



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

**Tuesday, February 4th, 2020, 3:00 p.m.
City Hall - Conference Room 1C**

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: Sara Buizer**
2. **Review of January 7th, 2020, minutes**
3. **Public Comment, announcements**
4. **Review of proposed FY19-20 Committee Line Items/carry forward**
5. **Report from Full Court Press, rollout of services**
6. **Status of website**

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7. **Annual report with Chamber, timeline**
8. **Applications for Special Events for the Year**
9. **Next 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 Tuesday, January 7th, 2020, 2:00 p.m. City Hall, Conference Room 4A

Present: Sara Buizer, Catherine Ralston, Kim Huggett , Bill Mattheson, Alfredo Rodriguez, Julio Romero, Resti Zaballos

Absent:

Guests: Chuck Finnie/City of Hayward, Full Court Press team, Modern Listing tool team

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 2:05.	No action taken
2. Review of December 5th, 2019 minutes	The minutes of the December 5 th , 2019 DISI Committee were reviewed	Catherine moved and Kim seconded approval of the December 5th, 2019 minutes. The minutes were approved unanimously.
3. Update on activities	Kim gave an update on the Light Up the Season that occurred on December 7 th . Alfredo received comments from the public that Downtown did not look as festive this year. Dominic and Marco stated that this was a transition year and next year should be far more dramatic during the holiday season.	No action taken
4. Budget for FY 2020	At the last meeting in December, the Committee agreed to target goals for the budget for FY 2020, which began on December 1 st . The Committee will	The Committee budget priorities for 2020 were approved by consensus

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	<p>prioritized the following items based upon the \$81,000 budget for the fiscal year (which does not include any carry forward funds).</p> <ol style="list-style-type: none"> 1. PR/Social Media - \$30,000 annually; 2. Special events - \$16,000 annually; 3. Staff/NCA - \$18,000 annually; 4. Website maintenance - \$1,000 annually 5. Annual report - \$ 3,000 annually 6. Banners/brackets - \$10,000 annually (includes new brackets) <p>Balance left of \$3,000. Again, this doesn't include any DISI Carry forward funds. Discussion followed</p>	
<p>5. RFP responses to the PR/Social Media</p>	<p>The two finalist companies were present to give their presentations to the Board. Chuck Finnie the PR Director for the City was present to offer suggestions in the selection process. Chuck stated that his role in the City was executing/supporting all outbound communication from the City, using social media, dealing and responding to the news media and producing the monthly e-newsletter which has a following of 70 thousand. Discussion followed. The selected PR team will need to work hand in hand with Chuck.</p> <p>Presentations were made first from Robert Ledsma of Modern Tools Listing and secondly from the team from Full Court Press, led by their COO.</p> <p>After each presenter was given 20 – 25 minutes for presentation and questions and answers, the Committee made their decision to use Full Court Press with some amendments to their proposal. Their proposal does not include social media, at this time.</p> <p>Dominic will request that \$3,000 per month be allocated to the contract commencing on January 15th 2020, for one year, for a minimum of 15 hours of work per month – set by the Committee. The team or their reps, must attend each DISI Committee meeting, at least by phone. The contact for the contractor will be Dominic.</p>	<p>Catherine moved and Bill seconded that Full Court Press be selected based upon the conditions outlined in the discussions. The motion was approved unanimously.</p>
<p>Website status</p>	<p>Dominic reported that the DHIA docs should be loaded on the website by the end of the month.</p>	

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	Currently someone has taken www.downtownhayward.com , and we will reach out to them to see if we can get the name. Currently the website is being set up under www.visithaywardca.com .	
Annual report	The Board has authorized the Chamber to produce the first Annual report for the DHIA. This will be produced by the end of the month, in time for Jeff's presentation on February 4 th .	
Next Meeting	The next meeting of the DISI Committee will be held on Tuesday, February 4 th , at 3:00 p.m. at Conference Room 4A at City Hall.	

