



Downtown Hayward Improvement Association Management Corporation for the Downtown CBD

Board of Directors Meeting Thursday, January 16th, 2020, 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 November 7th, 2020 Meeting** *Action Item*
3. **Community/Public Comment/City Announcements**
4. **Committee Reports:**
 - (Executive Committee) – Jeff Jurow**
 - a. Budget review, in transition, estimated carry forward
 - b. Dominic meeting with City Council members
 - c. Navigation Center - status
 - d. Annual report to the City on February 4th in the evening, Jeff to present
 - e. Other
 - (DISI Committee) – Sara Buizar**
 - a. Update on web site development – Dominic
 - b. DISI Committee hiring Full Court Press for PR, discussion, Jeff or Marco to sign agreement to interview and select PR/Social Media company *Action Item*
 - c. Events in Downtown, accepting proposals, City process
 - d. Heritage Park discussions - pending
 - e. Budget review and recommendations: *Action Item*
 1. Annual Report - \$3,000
 2. Banner program - \$10,000 (brackets and banners)
 3. PR/Social Media - \$30,000
 4. Special Events - \$ 16,000

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5. Staff consulting (NCA);
6. Website - \$1,000
7. Total: \$78,000, balance of \$3,000 - Doesn't include any carry forward funds

(SOBO Committee) – Blake Peters

- a. New Chief of Police meeting - pending
- b. Update on Maintenance crew, progress on cleaning, power washing
- c. Security camera program, authorize Committee to review proposal, \$10,000 already allocated for pilot program, authorization to proceed with RFP and roll out of program – set maximum budget amount **Action Item**
- d. pending ballot measure on Prop 47, 57
- e. City landscape contract for Downtown
- f. Budget percentages to be set at next SOBO Meeting, today

(Land Use Committee) – Bill Matheson

- a. Next meeting to discuss current state of Downtown infrastructure. Wireless approach to wifi
- b. 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

Thursday, November 7th, 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, Catherine Ralston, Kim Huggett, Bill Matheson, Thomas Leung, Blake Peters (by phone)

Absent: Michael Helenius

Guests: Alfredo Rodriguez Jr.

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 September 24 th , 2019 Board meeting minutes	The minutes of the September 24 th , 2019 Board of Directors meeting were reviewed.	Sara moved and Kim seconded approval of the September 24 th , 2019 minutes. The minutes were approved unanimously
3. Community Updates,	<ul style="list-style-type: none"> -Ben commented that he has seen a lot of homeless folks sleeping in Downtown over the past few weeks; -Alfredo mentioned that there has been a string of break-ins recently; -City staff is to make a recommendation on the demolition company for the old City Hall. It is going to the City Council on December 3rd with the demo scheduled for the first part of January. 	No action taken

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	<p>-the building that had the fire at Main and B Streets is scheduled for demolition soon; -Dominic spoke to John White from the Veterans building about use by the DHIA for the maintenance crew. Only the second floor is available at this point. It is not really functional for our needs right now; -Kim discussed the Light up the Season event. He also discussed the successful groundbreaking for the Dollinger site and Hippie's brew opening up at the library; Discussion followed.</p>	
<p>Committee Reports:</p>		
<p><u>Executive Committee:</u> <u>Jeff Jurow</u> a. Budget review b. Review of 2020 budget c. Dominic meeting with City Council members d. Minimum wage e. Chamber agreement with Annual report</p>	<p>a. The YTD budget was reviewed by Marco. b. The initial 2020 budget was reviewed after the Executive Committee met to discuss the allocations for each Committee. We have not plugged in the anticipated carry forward at this point. We should have a large carry forward for 2020 and a declining one over the next two years; c. Dominic gave an update with his meetings with various City Council members Frank Zermano and Councilmember Lemen who had discussed how the DHIA is working. The DHIA is scheduled to make a presentation on its first year before the City Council in January. Dinesh wanted to get feedback from business and property owners on what they think of the conditions in Downtown. Alfredo stated that he can distribute any survey to his members. d. Catherine gave an update on the City Council's consideration of a local minimum wage. Plans are to have the local minimum wage rise to \$15.00 per hour by 2023 for small businesses in Hayward. There will not be any exemptions to this law. Twenty-six or more employees constitutes a large, vs. small business. Ben mentioned that the DHIA should not comment on this issue since he believed it will have no impact on the City Council decision. Discussion followed;</p>	<p>a. No action taken b. No action taken c. No action taken d. No action taken</p>

