



**Downtown Hayward Improvement Association
Board of Directors Meeting
Thursday, March 12th, 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 January 16th, 2020 Meeting** *Action Item*
3. **Community/Public Comment/City Announcements**
4. **City Update:**
 - a. Dispensary status;
 - b. Old City Hall demolition update
 - c. Main and Maple update – process
 - d. Main and B Street plans, send to Land Use for review
 - e. Navigation Center – removal of benches in Downtown
4. **Committee Reports:**
 - (Executive Committee) – Jeff Jurow**
 - a. Budget update, review of YTD expenses
 - b. Report to City Council on March 3rd
 - c. Annual report completed, to Chamber for production
 - d. Office renewal, status of Veterans Center
 - e. Office phone and contact
 - (DISI Committee) – Sara Buizar**
 - a. Status on web site development, www.visithaywardca.com – Dominic
 - b. Update from Full Court Press, status and timeline
 - c. Events in Downtown, accepting proposals, recommendations: *Action Item*
 - d. Heritage Park discussions – pending on March 24th;
 - e. Banners program *Action Item*

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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(SOBO Committee) –

- a. Need new Chair **Action Item**
- b. New Chief of Police meeting - pending
- c. Update on Maintenance crew, progress on cleaning, power washing
- c. Security camera program, status on \$10,000 already allocated for pilot program, authorization to proceed with RFP and roll out of program – set maximum budget amount **Action Item**
- d. Security which may include new Downtown officer, City Council
- e. City landscape contract for Downtown – pending
- f. Tables, chairs, umbrellas for Downtown and Giuliani plaza

(Land Use Committee) – Bill Matheson

- a. Next meeting to discuss Fiber Optics reports;
- b. New development review
- c. Set meeting date today

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, January 16th, 2020, 10:00 a.m.
Zaballos Construction Offices
22320 Foothill, Ste. 660 – Downtown Hayward**

Present: Ben Schweng, Dinesh Shah, Sara Buizer, Resti Zaballos, Nicole Franklin, (by phone), Jeff Jurow, Catherine Ralston, Kim Huggett, Bill Matheson, Thomas Leung, Thomas Leung,

Absent: Jeff Jurow, Blake Peters, Ben Schweng

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 November 7th, 2019 Board meeting minutes	The minutes of the November 7 th , 2019 Board of Directors meeting were reviewed.	Sara moved and Resti seconded approval of the November 7th, minutes. The minutes were approved unanimously
3. Community Updates,	Kim gave a few updates including: -Light up the season went well. -Upcoming Chamber events were discussed	No action taken
Committee Reports:		
<u>Executive Committee:</u> <u>Jeff Jurow</u> a. Budget review	a. Marco went over the preliminary fiscal year budget. The carry over funds have not been included in each Committee budget line item. Discussion followed. Dinesh has now handed off the account to Shirley in the NCA office.	a. No action taken

