



**Downtown Hayward Improvement Association
Management Corporation for the Downtown CBD**

**Board of Directors Meeting
Thursday, November 7th, 2019, 10:00 a.m.
Zaballos Construction Company Offices
22320 Foothill, Ste. 660 - Downtown Hayward**

AGENDA

- 1. **Call to Order & Introductions:** Jeff Jurow, President
- 2. **Approval of Minutes from September 24th, 2019** *Action Item*
- 3. **Community/Public Comment/City Announcements**
- 4. **Committee Reports:**
 - (Executive Committee) – Jeff Jurow**
 - a. Budget review YTD, delinquency rate;
 - b. Review of tentative FY 2020 budget - pending
 - c. Dominic meeting with City Council members
 - d. Issue of minimum wage for the City - Catherine Ralston
 - e. Proposal from Chamber for production of Annual report *Action Item*
 - (DISI Committee) – Sara Buizar**
 - a. Update on web site development,
 - b. Authorize DISI Committee to interview and select PR/Social Media company *Action Item*
 - c. Events in Downtown
 - d. Heritage Park discussions
 - e. Photographer and brochure funded
 - f. Holiday banners for Downtown, paid under DISI Miscellaneous *Action Item*
 - (SOBO Committee) – Blake Peters**
 - a. New Chief of Police meeting
 - b. Update on Maintenance crew, progress on cleaning, power washing
 - c. Purchase of leaf vacuum machines/Billy Goats \$4,190 *Action Item*

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

- d. Removal of benches for Navigation Center
 - e. Security camera program, authorize Committee to review proposal
Action Item
 - f. City landscape contract for Downtown
(Land Use Committee) – Bill Matheson
 - a. Funds for Business Attraction strategy – expediting development in Downtown through entitlement changes and overlay zone
Action Item
 - b. Next meeting to discuss current state of Downtown infrastructure
 - c. Other
6. Other
7. Next Board of Directors 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 at 22320 Foothill, Hayward, CA. 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 888 356-2726 at least 48 hours prior to the meeting.



**Downtown Hayward Improvement Association
Board of Directors – Annual Meeting
Tuesday, September 24th, 2019, 10:00 a.m.
Zaballos Construction Offices
22320 Foothill, Ste. 660 – Downtown Hayward**

Present: Ben Schweng, Dinesh Shah, Sara Buizer, Resti Zaballos, Nicole Franklin, Jeff Jurow, Charlie Ream, Michael Helenius, Catherine Ralston, Kim Huggett, Bill Matheson

Absent: Blake Peters,

Guests:

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Introductions of all present were made. Jeff Jurow called the Board together at 10:10	No action taken
2. Approval of the June 19th, 2019 Board meeting minutes	The minutes of the July 17 th , 2019 Board of Directors meeting were reviewed.	Dinesh moved and Ben seconded approval of the July 17th, 2019 minutes. The minutes were approved unanimously
3. Community Updates, Old City Hall	The RFP for the demolition of the Old City Hall will be released this week. The finalists will go to the City Council in November with the demo anticipated to start in early 2020. (Fire) The City Manager is planning to meet this week with the owner of the building that burned at B and Main. The City is waiting for the Fire Dept. report.	No action taken

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22650 Main Street • Hayward, CA 94541

