



**Downtown Hayward Improvement Association
District Identity and Streetscape Improvements/DISI Comm.
Tuesday, March 10th, 2020, 1:00 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 minutes from January 7th, 2020 (pending)
3. Public Comment, announcements
4. Review of proposed FY20 Committee budget line items
5. Full Court Press report
6. Updates:
 - a. current banner program
 - b. purchasing new banner brackets for Downtown
 - c. Contest on banners from Cal State East Bay
 - d. Annual report with the Chamber - status

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22650 Main Street • Hayward, CA 94541

7. Status of website
8. Streetscape plan – waiting for report
9. Sidewalk Vending ordinance
10. Heritage Park meeting – March 24th
11. Consideration of requests for Special events in Downtown *Action Item*
12. Plan for outdoor seating and landscaping of Downtown *Action Item*
13. Other
- 14.. 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.

Monica Montes

From: Marco Li Mandri
Sent: Wednesday, March 4, 2020 11:32 AM
To: Monica Montes
Subject: Fwd: Banners

PPO the email and put in a dhia folder on my desk. Thx.

Sent from my iPhone

Begin forwarded message:

From: Catherine Ralston <Catherine.Ralston@hayward-ca.gov>
Date: March 4, 2020 at 10:55:41 AM PST
To: Sara Buizer <Sara.Buizer@hayward-ca.gov>, Marco <marco@newcityamerica.com>, Dominic <dominic@newcityamerica.com>
Subject: FW: Banners

Maybe we can discuss this at the next DISI or SOBO meeting

Catherine Ralston
City of Hayward
Economic Development Specialist
Catherine.ralston@hayward-ca.gov
510-583-5542

From: Jeremy Yeppez <sierrainstall@yahoo.com>
Sent: Wednesday, March 4, 2020 10:33 AM
To: Dominic <dominic@newcityamerica.com>; Suzanne Philis <Suzanne.Philis@hayward-ca.gov>
Subject: Banners

CAUTION:This is an external email. Do not click on links or open attachments unless you know the content is safe.

Good Morning,

I have the large Holidays banners in our inventory. As you may know they were not installed the past season as I assume there were many changes going on within the city. As we have been installing banners in Hayward for almost 20 years, we would love to continue to do business with you. However if the banners are not going to be used any further we need a decision to be made on what to do with them. I have summarized a few options for you. We can continue to install them, we can deliver them when we are in the area for \$250.00. We can mail them at cost which is about \$2.00 Per banner. We can dispose of them at no cost. We need to have a decision by the end of the Month or we will begin charging storage fees beginning April 1, 2020 at a monthly rate of \$100.00. If you have any questions please feel free to contact me.Thank you.

Jeremy Yeppez
Office Manager
Sierra Installations Inc.



Downtown Hayward Improvement Association Profit & Loss Budget Performance February 2020

	Feb 20	Budget	Jan - Feb 20	YTD Budget	Annual Budget
Income					
Assessment Income	0.00	0.00	0.00	304,740.22	304,740.22
Carry Forward	0.00	49,637.00	0.00	99,274.00	595,644.00
Assessment Income - Other	0.00	49,637.00	0.00	404,014.22	900,384.22
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	0.00	200.00	0.00	400.00	2,400.00
Accounting Fees	0.00	500.00	0.00	1,000.00	6,000.00
Insurance - Liability, D and O	0.00	420.00	0.00	840.00	5,000.00
Legal Fees	0.00	420.00	65.55	840.00	4,840.00
Office Supplies	0.00	20.00	0.00	40.00	240.00
Postage, Mailing Service	0.00	150.33	0.00	300.70	1,804.00
Printing and Copying	0.00	1,250.00	2,625.00	2,500.00	15,000.00
Rent	1,425.00	6,500.00	6,600.00	13,000.00	78,000.00
Staff Consulting (New City)	366.60	400.00	1,485.76	800.00	4,800.00
Utilities	0.00	1,500.00	26.08	3,000.00	18,000.00
Admin Contingency	236.60		236.60		
Administration - Other					
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	-600.00		-877.50		
Deductions	4,736.17	2,100.00	4,551.91	4,200.00	25,200.00
Health Insurance	186.65	150.00	312.79	300.00	1,800.00
Payroll Service	4,831.83	2,150.00	11,640.41	4,300.00	25,800.00
Payroll Tax Expense	2,384.00	2,100.00	3,576.00	4,200.00	25,200.00
Payroll Workers Comp Ins					