<p>b. Dominic meeting with City Council members</p> <p>c. Navigation Center</p> <p>d. Annual report to the City Council</p>	<p>b. Dominic met with Councilman Al Mendall to give an overview of the DHIA activities. The meeting went well.</p> <p>c. The Navigation Center is full with all 45 beds taken. The primary target is responding to the needs of the homeless population in Downtown.</p> <p>The Annual report to the City Council is scheduled for Feb. 4th under legislative business. Sara needs to confirm the date. Discussion followed</p>	<p>b. No action taken</p> <p>c. No action taken</p> <p>d. No action taken</p>
<p><u>DISI Committee – Sara Buizer</u></p> <p>a. web site update</p> <p>b. Hiring Full Court Press to do the PR for the DHIA</p> <p>c. Events in Downtown</p> <p>d. Heritage Park</p> <p>e. Budget review and recommendations</p>	<p>a. Dominic gave an update on the website which is almost ready to launch. We still don't have access to the Downtown Hayward name since someone took it. He showed the website slides on his laptop.</p> <p>b. Sara gave an update on the DISI Committees' recommendation to hire Full Court Press, one of the two finalists responding to the RFP. Staff will make sure that they work with Chuck Finnie, the PR contact with the city.</p> <p>c. The City is now soliciting for events in Downtown. Catherine report the amounts of the grant per event is between 5 - \$10,000.</p> <p>d. No new meeting has been set for Heritage Park due to the holidays.</p> <p>e. The proposed breakdown of DISI projects for FY 20 was reviewed. These projects do not include the DISI carry forward from FY 19.</p>	<p>a. No action taken</p> <p>b. Nicole moved and Dinesh seconded entering into the contract with Full Court Press based upon the line item budget for the item in the DISI budget. The motion was approved unanimously</p> <p>c. No action taken</p> <p>d. No action taken</p> <p>e. The budget, as outlined was approved by consensus.</p>
<p><u>Sidewalk Operations:</u></p> <p>a. Chief of Police meeting</p> <p>b. Maintenance crew</p>	<p>a. Resti will ask the Chief to attend a future Board meeting.</p> <p>b. Dominic reported that we now have an agreement with the City so power washing of the sidewalks can proceed. Power washing now starts at 3 a.m. and concludes at 11 am. each day. Discussion followed.</p>	<p>a. No action taken</p> <p>b. No action taken</p>

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c. Security program/cameras	c. The discussion on the implementation of the camera system was postponed until Jeff could be present to report.	c. No action taken
d. City landscape contract	d. No updates on the landscaping contract	d. No action taken
e. Budget percentages for this fiscal year	e. The priorities of the SOBO budget will be set once the Committee meets. It may need a new Chair in light of Blake's absence.	e. No action taken
Land Use Committee a. WiFi in Downtown b. BART property	The meeting will be held with appropriate City staff to discuss how to bring wifi and internet connection to all businesses in Downtown. We have been waiting for meeting with the right person for awhile now	No action taken
Next Board Meeting	The next meeting of the Board of Directors will be held on Thursday, March 12 th , 2020 at 10:00 a.m. at Zaballos Construction offices, 22320 Foothill Drive, Ste. 660	

Minutes taken by Marco Li Mandri, Administrator



Downtown Hayward Improvement Association Profit & Loss Budget Performance February 2020

	Feb 20	Budget	Jan - Feb 20	YTD Budget	Annual Budget
Income					
Assessment Income					
Carry Forward	0.00	0.00	0.00	304,740.22	304,740.22
Assessment Income - Other	0.00	49,637.00	0.00	99,274.00	595,644.00
Total Assessment Income	0.00	49,637.00	0.00	404,014.22	900,384.22
Total Income	0.00	49,637.00	0.00	404,014.22	900,384.22
Expense					
Administration					
Accounting Fees	0.00	200.00	0.00	400.00	2,400.00
Insurance - Liability, D and O	0.00	500.00	0.00	1,000.00	6,000.00
Legal Fees	0.00	420.00	0.00	840.00	5,000.00
Office Supplies	0.00	420.00	65.55	840.00	4,840.00
Postage, Mailing Service	0.00	20.00	0.00	40.00	240.00
Printing and Copying	0.00	150.33	0.00	300.70	1,804.00
Rent	1,425.00	1,250.00	2,625.00	2,500.00	15,000.00
Staff Consulting (New City)	6,600.00	6,500.00	6,600.00	13,000.00	78,000.00
Utilities	366.60	400.00	1,485.76	800.00	4,800.00
Admin Contingency	0.00	1,500.00	26.08	3,000.00	18,000.00
Administration - Other	236.60		236.60		
Total Administration	8,628.20	11,360.33	11,038.99	22,720.70	136,084.00
DISI					
Advertising	0.00	425.00	0.00	850.00	5,000.00
Annual Report	0.00	250.00	0.00	500.00	3,000.00
Branding & Signage	0.00	583.00	0.00	1,170.00	7,000.00
DISI Unallocated	149.00	1,667.50	149.00	3,335.00	20,000.00
Seasonal Displays	0.00	1,500.00	0.00	3,000.00	18,000.00
PR / Social Media	0.00	3,000.00	0.00	6,000.00	36,000.00
Special Events	0.00	1,666.50	0.00	3,335.00	20,000.00
Staff Consulting (New City)	1,400.00	1,500.00	1,400.00	3,000.00	18,000.00
Website	0.00	166.50	0.00	335.00	2,000.00
Total DISI	1,549.00	10,758.50	1,549.00	21,525.00	129,000.00
SOBO					
Fixed Assets - Major Purchase	0.00	3,333.33	0.00	6,666.70	40,000.00
Maintenance and Supplies	121.05	3,000.00	813.56	6,000.00	36,000.00
Nursery Supplies & Equipment	0.00	2,500.00	0.00	5,000.00	30,000.00
Payroll Expenses					
Deductions	-600.00		-877.50		
Health Insurance	4,736.17	2,100.00	4,551.91	4,200.00	25,200.00
Payroll Service	186.65	150.00	312.79	300.00	1,800.00
Payroll Tax Expense	4,831.83	2,150.00	11,640.41	4,300.00	25,800.00
Payroll Workers Comp Ins	2,384.00	2,100.00	3,576.00	4,200.00	25,200.00