	<p>(Dispensary) The marijuana dispensary has submitted its building permit to the City for review;</p> <p>(Veterans Bldg.) Sara gave an update on how the City can't locate the lease agreement between the City and the County. The County rents the building to the Veterans group. The DHIA is seeking some space in the building to run the maintenance crew out of, as well as office space for the organization. Discussion followed.</p>	
<p>4. Report from Nominations Committee for the First Annual Board election</p>	<p>The first Annual nominations to the Board were to be considered by the Board at this meeting. Nomination forms and applications were mailed out to all property owners in the CBD. The nominees to the Board were as follows, based upon the submittal of the application form as well as verification that the property owners had paid into the CBD for FY 18-19:</p> <p>Jeff Jurow Dinesh Shaw Sara Buizar Blake Peters Ben Schweng Resti Zaballos Bill Matheson (Zaballos parcel) Catherine Ralston (other city parcels) Scott Ahearn (Michael Helenius) Tom Leung (new property owner) Nicole Franklin (BART) Kim Huggett (Community at Large)</p> <p>The Board members, for the first year, need to have half of them assigned to 2-year terms and half to one-year terms to begin the permanent staggering process so all Board members don't expire at the same time. The following Board members volunteered to serve two-year terms:</p> <p>Resti Zaballos Bill Matheson Nicole Franklin Scott Ahearn/Michael Helenius Sara Buizer Dinesh Shaw</p>	<p>Dinesh moved and Sara seconded that appointment of all property owners' directors who returned applications. The motion was approved unanimously.</p> <p>Jeff moved and Dinesh seconded appointing Kim Huggett to serve as a Community at Large member of the Board. The motion was approved unanimously.</p> <p>The one and two year terms of all the Board members, as listed in these minutes, was approved by consensus.</p>

	<p>The following Board members were assigned one-year terms, expiring in the Fall of 2020, but allowed to then serve two-year terms after that:</p> <p>Blake Peters Ben Schweng Catherine Ralston Jeff Jurow Kim Huggett Tom Leung</p>	
5. Election of Officers	<p>The bylaws state that the first order of business of the newly appointed Board is to elect officers for one-year terms. The current officers are as follows:</p> <p>President: Jeff Jurow Vice President: Blake Peters Secretary: Sara Buizar Treasurer: Dinesh Shaw</p> <p>Ben moved that Jeff continue to serve as President for the next year. Nicole seconded the motion. There were no other nominees for President;</p> <p>Sara moved that Resti be appointed as Vice President. Dinesh seconded the motion. There were no other nominees for Vice President;</p> <p>Dinesh moved that Sara continue to serve as Secretary for the coming year. Jeff seconded the motion. There were no other nominees for Secretary;</p> <p>Ben moved that Dinesh continue to serve as Treasurer, Blake seconded the motion. There were no other nominees for Treasurer</p>	All the nominees for officers were approved unanimously by the Board.
Financial report	Sara gave an update on the shortfall in the assessments. She is working on getting the final payment made to the DHIA. Discussion followed.	
<u>District Identity – Sara Buizar</u>	a. (Web site) The company hired by the Sara DHIA to create the web site is moving forward on the project. The company needs	a. No action taken

	<p>high resolution photos for the site. There is money in the DISI budget to pay for this</p> <p>Dominic reported that populating the site with docs and projects will not be a problem. DISI meets again in October and will go over all these issues.</p> <p>b. (PR Company) The PR/Social Media RFP has been distributed and all proposals are due by November 8th;</p> <p>c. (Events) Events in October include the Octoberfest, and the Light Up the Season on December 7th;</p> <p>d. (Heritage Park) Sara gave an update on the status of Heritage Park at Mission and C Streets. The City is working on working with the DHIA on programming of the park. Maintenance will be the City's responsibility, especially in terms of maintenance of the cistern. We are working on a potential MOU between the DHIA and the City to manage the programming of the park. The agreement would be, at a minimum, revenue neutral to the DHIA. Discussion followed.</p>	
<p>Sidewalk Operations:</p>	<p>The report from Sidewalk Operations was led by Dominic in Blake's absence. The following items were discussed by Dominic, Jeff and Sara:</p> <ol style="list-style-type: none"> 1. There is a new Police Chief, Toney Chaplin, who comes from SFPD. The Chief lives in Hayward. We hope to meet with him soon. 2. Dominic gave an update on the maintenance crew. We now have five full time employees working seven days per week. The crew starts at 7 am. and works until 5:30. They are getting to know a lot of the folks on the street. Pressure washing of the sidewalks begins next week. We had to wait to get a water meter from the City before we could start that service. <p>Sara, Marco, Dominic and Todd (City Maintenance Supervisor) met to discuss Downtown maintenance. It was a very good meeting.</p> <p>Marco asked about the permanent downtown concrete benches that the DHIA stated they would like to see donated to the new</p>	<p>No action taken</p>