	<p>e. the DISI Committee had discussed using the Chamber to layout and produce the Annual report to property owners. The Chamber had submitted a proposal to the DHIA for an amount not to exceed \$2,600. The report will be written by NCA staff and produced and copied in Downtown. Discussion followed.</p>	<p>e. Ben moved and Dinesh seconded contracting with the Chamber to produce the first Annual report for the DHIA, not to exceed \$2,600. The motion was approved unanimously.</p>
<p><u>DISI Committee – Sara Buizer</u> a. web site update b. Authorize DISI Committee to select vendor for PR/Social Media c. Heritage Park d. Photographer for Downtown e. Holiday banners</p>	<p>a. Dominic stated that we needed around 10 hours of work to get the web site on board. Another entity has control over www.downtownhayward.com, Until we can get control of that site name, we will be using www.visithaywardca.orgminic will be loading the website with docs and pictures.</p> <p>b. The Board was asked to authorize the DISI Committee to interview and make the decision on those firms who responded to the RFP for PR/Social media.</p> <p>c. An update was given on the ongoing discussions with City Staff and the DHIA staff on the Heritage Park completion and management;</p> <p>d. Dominic and Sara also reported that the new PR firm would need pictures and the Committee used \$1500 in their budget to hire a local photographer to give us a set of professional shots of Downtown. Additionally, the Committee allocated \$1300 to help produce a holiday brochure for businesses in Downtown Hayward. The DHIA is the major underwriter for that brochure. Discussion followed.</p> <p>e. A discussion regarding new holiday banners took place. The banners would reflect the “Light up the Season” theme. If possible, the DHIA staff could design and post the banners. Staff was not sure that it could be done in time for this year.</p>	<p>a. No action taken</p> <p>b. Catherine moved and Nicole seconded authorizing the DISI Committee to interview and select the PR/Social Media firm for the DHIA, not to exceed \$36,000 for FY 2020. The motion was approved unanimously.</p> <p>c. No action taken</p> <p>d. No action taken</p> <p>e. Dinesh moved and Nicole seconded an amount not to exceed \$1,200 for possible holiday banners to be produced and posted for this year. The motion was approved unanimously</p>

