



**Downtown Hayward Improvement Association  
Board of Directors Meeting  
Thursday, July 23rd, 2020, 10:00 a.m.  
Meeting via Zoom (See link sent out)**

**AGENDA**

1. **Call to Order & Introductions:** Jeff Jurow, President
2. **Approval of Minutes from July 16<sup>th</sup>, 2020** *Action Item*
3. **Community/Public Comment/City Announcements**
4. **Committee Reports:**
  - (Executive Committee) – Jeff Jurow*
    - a. Budget update, review of YTD expenses
  - (SOBO Committee) – Committee Chair Needed*
    - a. New Chief of Police meeting
    - b. RFP for Security camera program, report on respondents *Action Item*
5. **Other**
6. **Next Board of Directors Meeting: Annual Meeting, September 16<sup>th</sup>, 2020, 10:00 a.m.**

*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 22650 Main Street, Hayward, CA 94541. This meeting is noticed and conducted pursuant to § 54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.*

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**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

22650 Main Street • Hayward, CA 94541

## TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, please see attached.

### FROM GOVERNOR NEWSOM'S EXECUTIVE ORDER ON MEETING UNDER THE BROWN ACT

11. Notwithstanding any other provision of state or local law, including the Bagley-Keene Act or the Brown Act, a local legislative body or state body is authorized to hold public meetings via teleconferencing and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to attend and to address the local legislative body or state body, during the period in which state or local public officials impose or recommend measures to promote social distancing, including but not limited to limitations on public events. All requirements in both the Bagley-Keene Act and the Brown Act expressly or impliedly requiring the physical presence of members, the clerk or other personnel of the body, or of the public as a condition of participation in or quorum for a public meeting are hereby waived.

In particular, any otherwise-applicable requirements that

- i. state and local bodies notice each teleconference location from which a member will be participating in a public meeting.
- ii. each teleconference location be accessible to the public.
- iii. members of the public may address the body at each teleconference conference location.
- iv. state and local bodies post agendas at all teleconference locations.
- v. at least one member of the state body be physically present at the location specified in the notice of the meeting: and
- vi. during teleconference meetings, a least a quorum of the members of the local body participate from locations within the boundaries of the territory over which the local body exercises jurisdiction are hereby suspended, on the conditions that:
  - i. each state or local body must give advance notice of each public meeting, according to the timeframe otherwise prescribed by the Bagley-Keene Act or the Brown Act, and using the means otherwise prescribed by the Bagley-Keene Act or the Brown Act, as applicable; and
  - ii. consistent with the notice requirement in paragraph (i), each state or local body must notice at least one publicly accessible location from which members of the public shall have the right to observe and offer public comment at the public meeting, consistent with the public's rights of access and public comment otherwise provided for by the Bagley-Keene Act and the Brown Act, as applicable (including, but not limited to, the requirement that such rights of access and public comment be made available in a manner consistent with the Americans with Disabilities Act).

In addition to the mandatory conditions set forth above, all state and local bodies are urged to use sound discretion and to make reasonable efforts to adhere as closely as reasonably possible to the provisions of the Bagley-Keene Act and the Brown Act, and other applicable local laws regulating the conduct of public meetings, in order to maximize transparency and provide the public access to their meetings.



**Downtown Hayward Improvement Association  
Board of Directors**

**Thursday, July 16<sup>th</sup>, 2020, 10:00**

**Zoom Board meeting**

**22320 Foothill, Ste. 660 – Downtown Hayward**

**Present:** Ben Schweng, Dinesh Shah, Sara Buizer, Resti Zaballos, Thomas Leung, Jeff Jurow, Kim Huggett, Bill Matheson, Catherine Ralston

**Absent:** Nicole Franklin, Michael Helanius

**Guests:**

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

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Introductions of all present were made. Jeff Jurow called the Board together at 10:05	<b>No action taken</b>
<b>2. Approval of the May 16<sup>th</sup>, 2019 Board meeting minutes</b>	The minutes of the May 14 <sup>th</sup> , 2020 Board of Directors meeting were reviewed.	<b>Sara moved and Catherine seconded approval of the May 14th, 2020 minutes. The minutes were approved unanimously</b>
<b>3. Community/Public Comment/City Announcement</b>	Kim gave an update on new businesses in the district. He mentioned the new dispensary mural on the north wall of the Antonini building, and other new businesses that opened. Sara stated that the dispensary should be open by the end of the summer.	<b>No action taken</b>
<b>4. City Updates</b>	The update on the Saturday Downtown outdoor dining was discussed but was postponed to the DISI agenda section.	

