



**Downtown Hayward Improvement Association
District Identity and Streetscape Improvements
(DISI Committee)**

**Thursday, May 2nd, 2019, 1:00 p.m.
City Hall, Conference Room 4A**

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. **Review of March 21st, 2019 minutes**
- 3. **DBIA \$4,600 grant on events, discussion;**
- 4. **Review of budget for DISI for FY 19,**
- 5. **Review of RFP for Web site development/maintenance** *Action Item*

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22650 Main Street • Hayward, CA 94541

6. **Review of Farmers Market organization**
7. **Future:Review of new park plan and its accommodation for events**
8. **Banner policy for Downtown**
9. **Other**
10. **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.

**Downtown Hayward Improvement Association
District Identity and Streetscape Improvement
March 21, 2019, 11:00 a.m.
City Hall, Conference Room 4A**

Present: Dinesh Shah, Sara Buizer,

Absent: Ben Schweng, Charlie Ream, Jeff Jurow

Guests: Catherine Raston/City, Kim Huggett

Staff: Marco Li Mandri, Dominic Li Mandri/New City America, Christian Martin

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Sara called the meeting to order at 11:05. Chair Charlie Ream was not able to make the meeting due to a family illness. Introductions were made.	No action taken
2. Review of Feb. 28th, 2019 minutes	The minutes of the February 28 th reviewed.	The minutes were approved by consensus.
3. Presentation by the Hayward Chamber for Event Underwrite	<p>Kim Huggett was present to give an update on a request for underwrite by the DHIA for specific Downtown Events for FY 19 and 20.</p> <p>Originally, Kim and his staff were requesting approximately \$ 67,000 for the following events:</p> <p>July 18th, 2019 Street Party - \$18,000 August 15th, 2019 Street Party - \$18,000 June 18th, 2020 Street Party - \$18,000 Mariachi Festival Sept 13th - \$6,500 Light up the Season – Dec. 7th \$6,500</p> <p>Kim then passed out a revised proposal for underwriting events with the Chamber. He stated that the City had decided to waive the</p>	The request for funding the Chamber events, with the DHIA as a designated partner, for \$11,000 in FY 2019 was approved by consensus

	<p>fees for the events for 2019, saving 25k for the five events.</p> <p>The Street Party is a priority. He was requesting \$500 for the Mariachi event and \$500 for Light Up the Season, plus support for the July and August Street parties, plus June 2020. The total request now was \$46,000.</p> <p>Dinesh asked for a list of vendors for the events and wanted to know how many businesses were participating in the events. After discussion, the Committee decided to allocate \$11,000 for FY 2019 including:</p> <p>\$5,000 for the July street party;</p> <p>\$5,000 for the August street party;</p> <p>\$500 each for the Mariachi event and the Light up the season event.</p> <p>The Committee will make a recommendation to the Board based upon the receipt of the requested material.</p>	
Budget for FY 2019	<p>The current line items for the budget for DISI include the following:</p> <ul style="list-style-type: none"> a. \$15,000 to NCA as part of the staff contract agreement; b. \$8,000 allocated for the web site work; c. \$11,000 for the chamber events; <p>Based upon an \$81,000 budget, that would leave a balance for the rest of the fiscal year of \$47,000 through November 30th, 2019.</p>	No action taken
RFP for a web site	<p>Marco included an RFP for a web site company, ideally locally, who can put together a web site for the DHIA. He will request authorization from the Board to proceed at its April meeting.</p>	
Next meeting issues	<p>The next few DISI committee meetings should include:</p>	

	<ul style="list-style-type: none"> a. Presentation by the Farmers Market folks; b. Review of the new park plan for downtown and the role the DHIA can take in managing it c. Review of a PR/Social media company 	
Next DISI Meeting	The next DISI Committee meeting will be held on Thursday, May 2 nd , 2019 at 1p.m. at City Hall at a room to be determined.	