<p><u>Sidewalk Operations:</u> <u>Blake Peters</u></p> <p>a. Chief of Police meeting</p> <p>b. Maintenance crew</p> <p>c. Purchase of leaf vacuum machines</p> <p>d. Bench removal for Navigation Center</p> <p>e. Security camera proposal</p>	<p>a. Jeff reported that he and Resti had met with the new Chief of Police, who is committed to working with the DHIA. DHIA PD is down 19 full time officers. The Chief loves the idea of the implementation of a camera system on private property to help document criminal activity in Downtown. The Chief will be asked to come to the DHIA and meet with the Board. Discussion followed;</p> <p>b. Dominic gave a brief update on the maintenance crew roll out.</p> <p>c. Dominic stated that he had researched and was recommending purchase of two "billy goat" machines which vacuum up leaves in the sidewalks. He had requested authorization to purchase the two machines through the Executive Committee. He was seeking authorization for the expenditure after the fact, since the funds for capital improvements were already in the budget;</p> <p>d. the Board had previously requested that the permanent benches in Downtown be removed and donated to the Navigation Center. City Management staff agreed that this would be a good idea. We are still waiting for the bench removal or allowing DHIA staff to do so.</p> <p>e. A lengthy discussion was held about the implementation of a Downtown wide security camera system which Jeff has been investigating for six months now. The following discussion was held and is summarized here:</p> <ol style="list-style-type: none"> 1. Each property owner would need to get their own camera, will help from the DHIA; 2. We would need a master log to document chronic activities of criminals in Downtown; 3. PD would call a point of contact, with VDO pulling video coverage and packaging information for PD; 4. Facial recognition and license plate readers (LPR) would be loaded into a database for Downtown that DHIA staff and PD would have access to. <p>The LPR system would eventually have 6 cameras placed throughout the periphery of</p>	<p>a. No action taken</p> <p>b. No action taken</p> <p>c. Sara moved ad Dinesh seconded the purchase of the two billy goat machines for leaf collection in the CBD. The motion was approved unanimously.</p> <p>d. No action taken</p> <p>e. Ben moved and Dinesh seconded the motion that:</p> <ol style="list-style-type: none"> 1. the SOBO Committee would meet with VDO, a private contractor, and review their proposal for Downtown; 2. The Committee could launch a pilot program to get the ball rolling on this, prior to the January Board meeting; 3. The initial cost in contracting with VDO would not exceed \$10,000 and then we would make the
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	<p>Downtown; The implementation of cameras would be based on the following:</p> <ol style="list-style-type: none"> 1. 2 cameras on mid-block buildings looking up and down the streets; 2. 4 cameras on corner buildings; 3. DHIA will determine whether the cameras are stand alone on private property and what if any costs would be incurred for installation; 4. DHIA might provide cameras plus monthly maintenance fees as part of its obligation to the program; 5. DHIA would NOT provide internet access; 6. Need to determine internet and fiber optic access in Downtown; 7. Video storage would be in a DVR at a central location; 8. Dominic would go door to door to promote the program in 2020; 9. The program monthly maintenance cost could be \$11.00 per camera. 	<p>recommendation to the Board as to how to proceed in implementing the program for Downtown wide coverage.</p> <p>The motion was approved with 7 in favor, 3 abstentions and 1 opposed</p>
Land Use Committee	The meeting with be held with City staff to discuss how to bring wifi and internet connection to all businesses in Downtown.	No action taken
Next Board Meeting	The next meeting of the Board of Directors will be held on Thursday, January 16 th , 2020 at 10:00 a.m.at Zaballos Construction offices, 22320 Foothill Drive, Ste. 660	

Minutes taken by Marco Li Mandri, Administrator



10:31 AM
12/02/19
Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
November 2019

	Nov 19	Budget	Jan - Nov 19	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
Assessment Income	0.00	49,637.00	586,104.76	546,007.00	595,644.00
Total Income	0.00	49,637.00	586,104.76	546,007.00	595,644.00
Expense					
Administration					
Accounting Fees	0.00	200.00	0.00	2,200.00	2,400.00
Insurance - Liability, D and O	0.00	500.00	5,722.76	5,500.00	6,000.00
Legal Fees	0.00	416.67	1,014.00	4,583.33	5,000.00
Office Supplies	56.65	416.67	3,708.55	4,583.33	5,000.00
Postage, Mailing Service	0.00	20.00	241.71	220.00	240.00
Printing and Copying	0.00	150.00	0.00	1,654.00	1,804.00
Rent	0.00	1,250.00	7,200.00	13,750.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	65,000.00	71,500.00	78,000.00
Utilities	0.00	400.00	6.27	4,400.00	4,800.00
Total Administration	6,556.65	9,853.34	83,009.45	108,390.66	118,244.00
DISI					
DISI Unallocated	0.00	3,250.00	0.00	35,750.00	39,000.00
Special Events	0.00	1,331.00	10,500.00	14,669.00	16,000.00
Staff Consulting (New City)	1,500.00	1,500.00	15,000.00	16,500.00	18,000.00
Website	0.00	685.00	0.00	7,335.00	8,000.00
Total DISI	1,500.00	6,746.00	29,350.79	74,254.00	81,000.00
SOBO					
Fixed Assets - Major Purchase	4,190.12	6,250.00	62,004.78	68,750.00	75,000.00
Maintenance and Supplies	169.87	4,433.00	14,008.90	48,763.00	53,196.00
Payroll					
Payroll Expenses	1,446.03	12,500.00	5,239.20	137,500.00	150,000.00
Total Payroll	8,662.67	12,500.00	43,628.54	137,500.00	150,000.00
Security	0.00	9,850.33	0.00	108,353.67	118,204.00
Total SOBO	13,146.74	33,033.33	122,997.64	363,366.67	396,400.00
Total Expense	31,954.99	49,632.67	246,109.48	546,011.33	595,644.00
Net Ordinary Income	-31,954.99	4.33	339,995.28	-4.33	0.00
Net Income	-31,954.99	4.33	339,995.28	-4.33	0.00