	Navigation Center for outdoor seating. Sara said she would talk to public works about this. Discussion followed.	
Land Use Committee	Dominic gave an update on the discussions between Dirty Bird and the Rotary Foundation on the use of Newman Park for outdoor seating. This will be taken up at the next Rotary Board of Directors meeting. It might entail a zoning change with the Planning Dept.	No action taken
Next Board Meeting	The next meeting of the Board of Directors will be held on Thursday, November 7 th , at 10:00 a.m. at noon at Zaballos Construction offices, 22320 Foothill Drive, Ste. 660	

Minutes taken by Marco Li Mandri, Administrator



2:50 PM
11/02/19
Cash Basis

Downtown Hayward Improvement Association Profit & Loss Budget Performance

October 2019

	Oct 19	Budget	Jan - Oct 19	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
Assessment Income	109,589.12	49,637.00	586,104.76	496,370.00	595,644.00
Total Income	109,589.12	49,637.00	586,104.76	496,370.00	595,644.00
Expense					
Administration					
Accounting Fees	0.00	200.00	0.00	2,000.00	2,400.00
Insurance - Liability, D and O	0.00	500.00	5,722.76	5,000.00	6,000.00
Legal Fees	0.00	416.67	1,014.00	4,166.66	5,000.00
Office Supplies	713.61	416.67	3,608.02	4,166.66	5,000.00
Postage, Mailing Service	0.00	20.00	166.48	200.00	240.00
Printing and Copying	0.00	150.00	0.00	1,504.00	1,804.00
Rent	1,200.00	1,250.00	7,200.00	12,500.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	58,500.00	65,000.00	78,000.00
Utilities	0.00	400.00	6.27	4,000.00	4,800.00
Total Administration	8,413.61	9,853.34	76,333.69	98,537.32	118,244.00
DISI					
DISI Unallocated	0.00	3,250.00	0.00	32,500.00	39,000.00
Special Events	500.00	1,331.00	10,500.00	13,338.00	16,000.00
Staff Consulting (New City)	1,500.00	1,500.00	13,500.00	15,000.00	18,000.00
Website	0.00	665.00	0.00	6,670.00	8,000.00
Total DISI	4,750.00	6,746.00	27,850.79	67,508.00	81,000.00
SOBO					
Fixed Assets - Major Purchase	0.00	6,250.00	57,814.66	62,500.00	75,000.00
Maintenance and Supplies	1,078.94	4,433.00	13,074.86	44,330.00	53,196.00
Payroll					
Payroll Expenses	1,644.42	12,500.00	3,793.17	125,000.00	150,000.00
Total Payroll	17,347.92	12,500.00	34,205.41	125,000.00	150,000.00
Security	0.00	9,850.33	0.00	98,503.34	118,204.00
Total SOBO	18,632.81	33,033.33	108,191.29	330,333.34	396,400.00
Total Expense	33,266.30	49,632.67	214,154.49	496,378.66	595,644.00
Net Ordinary Income	76,322.82	4.33	371,950.27	-8.66	0.00
Net Income	76,322.82	4.33	371,950.27	-8.66	0.00



Downtown Hayward Improvement Association District Identity and Streetscape Improvement October 23rd, 2019, 11:30 a.m. City Hall, Conference Room 4A

Present: Sara Buizer, Catherine Ralston, Kim Huggett

Absent:

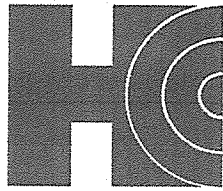
Staff: Marco Li Mandri, Dominic Li Mandri/New City America

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Sara called the meeting to order at 11:35.	No action taken
2. Budget for 2019	Marco went over the YTD budget for the DISI budget. Discussion followed	No action taken
3. Projects underway Budget for FY 2019	<p>Dominic and Sara have an update on some expenditures that have been made over the past month.</p> <ul style="list-style-type: none"> -Passport project was funded for \$1300 via an email note so it could be ready for the holidays; -We need to get a quote from Kim for producing the annual report. Dominic and Marco will give the text and Kim’s folks will produce it and mail it out, based upon the number of copies needed. The quote will be brought to the Board; -Holiday banners might occur based upon the production of “Light up the Season” banners, which are used in the artwork for the Dec. 7th tree lighting. Dominic will count the number pedestrian lights on B Street to see how many are needed. New City America can produce the design and Kim can get someone local to produce them. Timing is the determining factor. -Via email support, a local photographer has been hired to take professional photos for the website 	No action taken