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

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	<p>Jeff gave an update on his views regarding the proposed extension of the rent/eviction deferral ordinance. A lengthy discussion was held on how to allow businesses to survive during the COVID 19 crisis. Dinesh asked what the DHIA can do to resolve this issue of helping the tenants.</p> <p>Discussion occurred on the issue of general vs. special benefits and the appearance of declining presence of PD in Downtown. Some restaurants want to open outdoor dining in parking spaces 7 days per week.</p>	
<b>5. Committee reports</b>		
<p><u><i>Executive Committee – Jeff Jurow</i></u></p> <p>a. Budget report</p> <p>b. Setting Nominations Committee and Annual Meeting date</p>	<p>a. The budget was not reviewed since it was not included in the Boar packet.</p> <p>b. As per the bylaws, the Annual meeting date must be set, and nomination letter and applications need to be sent out to the property owners. The Board had to take action to set an annual meeting date.</p>	<p>a. No action taken</p> <p>b. Sara moved and Resti seconded setting the Annual meeting date for Wednesday, September 16<sup>th</sup>, 2020 at 10:00 a.m.</p>
<p><u><i>District Identity</i></u></p> <p>a. DHIA Social Media report</p> <p>b. District Reopening campaign</p> <p>c. Allocation of funds for Saturday evening events from Event line item in budget</p>	<p>a. The discussion on Social media was postponed due to time considerations.</p> <p>b. The District reopening campaign was discussed in length. After a long discussion, it was decided to send the issue to the DISI Committee and allow them to determine costs to help underwrite the weekly event from their current budget. Discussion followed.</p>	<p>a. No action taken</p> <p>b. Jeff moved and Dinesh seconded sending the issue of Saturday night outdoor seating to the DISI Committee for funding options. Everyone will be invited to this meeting. The motion was approved unanimously</p>
<p><u><i>Sidewalk Operations</i></u></p> <p>a. New Police Chief meeting.</p> <p>b. Update on Downtown Maintenance</p> <p>c. RFP for Security cameras responded</p> <p>d. DHIA landscaping program</p>	<p>a. Jeff reported that a conference call will be held with the Chief today at 2:30 p.m. It will include the Chief, Jeff, Resti, Marco and Dominic.</p> <p>b. The discussion on the Downtown maintenance was postponed.</p> <p>c. The DHIA received one response for the RFP on cameras in Downtown. Jeff stated that he is working with the one respondent to make sure that response is consistent with our needs. He</p>	<p>a. No action taken</p> <p>b. No action taken</p> <p>c. Sara moved and Dinesh seconded setting up a special Board meeting only to discuss</p>

	expects to get the revised response later today or tomorrow. A Board meeting was set up for next week only to talk about the discussion on cameras. The Board will then be asked to vote on the RFP response at that meeting. d. The landscape program was not discussed	<b>the RFP responses. The motion was approved unanimously.</b>
<b><u>Land Use- Bill Matheson</u></b>	A zoom meeting was held on Tuesday the 14 <sup>th</sup> to discuss the issue about the Main Street Reconstruction project. Dominic gave an update on this funded project and discussed the key elements of the program. Discussion followed	<b>a. No action taken</b>
<b>Next Board Meeting</b>	The next meeting of the Board of Directors will be held on Thursday, July 23 <sup>rd</sup> at 10:00 a.m. via zoom.	