DHIA | Board Members

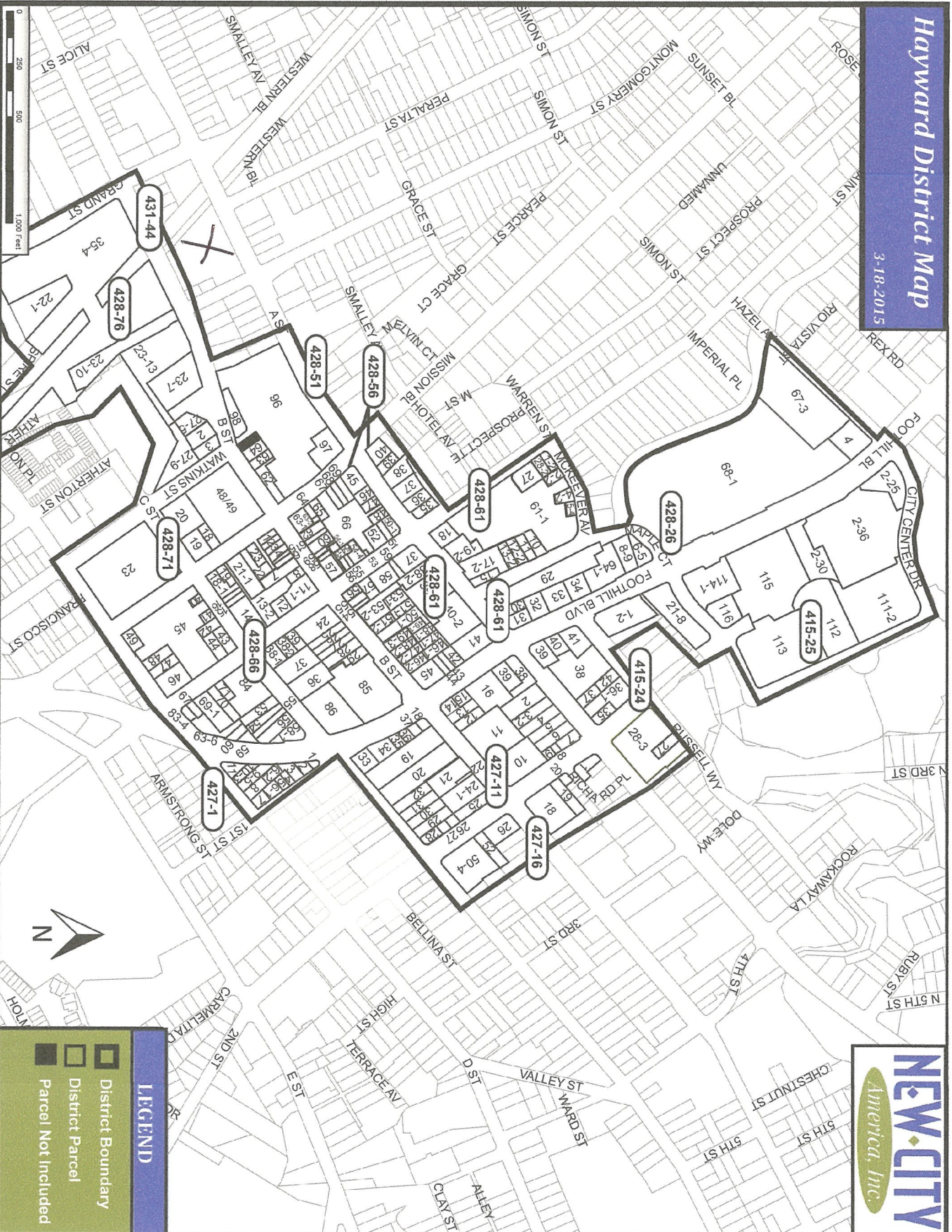
Name	Email	Board Member
Jeff Jurow, President	jjurow@structureproperties.com	X
Sara Buizer, Secretary	sara.buizer@hayward-ca.gov	X
Dinesh Shah, Treasurer	dinesh_shah@msn.com	X
Ben Schweng	ben@cyclepathhayward.com	X
Blake Peters	bpeters@miramontedevelopment.com	X
Michael Helenius	mhelenius@dollingerproperties.com	X
Kim Hugget	KimH@hayward.org	X
Bill Matheson	bmatheson@zaballos.net	X
Thomas Leung	tleung@tmcsoftware.com	X
Nicole Franklin	nfrankl@bart.gov	X
Catherine Ralston	catherine.ralston@hayward-ca.gov	X