Website update	Dominic reported that our contractor is ready to populate the website. He has all of the corporate docs, contracts, minutes, etc. The website should be up and running by the second week in November	No action taken
PR RFP	Marco reported that the PR RFP's are due by November 8 th . He will place an action item on the Board to have the Board authorize DISI to conduct the interviews and enter into a contract with a group, commencing January 1 st , 2020	No action taken
Heritage Park	Two meetings have been held with DHIA and City staff members. The City will provide the maintenance, but the DHIA, under contract, could be in charge of programming. This agreement will begin to be formulated in early 2020.	No action taken
Next Meeting	The next meeting of the DISI Committee was not set due to the holidays. It will be based upon the number of responses to the PR RFP.	

Minutes taken by Marco Li Mandri, Administrator



HAYWARD
CHAMBER of
COMMERCE

22561 Main Street
Hayward, CA 94541
(510) 537-2424 • Fax (510) 940-0153

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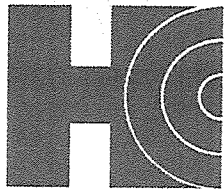
QUOTE

<i>Service to:</i>		<i>Reservation No.</i>
Downtown Hayward Improvement Association 22654 Main Street Hayward, CA 94541		2019-004
	<i>Ordered by:</i> Dominic Li Mandri <i>Phone:</i> (619)241-1900 <i>Email:</i> dominic@newcityamerica.com	

Payment Terms

A 50% deposit is required by start of project.
Deposit will be applied to remaining balance. Contract balance is due 24 hours prior to printing.

Payments Received:



HAYWARD
CHAMBER of
COMMERCE

22561 Main Street
Hayward, CA 94541
(510) 537-2424 · Fax (510) 940-0153

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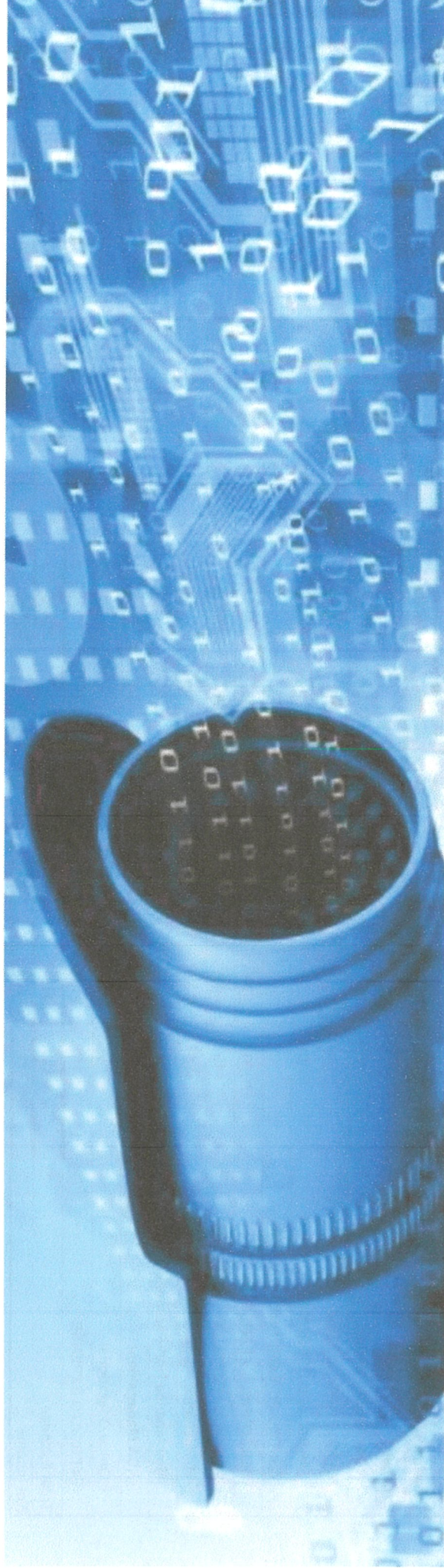
QUOTE