Minutes taken by Marco Li Mandri, Administrator

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1:40 PM
 04/08/19
 Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
 April 2019

	Apr 19	Budget	Jan - Apr 19
Ordinary Income/Expense			
Income			
Assessment Income	0.00	0.00	476,515.64
Total Income	0.00	0.00	476,515.64
Expense			
Administration			
Accounting Fees	0.00	200.00	0.00
Insurance - Liability, D and O	0.00	460.00	0.00
Legal Fees	0.00	540.00	0.00
Office Supplies	0.00	100.00	499.55
Postage, Mailing Service	0.00	20.00	0.00
Printing and Copying	0.00	150.00	0.00
Staff Administration	0.00	6,500.00	0.00
Administration - Other	0.00		16,000.00
Total Administration	0.00	7,970.00	16,499.55
DISI			
DISI Admin	0.00	1,500.00	0.00
DISI Unallocated	0.00	3,665.00	0.00
Special Events	0.00	915.00	0.00
Website	0.00	665.00	0.00
Total DISI	0.00	6,745.00	0.00
SOBO			
Capital Improvements	0.00	2,920.00	0.00
Security	0.00	14,500.00	0.00
Sidewalk Maintenance	0.00	17,500.00	0.00
Total SOBO	0.00	34,920.00	0.00
Total Expense	0.00	49,635.00	16,499.55
Net Ordinary Income	0.00	-49,635.00	460,016.09
Net Income	0.00	-49,635.00	460,016.09

1:40 PM
04/08/19
Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
April 2019

	YTD Budget	Annual Budget
Ordinary Income/Expense		
Income		
Assessment Income	297,822.00	595,644.00
Total Income	297,822.00	595,644.00
Expense		
Administration		
Accounting Fees	800.00	2,400.00
Insurance - Liability, D and O	1,840.00	5,500.00
Legal Fees	2,180.00	6,500.00
Office Supplies	400.00	1,200.00
Postage, Mailing Service	80.00	240.00
Printing and Copying	604.00	1,804.00
Staff Administration	26,000.00	78,000.00
Administration - Other		
Total Administration	31,904.00	95,644.00
DISI		
DISI Admin	6,000.00	18,000.00
DISI Unallocated	14,680.00	44,000.00
Special Events	3,660.00	11,000.00
Website	2,680.00	8,000.00
Total DISI	27,020.00	81,000.00
SOBO		
Capital Improvements	11,670.00	35,000.00
Security	58,000.00	174,000.00
Sidewalk Maintenance	70,000.00	210,000.00
Total SOBO	139,670.00	419,000.00
Total Expense	198,594.00	595,644.00
Net Ordinary Income	99,228.00	0.00
Net Income	99,228.00	0.00



REQUEST FOR PROPOSAL FOR A RESPONSIVE WEBSITE DESIGN

Released on, Monday, May 6th, 2019

Due on June 7th, 2019

I. Introduction and Background

The Downtown Hayward Improvement Association (DHIA), is a pending non-profit 501(c)(3) Community Benefit District (CBD) that is requesting proposals for a newly designed CMS mobile-responsive website.

The DHIA's primary function is to administer the Downtown Hayward Community Benefit District (CBD or District). The DHIA has a contract with the City of Hayward to administer the revenues for this assessment district. The Fiscal Year 2018-19 revenues for the CBD are anticipated to not exceed \$600,000. This will be the first year of operation of the District.

The special benefit services funded by this CBD include maintaining security, cleanliness and order in the public rights of way, improving district identity, running the web site and all district events, serving the corporations' administrative needs and advocating on behalf of the areas' property owners, business owners and residents. The function of the CBD is also one of an advocacy organization that seeks to improve the overall appearance, building, office, retail and related residential mix and public space improvements within the district.

DESCRIPTION OF CONTRACTOR SOUGHT:

- a. The website developer must design the website to the DHIA Board's approval:
 1. Staff will give design ideas for the developer to work from;
 2. The developer will create 3 story boards or mock-ups for DHIA Board and Staff to review; and
 3. The developer will provide a BETA website, before going live, for DHIA Board and staff to review, edit and approve.
- b. The website must contain a "Home" page with rotating photos and copy, and 3 designed page styles to choose from for alternate pages;
- c. The website needs to be mobile-responsive and reactive to various devices;
- d. The website needs to have the potential to expand in number of pages using predesigned templates;
- e. The website must be a Content Management System (CMS) and created in WordPress or similar platform that is easy to manage and edit; and
- f. The website must be created to maximize SEO.