DHIA | Attendees

Name	Email	Board Mtg. Notice
Marco Li Mandri, Staff	marco@newcityamerica.com	X
Dominic Li Mandri, Staff	dominic@newcityamerica.com	X
Julio Romero	brewsbrats@gmail.com	X
Jennifer Ott	jennifer.ott@hayward-ca.gov	X
Alfredo Rodriguez	bigalfredo56@yahoo.com	X

Hayward District Map

3-18-2015



LEGEND

- District Boundary
- District Parcel
- Parcel Not Included



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Downtown Hayward Improvement Association District Identity and Streetscape Improvement Thursday, December 5th, 2019, 2:00 p.m. City Hall, Conference Room 4A

Present: Sara Buizer, Catherine Ralston, Kim Huggett

Absent:

Guests:

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 October 23rd, 2019 minutes	The minutes of the October 23 rd , 2019 DISI Committee were reviewed	The minutes were approved by consensus
3. Update on activities	Kim gave an update on the Light Up the Season event planned for December 7 th . The banners are up on B Street, but this will probably be the last year we will use these. We still need a general encroachment permit by the City and will need new banner brackets.	No action taken
4. Budget for FY 2020	A lengthy discussion occurred on the budget for FY 2020, which began on December 1 st . The Committee will prioritize the following items based upon the \$81,000 budget for the fiscal year (which does not include any carry forward funds). 1. PR/Social Media - \$36,000 annually; 2. Special events - \$16,000 annually; 3. Staff/NCA - \$18,000 annually;	The Committee budget priorities for 2020 were approved by consensus

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	<p>4. Website maintenance - \$1,000 annually 5. Annual report - \$ 3,000 annually 6. Banners/brackets - \$7,000 annually 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 following companies responded to the PR/Social Media RFP. They included:</p> <ol style="list-style-type: none"> 1. Modern Listing Tools; 2. Youbilee 3. TBC Communications 4 Full Court Press <p>A lengthy discussion occurred on the merits and quotes of each proposer. After discussion, it was decided to ask Modern Listing Tools and Full Court Press to be interviewed by the Committee at the next meeting. Full Court Press is currently hourly instead of charging a monthly retainer. If they will not do a monthly retainer, the Committee will approach TBC Communications.</p> <p>The Board has authorized the DISI Committee to interview and select the PR/Social Media firm based upon the approved Board budget.</p> <p>The two finalists will need to present the following to the Committee during the interview:</p> <ul style="list-style-type: none"> -Collateral materials -a fixed monthly retainer cost -references for similar work -social media experience and success; -collaboration with the City PR personnel -Weekly reports to the Committee <p>Marco and Dominic will inform the two selected groups to prepare for their presentation. We will also inform the candidates who were not selected.</p>	
<p>Website status</p>	<p>The corporation docs should be loaded on the website by the end of the month. 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.</p>	

Annual report	The Board has authorized the Chamber to produce the first Annual report for the DHIA. Not having a web site functioning has delayed this process. Staff will be writing articles and submitting them to the Chamber in early January.	
Next Meeting	The next meeting of the DISI Committee will be held on Tuesday, January 7 th , at 2:00 p.m. at Conference Room 4A at City Hall.	