Minutes taken by Marco Li Mandri, Administrator



10:24 AM  
07/14/20  
Cash Basis

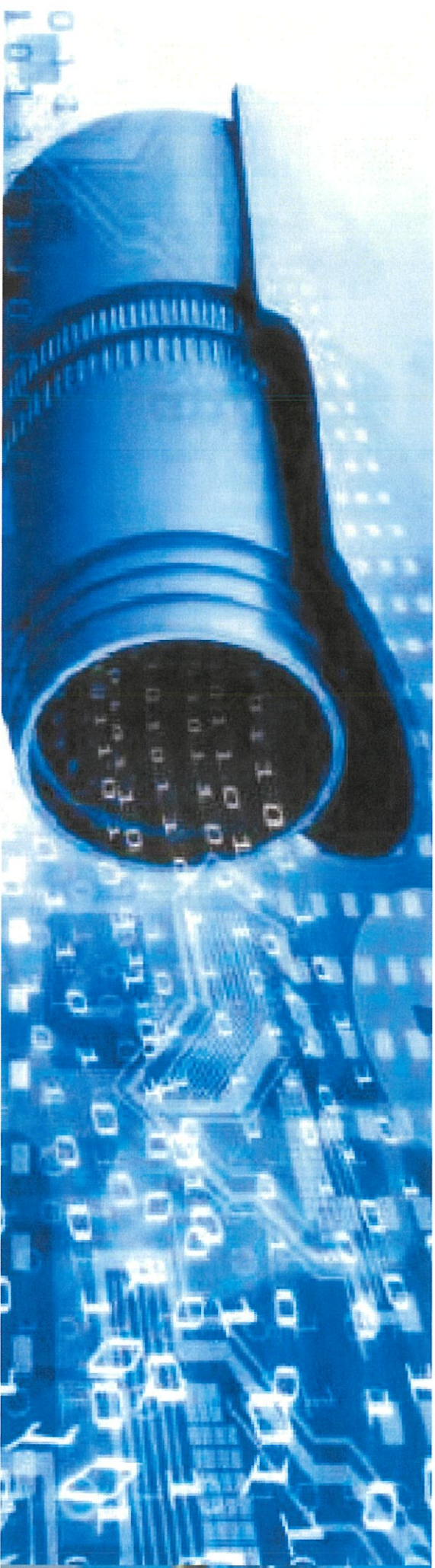
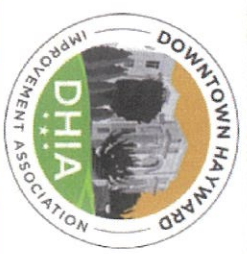
**Downtown Hayward Improvement Association  
Profit & Loss Budget Performance  
June 2020**