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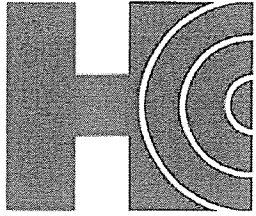
10:30 AM

03/09/20

Cash Basis

**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					
Gas	0.00	500.00	477.85	1,000.00	6,000.00
Vehicle Repair & Maintenance	0.00	333.33	419.82	666.70	4,000.00
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	-31,352.76	-25,422.81	-57,759.83	253,878.10	0.00



HAYWARD
CHAMBER *of*
COMMERCE

Hayward Chamber of Commerce / Downtown Hayward Improvement Association 2020 Promotion Partnership

Summary

Summer Downtown Street Parties

The Hayward Chamber of Commerce proposes to conduct three street parties for the DHIA and the City of Hayward in 2020: June 18, July 16 and August 20. The chamber has produced Hayward's Downtown Street Parties for 20 years, with a staff experienced to coordinate events involving 100+ vendors, 50 volunteers, bands, a beer garden and water/soda stations, children's activities and rides, arts and crafts. 2020 will be the 16th year of our street party car shows at each event (57 car shows, so far). Combined attendance for the three events is estimated at 24,000.

Advantages for the DHIA in using the Hayward Chamber of Commerce for these traditional events:

- The chamber attracts and screens vendors to assure the quality of goods being sold.
- Vendors want the confidence of knowing that event promoters are fixtures in the community, so they'll know where to go with concerns or questions.
- The most successful downtown events are those that have local support, local buy-in, and promoters who know the turf, such as the chamber.
- Support of the downtown business community is essential to help with promotion and vendor recruitment.
- The Hayward Chamber of Commerce is, itself, a downtown organization, with many downtown businesses in its membership and dedicated to promoting the center of our city.

The chamber received \$5,000 in support for the July and August events in 2019. The chamber requests \$7,500 in funding per event for June, July and August in 2020: a total of \$22,500.

Mariachi Festival

In conjunction with the Latino Business Roundtable, the chamber proposes to hold the 10th annual Mariachi Festival in the City Hall Plaza September 11, 2020. For six years the chamber and City of Hayward combined to offer this cultural event at no cost to the former Downtown Business Improvement Area. For the first time, in 2015, this event was supported by a \$500 contribution from the DBIA budget. That increased to \$1,500 in 2017 and 2018. In 2019 the DHIA contributed \$500 toward this event, which drew an estimated 5,000 participants to the downtown area.

The chamber proposes an increase in support to this event in 2020, from \$500 to \$1,500.

Light Up the Season / Downtown Hayward

The chamber agrees to again act as fiscal agent and co-promoter of the annual Light Up The Season event on Dec. 5, the first Saturday in December 2020. Cost to put on each event for the past three years has been \$16,500 from the City of Hayward, and \$18,000 in 2020. During its existence, the DBIA contributed 3% (\$500) of the total and in 2020 the DHIA contribution was 2% (\$500). If the city continues to underwrite most of this event, the DHIA would be asked for a \$1,500 contribution.

The chamber’s work includes scheduling, staging, and paying various school bands and choirs; arranging design and distribution of posters and fliers and promotion through social and traditional media as well as through every school in the Hayward Unified School District; providing portable toilets, kids’ rides, faux ice rink and related vendors. The chamber also staffs a planning committee that meets at least six times prior to the event. Attendance has been as high as 5,000. The chamber has arranged for Macy’s, the Hayward Rotary Club, Quick Quack Car Wash, and St. Rose Hospital as past co-sponsors and will continue to seek additional sponsorship to defray costs.

In addition, the chamber provides promotion of the downtown holiday passport program.

Event Production Proposal

To: Members of the Downtown Hayward Improvement Association Board of Directors

From: Kim Huggett, Hayward Chamber of Commerce

Date: December 27, 2019

Subject: DHIA / Chamber Event Partnership for 2020

The chamber absorbs a variety of costs (administration, labor, staging, waste disposal and recycling, portable toilets, entertainment, health permits, promotion, etc.), which it partially offsets with vendors and sponsorships. These events are not possible without support from the DHIA and the City of Hayward for elements such as added policing, recycling, and maintenance services staff.