Minutes taken by Marco Li Mandri, Administrator



**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>	

	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



**Downtown Hayward Improvement Association
Sidewalk Operations Committee
Thursday, December 5th, 2019 – 10:00 a.m.
22650 Main Street, Hayward CA 94541**

Present: Ben Schweng, Sara Buizer, Resti Zaballos Jr., Alfredo Rodriguez, Blake Peters, Bill Mattheson, Dinesh Shah, Tom Leung, Natalie Franklin

Guests: Officer Iwanicki, Detective Morgan, Sgt. Tommy Clayton, Eric Schweitzer/VDO

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Committee Chair Blake Peters called the meeting of the Sidewalk Operations Committee together at 10:10. Introductions were made.	No action taken
2. Discussion on pilot project for video cameras on private property in Downtown	<p>Jeff gave an overview and invited one of the companies he had interviewed over the past 6 month to come and talk to the Committee about a pilot project for Downtown surveillance. VDO, a private company was present to talk about the capabilities of the cameras and their application. PD was present to give input to this discussion. Issues included:</p> <ol style="list-style-type: none"> 1. Needing a single log for access; 2. Some type of subsidy to private property owners to allow cameras to be installed so they can monitor key spots in the district. 3. Provide for a 30 day hold on any video, PD stated that would be a good feature; 4. mid-block buildings would receive two cameras facing up and down the street; 5. Corner buildings would get 4 cameras pointing in four directions; 	Blake moved and Ben seconded using \$10,000 in SOBO funds from the security line item to fund the pilot project with VDO. Jeff will work on the contract with Eric. The motion was approved unanimously.

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	<p>6. 2 license plate reader cameras would be put on the boundaries of the district, probably on Foothill to cover 4 lanes of outbound traffic;</p> <p>7. there is a 300 foot limit for each video camera;</p> <p>8. We need to define the scope of the contract;</p> <p>9. Dominic will need to talk to key business owners, particularly on the corners to see if they will work with the DHIA to install the cameras. Those preliminary buildings would include a Beta video that would be installed on the Zaballos shopping center, Main and Maple, Dinesh’s building mid-block on B between Main and Mission, Peets coffee, asap.</p> <p>Jeff will do the scope of services with VDO to roll out a program in an amount not to exceed \$10,000 – as a pilot project. Once we review the results of the pilot, we would issue a full RFP for a camera system throughout Downtown. Jeff will work on the MOU as part of the scope.</p>	
<p>Next Board Meeting</p>	<p>The next meeting of the Sidewalk Operations Committee. will be held on Thursday, January 16th at 11:30 at Zaballos Construction offices, 22320 Foothill Drive, Ste. 660</p>	

Minutes taken by Marco Li Mandri, Administrator



Consultant Agreement

This Consultant Agreement (“Agreement”) is made between Full Court Press Communications, Inc. (“Consultant”), 1624 Franklin Street, Suite 500, Oakland, CA 94612 and the Downtown Hayward Improvement Association (“Client”), Hayward City Hall, 777 B Street, Hayward, CA 94541.

1. The Services. Consultant shall provide communications support per our revised January 7, 2020 proposal. The term shall be a year-long engagement, start date January 15, 2020 and end date January 15, 2021.
2. Manner of Performance of Services. Consultant is an independent contractor and will perform the services without direct supervision of Client personnel. Accordingly, Consultant shall be responsible for payment of all taxes, including Federal, State and local taxes arising out of the Consultant’s Services. Consultant will provide monthly summary reports and be available for regular communications with Client.

The Agreement may be extended upon mutual written consent.

3. Price and Payment. FCP will engage in communication activities for \$3,000 per month, accounting for approximately 15 hours of staff time. You will be invoiced monthly. All expenses are billed at cost and due at the time of the expenditure. All paid advertising, if applicable, purchased on behalf of the client must be prepaid if it exceeds \$250.00.
4. Confidential Information. In the course of Consultant’s engagement with Client, Consultant may be advised of and or in the position of trust and confidence with respect to confidential information that is applicable to Client’s business. Consultant agrees to maintain that confidentiality. Information obtained from Client is not confidential information if the information is already in the public domain or is known to Consultant at the time of disclosure by Client, or subsequently enters the public domain through no act of Consultant. Consultant agrees to use reasonable efforts to safeguard Client’s confidential information, but no less than the degree of care Consultant uses to protect its own confidential information to prevent its unauthorized use by any person.