	<u>Jun 20</u>	<u>Budget</u>	<u>Jan - Jun 20</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Income</b>					
Assessment Income					
Carry Forward	0.00	0.00	0.00	298,828.20	298,828.20
Assessment Income - Other	513,665.69	49,637.00	513,665.69	297,822.00	595,644.00
<b>Total Assessment Income</b>	<u>513,665.69</u>	<u>49,637.00</u>	<u>513,665.69</u>	<u>596,650.20</u>	<u>894,472.20</u>
<b>Total Income</b>	513,665.69	49,637.00	513,665.69	596,650.20	894,472.20
<b>Expense</b>					
<b>Administration</b>					
Accounting Fees	0.00	200.00	0.00	1,200.00	2,400.00
Insurance - Liability, D and O	-612.60	500.00	7,509.92	3,000.00	6,000.00
Legal Fees	0.00	416.00	0.00	2,504.00	5,000.00
Office Supplies	202.17	400.00	650.78	2,440.00	4,840.00
Postage, Mailing Service	0.00	20.00	1,000.00	120.00	240.00
Printing and Copying	0.00	150.33	1,873.83	902.02	1,804.00
Rent	1,200.00	1,250.00	7,650.00	7,500.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	32,700.00	39,000.00	78,000.00
Telephone, Telecommunications	225.00		675.00		
Utilities	0.00	400.00	1,673.11	2,400.00	4,800.00
Admin Contingency	0.00	1,500.00	26.08	9,000.00	18,000.00
Administration - Other	0.00		236.60		
<b>Total Administration</b>	7,514.57	11,336.33	53,995.32	68,066.02	136,084.00
<b>DISI</b>					
Advertising	290.00	415.00	290.00	2,510.00	5,000.00
Annual Report	0.00	250.00	0.00	1,500.00	3,000.00
Branding & Signage	0.00	583.00	0.00	3,502.00	7,000.00
DISI Unallocated	0.00	1,666.50	149.00	10,001.00	20,000.00
Seasonal Displays	0.00	1,500.00	0.00	9,000.00	18,000.00
PR / Social Media	3,000.00	3,000.00	14,949.49	18,000.00	36,000.00
Special Events	0.00	1,666.50	360.00	10,001.00	20,000.00
Staff Consulting (New City)	1,500.00	1,500.00	7,300.00	9,000.00	18,000.00
Website	0.00	166.50	0.00	1,001.00	2,000.00
<b>Total DISI</b>	4,790.00	10,747.50	23,048.49	64,515.00	129,000.00
<b>SOBO</b>					
Capital Improvements	7,493.84		11,048.84		
Fixed Assets - Major Purchase	0.00	3,333.33	4,190.00	20,000.02	40,000.00
Maintenance and Supplies	138.17	3,000.00	2,894.01	18,000.00	36,000.00
Nursery Supplies & Equipment	0.00	2,500.00	0.00	15,000.00	30,000.00
<b>Payroll Expenses</b>					
Deductions	-400.00		-1,677.50		
Health Insurance	3,239.71	2,100.00	10,702.78	12,600.00	25,200.00
Payroll Service	570.81	150.00	1,603.46	900.00	1,800.00
Payroll Tax Expense	3,652.98	2,150.00	25,047.42	12,900.00	25,800.00
Payroll Workers Comp Ins	1,009.00	2,100.00	4,585.00	12,600.00	25,200.00
Payroll Expenses - Other	7,727.14	13,500.00	57,406.45	81,000.00	162,000.00
<b>Total Payroll Expenses</b>	15,799.64	20,000.00	97,667.61	120,000.00	240,000.00
Security / Cameras	0.00	16,666.66	0.00	100,000.04	200,000.00
Storage Rent	0.00	1,000.00	0.00	6,000.00	12,000.00
Supplies for SOBO	0.00	1,666.66	1,182.31	10,000.04	20,000.00
<b>Vehicle Related</b>					
Gas	58.26	500.00	1,369.81	3,000.00	6,000.00
Vehicle Repair & Maintenance	60.34	333.33	1,471.67	2,000.02	4,000.00
<b>Total Vehicle Related</b>	118.60	833.33	2,841.48	5,000.02	10,000.00
<b>Total SOBO</b>	23,550.25	48,999.98	119,824.25	294,000.12	588,000.00
Contingency / Reserve	84.87	3,449.00	84.87	20,694.20	41,388.20
<b>Total Expense</b>	<u>35,939.69</u>	<u>74,532.81</u>	<u>196,952.93</u>	<u>447,275.34</u>	<u>894,472.20</u>
<b>Net Income</b>	<u>477,726.00</u>	<u>-24,896.81</u>	<u>316,712.76</u>	<u>149,374.86</u>	<u>0.00</u>

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Actionable Intelligence

# VP Intel

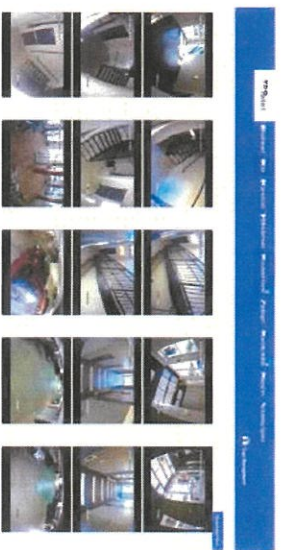


The *evolution* of surveillance & analytics



## Community Wide Video Management System

- Easy Access to Video Footage
- Cloud Based Storage
- Access to Live Video and Historical Video both Online & Mobile Apps
- Event Triggers and Escalations with Community Based Commentary
- Easily Connect Separate Camera Networks to Single Platform
- License Plate Recognition Cameras: Search and Flag for Specific Plates
- Easily choose to add LIVE Remote Monitoring, w/Escalations\*
- Live Agent Support of Requested Video Footage\*
- 30 Days Footage Stored in Cloud
- Unlimited Log Ins
- Easily Accessible to Law Enforcement
- Single Login Access or Shared Groups