Downtown Hayward Improvement Association Profit & Loss Budget Performance

February 2020

	Feb 20	Budget	Jan - Feb 20	YTD Budget	Annual Budget
Payroll Expenses - Other	9,309.45	13,500.00	23,831.02	27,000.00	162,000.00
Total Payroll Expenses	20,848.10	20,000.00	43,034.63	40,000.00	240,000.00
Security / Cameras	0.00	16,666.66	0.00	33,333.40	200,000.00
Storage Rent	0.00	1,000.00	0.00	2,000.00	12,000.00
Supplies for SOBO	206.41	1,666.66	425.98	3,333.40	20,000.00
Vehicle Related	0.00	500.00	477.85	1,000.00	6,000.00
Gas	0.00	333.33	419.82	666.70	4,000.00
Vehicle Repair & Maintenance	0.00	833.33	897.67	1,666.70	10,000.00
Total Vehicle Related	0.00	833.33	897.67	1,666.70	10,000.00
Total SOBO	21,175.56	48,999.98	45,171.84	98,000.20	588,000.00
Contingency / Reserve	0.00	3,941.00	0.00	7,890.22	47,300.22
Total Expense	31,352.76	75,059.81	57,759.83	150,136.12	900,384.22
Net Income	<u>-31,352.76</u>	<u>-25,422.81</u>	<u>-57,759.83</u>	<u>253,878.10</u>	<u>0.00</u>



Overview of the Actions Taken and Tasks of the Downtown Hayward Improvement Association, Administrator of the Downtown Hayward Community Benefit District.

February 2020

The Downtown Hayward Improvement Association (DHIA), is a non-profit corporation established to administer the Downtown Hayward Community Benefit District, which was approved by a vote of the property owners in July 2018. The DHIA has a contract with the City of Hayward to administer the district as per the approved Management District Plan, the Assessment Engineer’s report and the Brown Act. All meetings of the Board and its Committees are open to the public, as are the records of the Association. Two City staff members are voting members of the Board of Directors.

Below is a summary of the chronology of growth and decision making of the Board of Directors.