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BUDGET

- a. The budget range is not to exceed \$6,000; and
 - 1. The DHIA Board has given staff the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.
- b. The DHIA Board has given staff authorization to move forward with this project immediately after the firm is selected by the Board.

TERMS AND CONDITIONS

- a. DHIA must own, have full access to and have the right to customize site code;
- b. Terms of proposal:
 - 1. Proposals should be addressed to Marco Li Mandri, Executive Director of the DHIA;
 - 2. Proposals must be submitted in a PDF to chris@newcityamerica.com by Friday, June 7th, 2019, no later than 3:00 pm;
 - 3. All proposals must include a statement of authorization to bid by a principal of the responding firm;
 - 4. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits;
 - 5. Proposal must include items listed under "Proposal to Include" (below); and
 - 6. No proposal, with attachments, shall be over 8 pages in length.

PREFERENCE FOR LOCAL COMPANIES

The DHIA Board prefers, however does not require local companies (San Francisco Bay Area) to bid on this proposal. However, the Board will consider any and all applications.

PROPOSAL TO INCLUDE

- a. Executive summary:
 - 1. Qualifications and experience: relevant case histories with screen shots and links to design and formatting examples.
- b. Project timeline;
- c. Break-down of cost by production hours, tools, functionalities and potential additional annual/maintenance fees;
- d. Biographies of all who will work on the account;
- e. Professional references; and
- f. If relevant, monthly maintenance services charges.

Submittal of Proposals

All bids should be submitted in in PDF format to chris@newcityamerica.com - **No later than 3:00pm on June 7th, 2019.** Please ensure that all bids are addressed to:

**The Downtown Hayward Improvement Association
c/o Marco Li Mandri, Executive Director
New City America
22650 Main Street, Hayward CA 94541**

Contractor's Representations:

The Contractor(s), by submitting a bid, represents that:

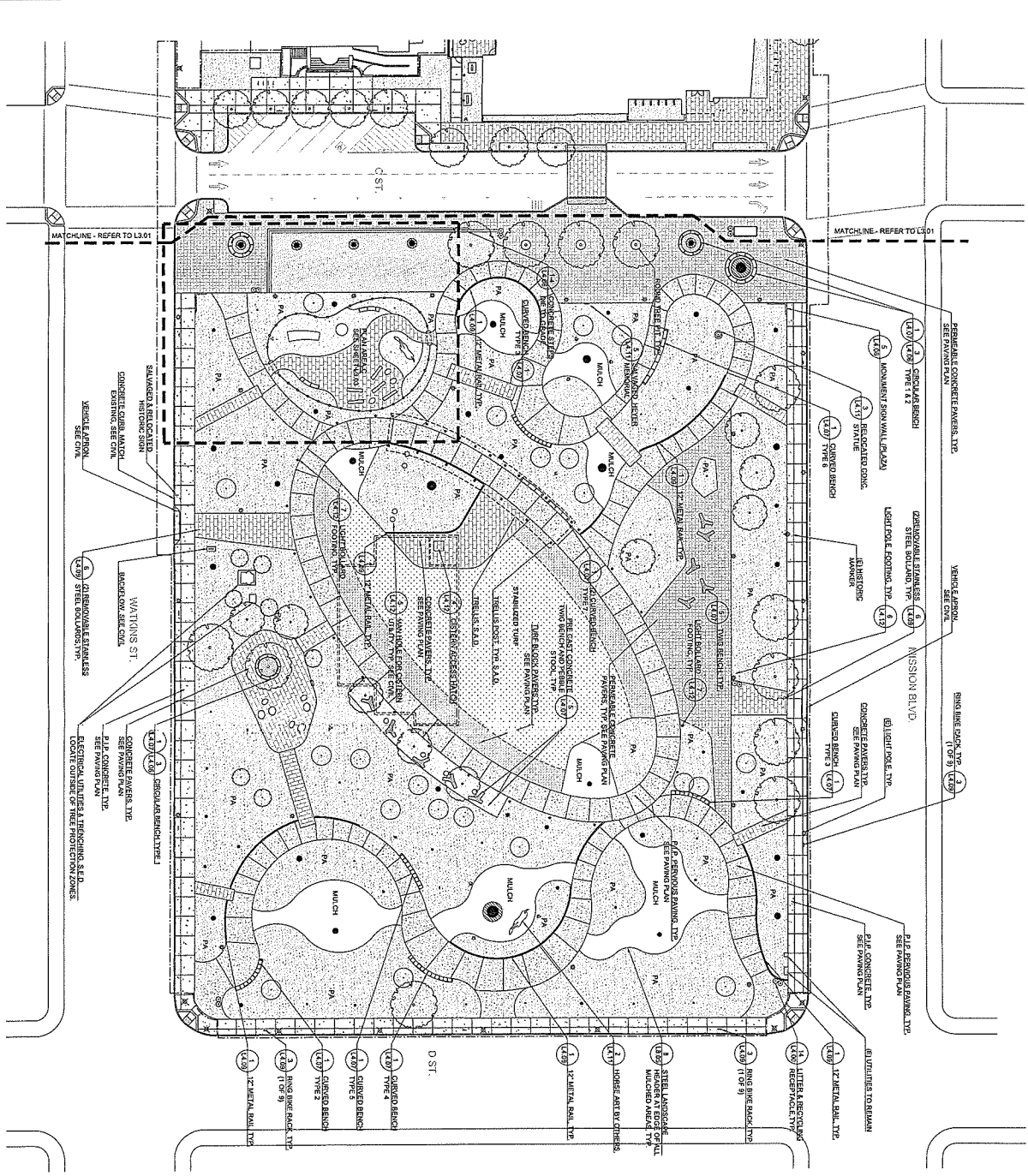
- a. The Contractor(s) has/have read and understands the contents of the RFP information pack and the bid is made herewith.

Award of Contract

The award date of the contract is anticipated to be no later than July 1, 2019.

The DHIA Staff or Board reserves the right to accept, amend, reject or completely alter the use of a private contractor in this RFP process.


5/16/2015 11:54:56 AM



- LEGEND**
- (C) NEW TREE
 - (C) TREE SALVAGED AND RELOCATED
 - (C) TREE TO REMAIN
 - (E) ESTIMATED TRUNK DIAMETER AT GROUND
 - (E) LIGHT POLE TO REMAIN
 - (E) POLE LIGHT
 - (E) LIGHT ROLLAND
 - (E) EVENT LIGHT POLE
 - (E) TREE LIGHT
 - (E) TREE LIGHT
 - (E) PLANTING AREAS
 - (E) PERMANENT CONCRETE PAVERS
 - (E) PERMANENT CONCRETE
 - (E) CONCRETE PAVERS
 - (E) STABILIZED DECOMPOSED GRANITE
 - (E) P.P.P. CONCRETE PAVING
 - (E) TRUCKED DOLE PAVERS
 - (E) TRUCKED DOLE PAVERS
 - (E) ROCK MULCH IN TREE PIT

PROJECT TITLE
CITY OF HAYWARD
21ST CENTURY LIBRARY & COMMUNITY LEARNING CENTER FOR HAYWARD

32550 HAYWARD AVE
 HAYWARD, CA 94541
 PROJECT NUMBER / REV. C-2008
 APPROVALS

ARCHITECT

 Rhaa
 235 WILSON AVENUE, MIL PUEBLO, NEW DELHI
 140 2ND FLOOR, 140 2ND FLOOR, NEW DELHI, INDIA
 TEL: 91 11 2610 1111 FAX: 91 11 2610 1112 WWW.RHAACONCEPTS.COM

DATE
 05/16/2015

SCALE
 1" = 20'-0"

CONSTRUCTION PLAN - AREA B

13.02