5. Liability & Indemnification. Each party will indemnify itself. Both parties' total aggregate liability for any claim of any kind arising as a result of or related to this Agreement, whether based in contract, warranty, or any other legal or equitable grounds, shall be limited to the amounts received by Consultant from Client for the Services rendered in this Agreement.
6. Arbitration Disputes. All controversies, disputes or claims arising out of or related to this Agreement or the interpretation, breach, termination or validity hereof, shall be resolved by binding arbitration conducted in accordance with the Commercial Arbitration Rules of the American Arbitration Association. The arbitration shall take place in San Francisco, California. The arbitrator(s) shall decide all matters in dispute in accordance with applicable law and the provisions of the Agreement. The award rendered by the arbitrator(s) shall be final and conclusively binding on the parties, and judgment on such award may be entered in any court of competent jurisdiction.
7. Entire Agreement. This Agreement represents the entire agreement and may be amended or modified only in writing signed by both parties. If a provision is ruled to be invalid or unenforceable, such provision will be deemed omitted or modified to the minimum extent required by the tribunal, and the remainder of this Agreement, including any modified provision, will continue in full force. No delay or failure of either party to enforce any right hereunder will be deemed a waiver therefore of any other right hereunder, and no waiver will constitute a continuing waiver of such right.
8. Termination. This Agreement may be terminated by either party, with or without due cause. Termination must be provided in writing and will take effect 10 days after receipt. All fees are due or will be refunded, upon termination, in a prorated share. Both parties agree that upon termination, each party will return or destroy the other party's confidential information.
9. Publicity. Consultant may include Client's name and logo on the "clients" page of its website and within literature depicting its public relations and marketing services. Client will have prior approval of this usage and will not unreasonably withhold approval.
10. Applicable Law. The laws of the State of California will govern this Agreement.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their duly authorized representatives as of the day and year specified below.

Downtown Hayward Improvement Association
Hayward City Hall
777 B Street
Hayward, CA 94541

Tax Identification #: _____

Printed Name: _____

Signature: _____

Dated: _____

Full Court Press Communications
1624 Franklin Street, Suite 500
Oakland, CA 94612

Tax Identification #: 55-0853463

Dan Cohen, Founder and Principal

Signature: 

Dated: _____



January 7, 2020

TO: Dominic LiMandri, District Manager, Downtown Hayward Improvement Association
FR: Dan Cohen, Principal and Founder, Full Court Press Communications
RE: Proposal for Earned Media Support

Thank you for taking the time to talk with us last week about your communications needs. We welcome the opportunity to collaborate with you.

Below, we've identified ways in which Full Court Press Communications (FCP) can help meet your communications needs. During this partnership, FCP will collaborate to ensure that our communications work aligns with the broader goals of the District.

You shared that it is a priority to drive earned media coverage to garner attention from consumers and civic leaders. We recognize the competitive media landscape and will work with you to identify, shape, and share stories that will earn news coverage. Once the coverage comes, we can help you create social media content to drive greater readership.

Proposed Scope of Work

Create a Work Plan – Guiding Our Collaboration

FCP will **create a work plan** to guide our collaboration. This will include drafting, revising and finalizing a work plan outlining the months of our collaboration including timelines, deliverables, and measurements of success.

Foundational Materials for Earned Media

The year(s) ahead will be filled with opportunities to highlight the new stores, events and even construction in the District. Our efforts would focus on maximizing these moments of awareness through earned media outreach, blogger outreach, and other means of visibility. We would also collaborate with your social media agency to ensure we are in sync.

To guide this process, FCP will create documents for each phase of work that includes the following:

- A **toolkit of materials**, including language for an **email or e-newsletter** update to the community, a post for the **website**, a **press release** featuring quotes from shoppers, tenants and the team, and support (as needed) for **social media** content.
- Developing target media lists and blogger lists for each District related announcement. Then conducting the outreach to drive coverage.
- **Messaging** for the team to communicate about the announcement at hand with media and on-site with consumers.
- Suggested **responses for potential tough questions**.