<i>Date</i>	<i>Subject</i>	<i>Action Taken</i>
2015 – 2018	District investigation and formation	Property vote by weighted majority to establish the district in July 2018. The City Council adopts a resolution of formation and the district is created.
Sept. 2018	Board established	The first meeting of the new property owner group is held and an interim Board is self-appointed. Nominees must commit to paying their assessments when due, attending all Board meetings and being active on at least one Committee of the Board
	Name of organization	The name “Downtown Hayward Improvement Association” is adopted
	Appointment of interim Board	Interim Board self-appointed. Nominations for interim Board is kept open for 4 – 5 months after September meeting
	Approval of Articles of Incorporation	Articles of incorporation are adopted by the Interim Board and filed with the Secretary of State
	Interim officers appointed	Officers including the Interim President, Vice President, Secretary and Treasurer are made

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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October 2018	Solicitation of new District manager, process begun	A sample RFP is presented to the interim Board to seek administrator of the district New City America, which is under contract with the City to set up the new management corporation, issues the RFP and does not bid on it
	Bank selected	First Republic Bank is selected pending the signed articles of incorporation from the Secretary of State. Signed Articles are received in October.
	Committee structure	A new Committee structure of the Board is established based upon the category of special benefits listed in the Management District Plan. They include: Sidewalk Operations, District Identity, Executive and Land Use Committees
	Committee Chairs	Committee Chairs are appointed by the Interim Board
	Bylaws	Bylaws, which were submitted to the Board prior to the meeting, are reviewed and approved. The bylaws are written to provide for open participation of stakeholders in Downtown, as well as setting up the non-profit as a charitable non-profit, or 501c3, to take advantage of grants and partnerships with Foundations.
November	IRS application	Bylaws are submitted to the IRS for review
January 2019	RFP results	Though RFP for administration of the District is posted on the International Downtown Association and California Downtown Association website, there are no responses. Interim Board requests that New City America presents proposal for administration for consideration in February
	Hardship policy	NCA staff submit template for policy for Hardship reimbursement for those property owners with demonstrated economic hardship on their property in the CBD. Application for hardship reimbursement is also adopted. Policy in place
	Insurance	As per city contractual standards, insurance for general liability, auto, workers comp and Directors and Officers insurance is sourced
	Assessments	First assessments from the City and County are transferred to the DHIA
	Budget	First year budget is adopted by the Board. Budget categories reflect the categories of services within the Management District Plan approved by the property owners
February	Field Operations staff	Decision is made after debate of hiring the maintenance crew in-house and run the operations under the DHIA as compared to

		contracting out services. Employees are then solicited
	Management	New City America's proposal for management of the DHIA, with appropriate termination clauses, is unanimously approved by the Board
March	Security services	The Board and Sidewalk Operations Committee begin a lengthy discussion on seeking the installation of cameras on private property to help HPD to resolve current and future issues of district crime and vandalism. 50% of the first year Sidewalk Operations budget is allocated for this purpose
	Events	The District Identity Committee is charged with soliciting and recommending underwriting of Downtown events from the Hayward Chamber and Downtown Association
	Logo selected	The DHIA solicits area artists to come up with a logo based upon a nominal fee. Various logos are presented by the District Identity Committee and the Board approves one that includes Giuliani Plaza and the original City Hall. This logo will go on the Field Operations crew's vests, letterhead, publications, web site, social media and trash can placards
April	Non-profit status	The DHIA receives a letter of determination from the IRS confirming its status as a charitable, 501c3.
	Former City Hall building behind Safeway/Zaballos Center	The status of the old City Hall high rise, abandoned in the late 1990s becomes a great concern to the Association. City is requested to expedite its demolition and seek a new developer
	Budget	A standard working budget for the DHIA is approved
	Events	The Chamber is approved for support by the DHIA District Identity Committee for summer events in Downtown
	Banners	The DHIA staff seeks to create a "general encroachment permit" to allow the district to manage, create and install various seasonal banners within the boundaries of the district. The DHIA permit with the City would also allow for new signage, tables/chairs/umbrellas and other improvement amenities throughout Downtown