### Hayword Downtown District Pricing Schedule:

Cameras 1 – 100 = \$14.00 Per Month\Per Camera

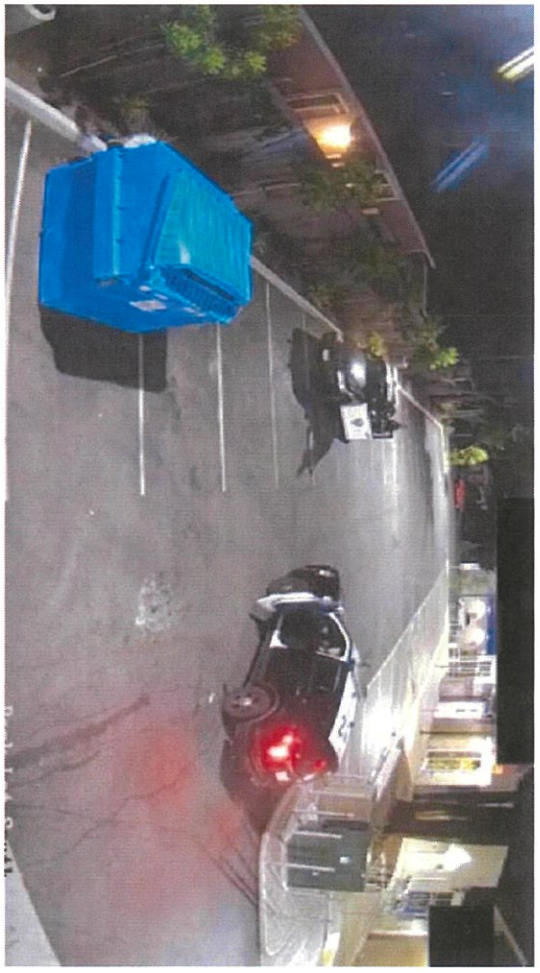
Cameras 101-200 = \$12.00 Per Month\Per Camera

\*Upon 101st Camera cost for all cameras will drop to \$12.00 Per Camera \ Per Month

\* Items with \* are at additional charge.



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**Proposal One: Installation 16 Cameras \ 5 LPRs \ 30 Days Storage \ Remote Connectivity**

Recurring Services – VDOintel				
Services	Service Type	Monthly Rate	# of Cameras	Total Yearly
<b>VDOintel Monitoring Services,</b> Access via APP Android & iPhone Devices 1 month cloud archival of video footage (additional storage plans avail.) Train Hayward County Designated Individual on Use of LPR and Applications  *At 100 Cams storage rate will drop to \$12.00 per cam for all cameras.	Cloud Storage 30- Days	\$14. Per Cam Per Month	20  (See Scope for Detail)	\$3360  (\$168 Per Cam Per Year)
	Remote Monitoring	N/A	0 (See Scope for Detail)	N/A
<b>Analytic Add Ons</b>	<b># of Cameras</b>			<b>Total Monthly</b>
<b>Motion Sensing w/Auto Alert &amp; Notification:</b> <i>Preserve Camera Life and send alerts\notifications to authorized personnel.</i>	20 units	\$10		Inc.
<b>Geo Fencing:</b> <i>Specify a specific field for camera to focus.</i>	0 units	\$10		N/A
<b>Configuration Services:</b> <i>One time configuration fee includes set up of accounts, advanced analytic setup, config of LPR cams, set up to mobile devices, network and sync &amp; connectivity.</i>	20 units	\$100		One Time \$2000
<b>Project Management:</b> <i>Project Management includes assistance in vetting selected installers, establish cam locations, consult on best practices, handle install questions, work as liaison between DHIA and installers, manage contacts with authorities and video req.</i>	Units	\$		One Time \$10,000
<b>HARDWARE:</b> 15– 4 MP High Definition Cameras =\$275 ea 5 – LPR Cameras = \$775 ea 5 – 16 Port NVR’s = \$1225 ea Installation not included	25 units	EST		One Time \$14,125
<b>Misc. HARDWARE:</b> Network Switches = \$175 ea (1 each cam network) Cabling = TBD RJ-45 Connections = TBD Camera Mounts = \$125 (1 Each Cam)	units	EST		One Time \$3375
<b>SUB TOTAL: 1 Year Storage Services / Hardware /Management/Configuration:</b> * Plus Shipping *Plus Tax Where Applicable		Cameras 20	NVR 5	Total: \$32,860
<b>Due With Order</b>		<b>\$32,860</b>		
*Once Term is Completed unless otherwise notified based on Terms and Conditions below, the Storage rate will be automatically renewed quarterly.				