<i>Service to:</i>	<i>Reservation No.</i>
Downtown Hayward Improvement Association 22654 Main Street Hayward, CA 94541	2019-004
<p><i>Ordered by:</i> Dominic Li Mandri <i>Phone:</i> (619)241-1900 <i>Email:</i> dominic@newcityamerica.com</p>	

<i>Qty</i>	<i>Item Description</i>	<i>Rate</i>	<i>Discount</i>	<i>Total</i>
4 Page Brochure / 3.5 pages of text + mailer				
1,000	Printing & folding			\$625.00
1,000	Mailing Service (\$100) + Postage (estimate)			\$750.00
1	Graphic Design & Production			\$625.00
				\$2,000.00
6 Page Brochure – tri fold / 5.5 pages of text + mailer				
1,000	Printing, folding			\$940.00
1,000	Mailing Service (\$100) + Postage			\$775.00
1	Graphic Design & Production			\$675.00
				\$2,390.00
8 Page Brochure / 7.5 pages of text + mailer				
1,000	Printing, folding, binding			\$1,050.00
1,000	Mailing Service (\$100) + Postage			\$800.00
1	Graphic Design & Production			\$750.00
				\$2,600.00

Actionable Intelligence

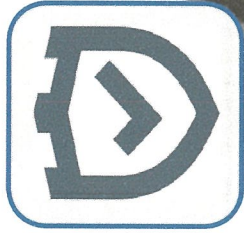
VDo**ntel**



The *evolution* of surveillance & analytics

The Full View:

Increase Security



Reduced security spend



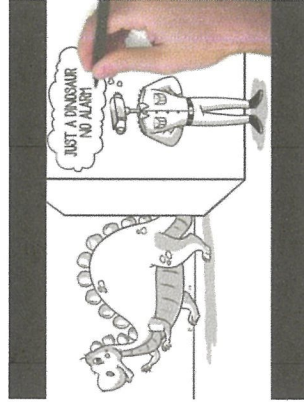
Prevent Theft



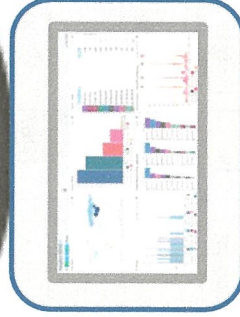
Increase Profits/
Prevent Fraud



[Click Here To meet Dave](#)



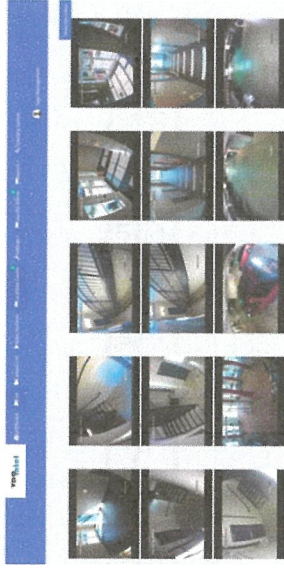
Customized Analytics





Community Wide Video Management System

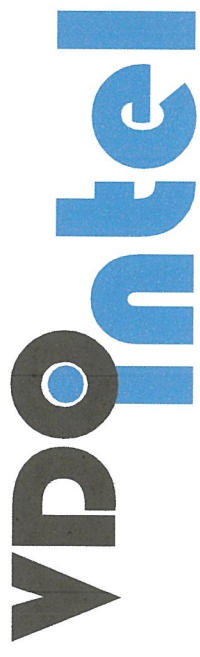
- Easy Access to Video Footage
- Cloud Based Storage
- Access to Live Video and Historical Video both Online & Mobile Apps
- Event Triggers and Escalations with Community Based Commentary
- Easily Connect Separate Camera Networks to Single Platform
- License Plate Recognition Cameras: Search and Flag for Specific Plates
- Easily choose to add LIVE Remote Monitoring, w/Escalations*
- Live Agent Support of Requested Video Footage*
- 30 Days Footage Stored in Cloud
- Unlimited Log Ins
- Easily Accessible to Law Enforcement
- Single Login Access or Shared Groups