	Downtown Specific Plan	The Downtown Specific Plan is presented by City Staff to the Land Use Committee and then to the Board of Directors. The DHIA Board unanimously supports the Specific Plan prior to the adoption by the City Council
	Proposed encroachment	The proposed encroachment of outdoor seating from the building to the east of Newman Park is reviewed and endorsed by the DHIA Board
May	Office lease	An office lease is secured in the new Green Shutter building which will provide staff and field operations offices
	HPD officers	DHIA talks to City staff about the ability to hire retired HPD officers to supplement patrols in Downtown
	Streetscape standards	Review of new development Streetscape standards for tree types, pedestrian lighting, sidewalk with and public spaces are reviewed by District Identity Committee. These standards are critical prior to new developments, particularly on A and C streets, Foothill and the properties east of Foothill
	Fiber Optic	The Land Use Committee review the problems in Downtown and the lack of fiber optic for high speed internet access. Land Use begins to study the issue to help facilitate new growth of business in Downtown
June	Old City Hall	City staff Board members report that the City has acquired the old City Hall site and an RFP for demolition will be issued in the late summer
	Summer Events	The Downtown Association requests support from the District Identity Committee for its two events in Downtown. The Board approves the underwrite
	New Chief	The DHIA President and VP meet with the new Chief of Police for HPD and report to the Board
	Navigation Center	City Manager's staff reports on the development of the new Navigation Center which will primarily focus, initially, on the homeless population in Downtown. The Navigation Center is operated by a non-profit in Berkeley. Request made for donations to the DHIA. DHIA Board requests that it would support donating the permanent benches (city owned) to the Navigation Center as our preference is for removable tables and chairs. City agrees
	RFP for website	An RFP is issued for the creation of a website through the DISI Committee. Two groups respond and one is selected

	Vacant building ordinance	City staff reports on the proposed vacant building ordinance. The ordinance appears to be fair and reasonable and the DHIA Board endorses the City efforts to reduce vacant buildings, particularly on A and B Streets
	Old City Hall demolition	The City staff board members report that a Demolition Company has been hired to take down the old City Hall and this work will commence in early 2020
November	Holiday preparations	The District Identity Committee votes to underwrite a holiday brochure for the Downtown Association and hires a photographer to take pictures for populating the web site once completed
	RFP for Public Relations and Social Media	The District Identity Committee is authorized to issue a new RFP for Public Relations/Social Media services. The goal is to create demand for businesses and property owners Downtown and improve the image of Downtown Hayward
	Leaf removal	DHIA staff is approved to purchase to machines that will take up falling leaves throughout downtown. The leaves are segregated from other trash as per the requirements of Alameda County
	Camera system	A report is given on a trial period for installation of cameras on private property to aid HPD and the DHIA members to prevent and document crime within Downtown Hayward. It is the goal to have this system in place by mid-2020

Information for this report has been compiled by Marco Li Mandri, Executive Director, based upon DHIA Board minutes over the past 15 months.

Monica Montes

From: Marco Li Mandri
Sent: Monday, March 9, 2020 11:37 AM
To: Monica Montes
Subject: FW: Data for Board Packet
Attachments: 12k DBIAFund Req.pdf; 2020LJFBudget.pdf; DHIA 2020 Proposal to DHIA.pdf; Hayward_Map_Downtown Decorative Light Poles.pdf

Ppo all attachments including the email, confirm. Thanks

Marco

From: Dominic <dominic@newcityamerica.com>
Sent: Monday, March 9, 2020 11:34 AM
To: Marco Li Mandri <marco@newcityamerica.com>
Subject: Data for Board Packet

DHIA MAINTENANCE STATISTICS FROM January 2020 – March 2020:

- # of Trash Bags: 195 (Approx. 14,500 lbs.)
- # of Leaf Bags: 89 (Approx. 9,600 lbs.)
- Graffiti Removed: 97
- Graffiti Reported: 13
- Incidents of Debris Removed: 37
- Incidents of Debris Reported: 4