Minutes taken by Marco Li Mandri, Administrator

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Downtown Hayward Improvement Association Profit & Loss Budget Performance January 2020

	Jan 20	Budget	Jan 20	YTD Budget	Annual Budget	Actual 2019
Income						
Assessment Income						
Carry Forward	0.00	304,740.22	0.00	304,740.22	304,740.22	
Assessment Income - Other	0.00	49,637.00	0.00	49,637.00	595,644.00	586,104.76
Total Assessment Income	0.00	354,377.22	0.00	354,377.22	900,384.22	
Total Income	0.00	354,377.22	0.00	354,377.22	900,384.22	586,104.76
Expense						
Administration						
Accounting Fees	0.00	200.00	0.00	200.00	2,400.00	
Bank Charges						116.16
Insurance - Liability, D and O	0.00	500.00	0.00	500.00	6,000.00	5,722.76
Legal Fees	0.00	420.00	0.00	420.00	5,000.00	1,014.00
Office Supplies	65.55	420.00	65.55	420.00	4,840.00	3,755.30
Postage, Mailing Service	0.00	20.00	0.00	20.00	240.00	296.71
Printing and Copying	0.00	150.37	0.00	150.37	1,804.00	
Rent	1,200.00	1,250.00	1,200.00	1,250.00	15,000.00	9,600.00
Staff Consulting (New City)	0.00	6,500.00	0.00	6,500.00	78,000.00	79,500.00
Utilities	450.00	400.00	450.00	400.00	4,800.00	399.72
Admin Contingency	0.00	1,500.00	0.00	1,500.00	18,000.00	
Total Administration	1,715.55	11,360.37	1,715.55	11,360.37	136,084.00	100,404.65
DISI						
Advertising	0.00	425.00	0.00	425.00	5,000.00	
Annual Report	0.00	250.00	0.00	250.00	3,000.00	
Branding & Signage	0.00	587.00	0.00	587.00	7,000.00	1,500.00
DISI Unallocated	0.00	1,667.50	0.00	1,667.50	20,000.00	
Seasonal Displays	0.00	1,500.00	0.00	1,500.00	18,000.00	
PR / Social Media	0.00	3,000.00	0.00	3,000.00	36,000.00	2,750.00
Special Events	0.00	1,668.50	0.00	1,668.50	20,000.00	12,300.00
Staff Consulting (New City)	0.00	1,500.00	0.00	1,500.00	18,000.00	16,500.00
Website	0.00	168.50	0.00	168.50	2,000.00	
Total DISI	0.00	10,766.50	0.00	10,766.50	129,000.00	33,050.00
SOBO						

Downtown Hayward Improvement Association Profit & Loss Budget Performance January 2020

	Jan 20	Budget	Jan 20	YTD Budget	Annual Budget	Actual 2019
Fixed Assets - Major Purchase	0.00	3,333.37	0.00	3,333.37	40,000.00	62,004.78
Maintenance and Supplies	44.90	3,000.00	44.90	3,000.00	36,000.00	15,574.03
Nursery Supplies & Equipment	0.00	2,500.00	0.00	2,500.00	30,000.00	
Payroll Expenses						
Deductions	-277.50		-277.50			(200.00)
Health Insurance	-184.26	2,100.00	-184.26	2,100.00	25,200.00	733.59
Payroll Service	174.05	150.00	174.05	150.00	1,800.00	783.00
Payroll Tax Expense	6,808.58	2,150.00	6,808.58	2,150.00	25,800.00	16,316.65
Payroll Workers Comp Ins	1,192.00	2,100.00	1,192.00	2,100.00	25,200.00	8,664.00
Payroll Expenses - Other	13,721.39	13,500.00	13,721.39	13,500.00	162,000.00	40,678.72
Total Payroll Expenses	21,434.26	20,000.00	21,434.26	20,000.00	240,000.00	66,975.96
Security / Cameras	0.00	16,666.74	0.00	16,666.74	200,000.00	
Storage Rent	0.00	1,000.00	0.00	1,000.00	12,000.00	
Supplies for SOBO	0.00	1,666.74	0.00	1,666.74	20,000.00	
Vehicle Related						374.99
Gas	205.95	500.00	205.95	500.00	6,000.00	245.95
Vehicle Repair & Maintenance	0.00	333.37	0.00	333.37	4,000.00	2,734.48
Total Vehicle Related	205.95	833.37	205.95	833.37	10,000.00	3,355.42
Total SOBO	21,685.11	49,000.22	21,685.11	49,000.22	588,000.00	147,910.19
Contingency / Reserve	0.00	3,949.22	0.00	3,949.22	47,300.22	
Total Expense	23,400.66	75,076.31	23,400.66	75,076.31	900,384.22	281,364.84
Net Income	-23,400.66	279,300.91	-23,400.66	279,300.91	0.00	304,739.92