- Steam-cleaning services;
- Graffiti removal services;
- Landscaping and beautification programs; and
- Recycling programs.

Please call or e-mail us if you would like more information about our products and services.



New City Public Spaces also sells street furniture with custom branding for your districts needs.

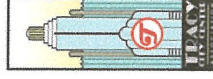
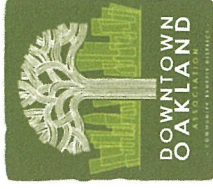
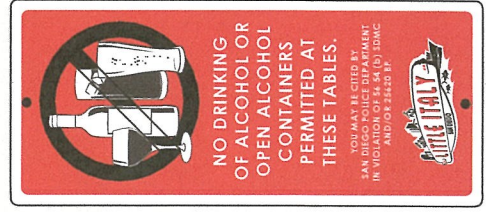
NEW CITY PUBLIC SPACES SAMPLE WORK



New City Public Spaces fabricated custom lids to match mesh trash receptacle with ashtay and added custom branding for Historic Lincoln Heights in Los Angeles, California. (Available in Galvanized, Black, Red, Blue, and Green)



New City Public Spaces has created branded metal plates for several neighborhoods throughout the State of California.



Logo Branding created by New City Public Spaces.

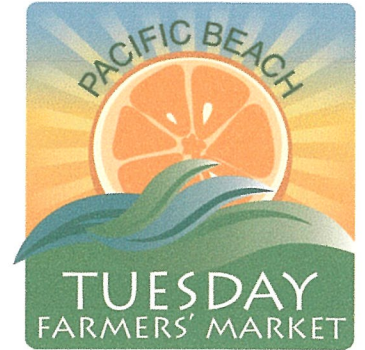
Banner Branding created by New City Public Spaces.



DOWNTOWN
ARCADIA
COMMUNITY BENEFIT DISTRICT



BROADWAY ENTERTAINMENT CORRIDOR
COMMUNITY BENEFIT DISTRICT



DOWNTOWN **HAYWARD**



UPTOWN
Whittier

DOWNTOWN  **SALINAS**



Downtown
SAN LEANDRO 



KONONO

KOREATOWN NORTHGATE
OAKLAND, CALIFORNIA



LOS ANGELES *Garment* DISTRICT NEWS