Hayword Downtown District Pricing Schedule:

- 50 Cameras = \$19.00 Per Month \ Per Camera
- 100 Cameras = \$15.00 Per Month \ Per Camera
- 150 Cameras = \$11.00 Per Month \ Per Camera

* Items with * are at additional charge.



For Any Questions:
PH#: 818.613.9908
Email: eric@vdointel.com

Hardware Recommendation & Configuration



2 MP Outdoor IR Fixed Dome
Camera \$175

4 MP Outdoor IR Fixed Dome
Camera \$225

6 MP Outdoor IR Fixed Dome
Camera \$275

The Hikvision Outdoor IR Fixed Dome Camera provides high definition network output. It supports H.265+ video compression technology, which assures savings in bandwidth and storage. Quality components from the worlds largest Manufacturer.

*Installation not included.



Add Audio Out Option
for \$99

ANPR Camera Recommendations
(Automatic Number Plate Recognition)

\$775 Per

Camera

LPR Camera

2MP Low Light Smart Camera

1/1.8" Progressive Scan CMOS

Full HD1080p video

Up to 60fps frame rate

Ultra-low light

Slow shutter

120dB WDR

3D DNR

up to 50m IR range

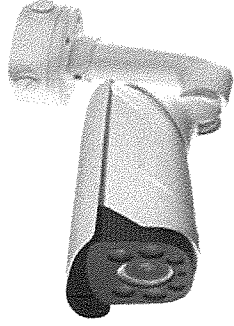
Motorized lens with Smart Focus

-H: built-in heater

-S: audio/alarm IO

Support 128G on-board storage

AC24V/PoE



LPR Cameras

2MP ANPR Ultra-Low Light Bullet Camera

1/1.8" Progressive Scan CMOS

1920 x 1080 @ 60fps

Ultra-low light

IR and white light, optional

Auto-iris, support P-iris (-P)

Capture rate>99% (certain countries and regions)

Recognition rate>98% (certain countries and regions)

120dB WDR





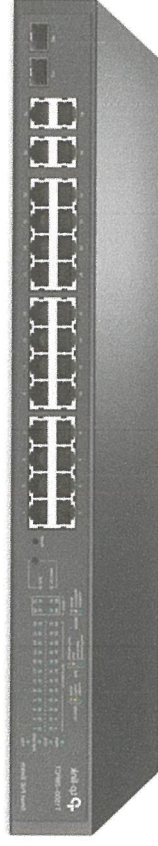
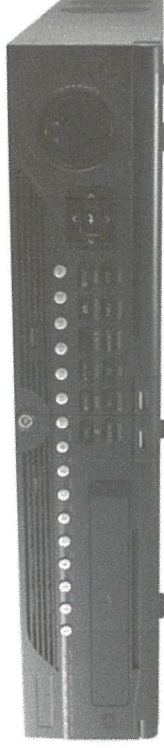
NVR OPTIONS

Note: The Number of Cameras has to be equal or less than the Ports on NVR

8 Port NVR Inc. Linksys Switch
\$625

16 Port NVR Inc. TP-Link Switch
\$825

24 Port NVR Inc. TP- Link Switch
\$1025



NVR provides high resolution, high video compression, and HDMI video output up to 4K. Independent PoE connections offer easy setup and smart search and

Thank You!

VDo**ntel**

Eric Schweitzer
eric@VDointel.com
818.613.9908
www.VDointel.com

Downtown Hayward
2019

Holiday Passport

Nov. 29- Dec. 21

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Shop & Dine in Downtown Hayward this
Holiday Season!

Passports will be available starting November 29, 2019 at any of our
participating merchants or online.

The more you spend, the more chances you have to