Media Outreach

The year ahead will provide a series of opportunities to raise the voice of the organization and its goals. This includes tying events to the calendar as well as manufacturing items of our own. We will use this moment to provide a clear voice and message that defines our success on our terms and sets a path for the next decade of Hayward's retail position.

- We would conduct roughly **one proactive media push** each six weeks. We would do this using 2 weeks to prepare, 2 weeks to execute, and one follow-up week to capture our learnings. These media pushes would be proactive – meaning we would determine the content and desired outcomes, and target specific strategic outlets.
- **Optional:** We would **support the community/event calendar** to ensure all events are visible and easy-to-access for local media. This may include listings in calendar sections, photos for glossy magazine inclusion and/or gossip pages, along with social media content for interested media outlets.
- **Optional:** We would work to place **strategically timed opinion pieces** through the seasons in local East Bay press to demonstrate our relevance on key issues of the day - the future of work, the impact of local retail, the fabric of Hayward's community. We would work you to find powerful voices, like store owners, to "author" these pieces and the FCP team would craft and develop them.

Ongoing Counsel and Social Media Capacity Building (Ongoing)

During this time period, FCP will be available for ongoing counsel regarding communications activities. This may include strategic guidance, handling tough on-site issues, or even ways to frame difficult conversations with the community (ie - beloved tenants leaving).

The FCP team will be available to serve as communications support for any efforts targeting City Hall for approvals. FCP would also integrate as part of the team with your new branding consultant, art consultant and political consultant to ensure all messaging is aligned and all communications opportunities are maximized.



What We're **Fighting For**

The “Reducing Crime and Keeping California Safe Act of 2020” fixes four specific flaws contained in recent criminal justice reforms — addressing violent crime classification and serial theft, as well as parole reform and DNA collection.



Initiative

Background

Violent Crimes

- The “Reducing Crime and Keeping California Safe Act” expands the list of violent crimes for which early release is not an option
- Under current law, rape of an unconscious person, trafficking a child for sex, assault of a peace officer, felony domestic violence and other similar crimes are not classified as “violent felonies” — making criminals convicted of these crimes eligible for early release under Proposition 57
- Gives victims reasonable notice of inmates’ release and the right to submit a confidential statement to the Board of Parole Hearings
- *Key topics: Proposition 57 and violent crime, Proposition 57 and early release*

Serial Theft

- The initiative revises the theft threshold by adding a felony for serial theft — when a person is caught for the 3rd time stealing with a value of \$250
- Prop. 47 changed the dollar threshold for theft to be considered a felony — from \$450 to \$950
- As a result, there has been an explosion of serial theft and an inability of law enforcement to prosecute these crimes effectively. Theft has increased by 12% to 25%, with losses of a billion dollars since the law was passed.
- This problem won’t be solved legislatively, as some have proposed

- *Key topics: Unintended consequences of Proposition 47, Prop. 47 leads to crime epidemic*

Parole Violations

- The initiative requires the Board of Parole Hearings to consider an inmate's entire criminal history when deciding parole, not just his most recent commitment offense; and requires a mandatory hearing to determine whether parole should be revoked for any parolee who violates the terms of his parole for the third time
- AB 109 bases parole solely on an offender's commitment offense, resulting in the release of inmates with serious and violent criminal histories. Moreover, parolees who repeatedly violate the terms of their parole currently face few consequences, allowing them to remain on the street
- *Key topics: AB 109 and considering prior crimes*

DNA Collection

- Reinstates DNA collection for certain crimes that were reduced to misdemeanors as part of Proposition 47
- Multiple studies have shown that DNA collected from theft and drug crimes has helped solve other violent crimes, including robbery, rape and murder
- Since passage of Prop. 47, cold case hits have dropped over 2,000, with more than 450 of those hits connected to violent crimes
- *Key topics: DNA cracks Golden State Killer case, DNA Collected at arrest important*

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Ad paid for by Keep California Safe, a Project of the California Public Safety Partnership Issues Committee.
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