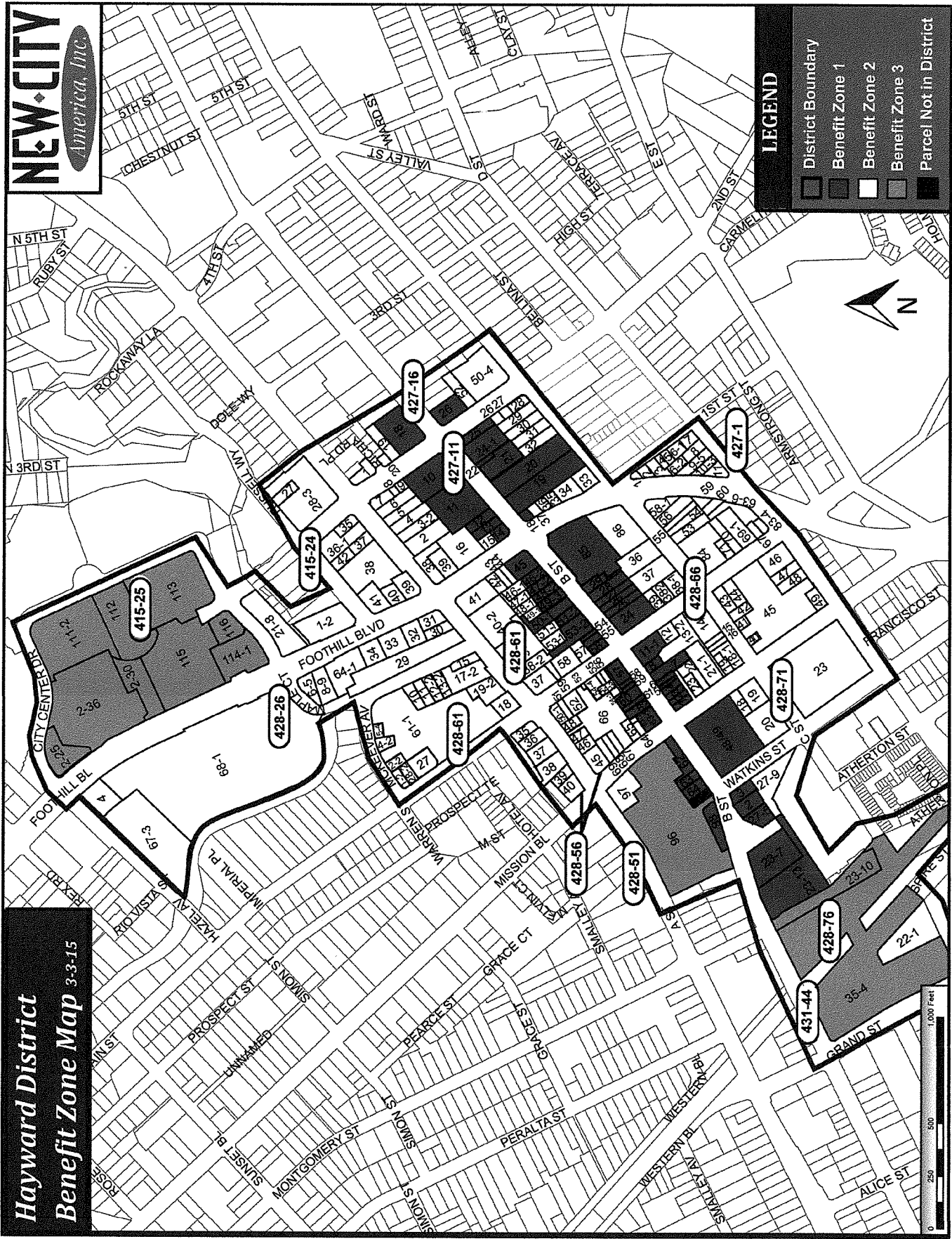
Here is what you requested but I'm going to cleanup the decorative pole map so it's more concise.

Thanks,

Dominic



**Hayward District
Benefit Zone Map 3-3-15**



LEGEND

- District Boundary
- Benefit Zone 1
- Benefit Zone 2
- Benefit Zone 3
- Parcel Not in District