PROPOSED STREET PARTY SCHEDULE

Thursday, June 18, 2020	\$7,500
Thursday, July 16, 2020	\$7,500
Thursday, August 20	\$7,500

MARIACHI FESTIVAL

Friday, Sept. 11, 2020	\$1,500
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LIGHT UP THE SEASON

Saturday, Dec. 5, 2020	\$1,500
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ADDITIONAL EVENTS:

In recent years, the chamber has worked with the DBIA and the City of Hayward to produce a variety of other downtown events the DHIA may wish to revisit, including:

- The Downtown Hayward Restaurant Walk: 2011, 2012
- Hayward Restaurant Month: 2013
- Downtown Hayward Bicycle Rodeo: 2014, 2015
- The Downtown Hayward Wine Walk: 2015-17
- The Downtown Hayward ‘Santa Paws’ Pet Parade: 2009-2012

The chamber is also open to producing additional events to attract attention of families to downtown Hayward. These could include:

- A Day of the Dead / Halloween celebration promotion
- Hayward Heritage Day / city anniversary celebration

NEWSLETTER

The chamber, whose office is located in the heart of downtown Hayward, used to produce a downtown newsletter for the DBIA, and would be open to bidding on producing an e-newsletter for the DHIA. We could maintain the database to assure mailing security. Chamber president Kim Huggett is a former daily newspaper reporter and college journalism faculty member who also produces a monthly e-newsletter sent to 1,300 chamber member addresses.

CONCLUSION

The Hayward Chamber of Commerce, itself a downtown business/organization, is looking forward to continuing working with the DHIA in planning, promoting and executing a variety of exciting programs to help promote the businesses, housing, and other amenities in Downtown Hayward.

Kim Huggett
President & CEO
December 27, 2019



Downtown Hayward street party crowd



To: Downtown Hayward Improvement Association

From: Hayward Business Association

Re: 2nd Annual Latin Jazz Fest, May 30, 2020

We would like to ask you to be the principal sponsor of our 2nd Annual Latin Jazz Festival, to be held on May 30, 2020. The first Latin Jazz Festival was a resounding success, we packed out the downtown, even with the last minute postponement for rain on the original date. The interest in this year's festival has been off the charts, and we are anticipating a larger crowd. This year we plan to add a fourth stage down by Eden Jewelry to spread the crowd out more and get some visibility to that side of B Street. The downtown streets (B Street and Main Street) will be closed to vehicle traffic as usual for the festival. The attendance at our 2019 Event was around 12,000 and as noted we are anticipating more this year!

We are requesting a grant of \$12,000 dollars to help sponsor the event. The City of Hayward was our principle sponsor in the past, but they are now limiting grants for these types of events. The event is a free event to attend and we rely on sponsors to keep our participant fees low. We would like to call the stage at Main and C Street the "DBIA Stage" to honor this significant donation, and to bring attention to the value your organization brings to the City.

This event really showcases Hayward as a place to come and be entertained. With all the new construction in the surrounding area, it is events such as these that will encourage our new residents to come and see what the downtown has to offer. To walk up the street for dinner or light shopping, not hop in the car and head to the surrounding communities. Our goal at Hayward Business Association is to make Hayward a destination, not a drive by, to build a sense of community by celebrating our diversity, and designing events where the whole community is welcome to come and enjoy their city.

Thank you for your consideration, we are available to answer any questions you may have!

Alfredo Rodriguez, President HBA, Owner of Vintage Alley

Julio Romero, Vice President HBA, Owner of Brews and Brats

Yolanda Diaz, Marketing Director of HBA, Owner of the Cupcake Shoppe

Ria Lancaster, Twinkies Crafts

Lisa Rose, HBA Secretary, Community Member



2020 Latin Jazz Festival Budget

Sound	\$3,000.00
Bands	\$15,000.00
Stage/Tent Rental	\$5,000.00
Generators	\$1000.00
Table/Chairs	\$500.00
Encroachment Permits	\$3,000.00
Insurance	\$1,000.00
Design	\$500.00
Printing/Promotional	\$2,000.00
Grease Disposal	\$0.00
Porta Potties	\$2,000.00
Security	\$1,000.00
Clean up	\$600.00
Beverages	\$1,500.00
Serving/Supplies	\$2,500.00
Shirts	\$4,500.00
Raffle	\$500.00
Totals	\$43,600.00

