



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

**Tuesday, January 7th, 2020, 2:00 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: Sara Buizer**
2. **Review of December 5th, 2019 minutes**
3. **Public Comment, announcements**
4. **Review of proposed FY19-20 Committee Line Items**
5. **Review of PR responses:**
 - a. Modern Listing; - 20 minutes
 - b. Full court press – 20 minutes

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22650 Main Street • Hayward, CA 94541

- 6. Status of website**
- 7. Annual report with Chamber, timeline**
- 8. Other**
- 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.