**DETAILED SCOPE ITEMS:**

Upon award of contract Company shall produce a Strategic Outline recommending outdoor camera system that can monitor and document criminal activity that might occur in the public rights of way in Downtown Hayward.

- Determine placement of outdoor cameras for coverage in Downtown.
- Installation of license plate reader (LPR) cameras in select locations on the periphery of the business district
- Produce a communication package detailing the installation process for various businesses in strategic locations throughout Downtown.
- Storage of all video in the cloud for a minimum of 30 days.
- Regular reports on the effectiveness and quality of the video display and recommendations on how to adjust or replace the cameras as needed.
- Other items that will ensure the documentation of vandalism and criminal activity in Downtown.
- Upon request work closely with the Hayward Police Department to provide them with leads and video documentation of incidents of illegal activity in Downtown. We have provided inclusive in this scope, three (3) requests of footage per month. Additional requests are available at a rate of \$7.00 per hour. Client does have the ability to download their own feeds at any time within the 30 day storage window.
- Attend public meetings organized by the Downtown Hayward Improvement Association to build the scope of coverage in Downtown.
- Work with the President of the Association to determine additional tasks.

Credit Card Information:

Name On Card: \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ SEC Code \_\_\_\_\_ Zip Code \_\_\_\_\_

I agree and understand this card will be debited for billing purposes Quarterly on a recurring basis until cancelation of service.

\_\_\_\_\_

Print Name

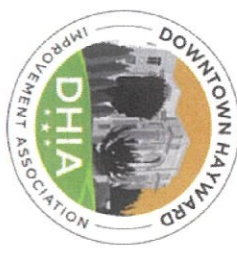
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DATE

\_\_\_\_\_

Signature

2



## Outdoor IR Fixed Dome Camera \$275

The Hikvision Outdoor IR Fixed Dome Camera provides high definition network output. It supports H.265+ video compression technology, which assures savings in bandwidth and storage. Quality components from the worlds largest Manufacturer.

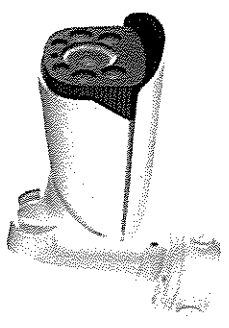


\*Installation not included.

ANPR Camera Recommendations  
(Automatic Number Plate Recognition)

LPR Camera

- 2MP Low Light Smart Camera
- 1/1.8" Progressive Scan CMOS
- Full HD1080p video
- Up to 60fps frame rate
- Ultra-low light
- Slow shutter
- 120dB WDR
- 3D DNR
- up to 50m IR range
- Motorized lens with Smart Focus
- H: built-in heater
- S: audio/alarm IO
- Support 128G on-board storage
- AC24V/PoE



LPR Cameras

- 2MP ANPR Ultra-Low Light Bullet Camera
- 1/1.8" Progressive Scan CMOS
- 1920 x 1080 @ 60fps
- Ultra-low light
- IR and white light, optional
- Auto-iris, support P-iris (-P)
- Capture rate>99% (certain countries and regions)
- Recognition rate>98% (certain countries and regions)
- 120dB WDR



# VDOintel

## NVR Options (Network Video Recorder)

Note: The Number of Cameras must be equal or less than the Ports on NVR

8 Port NVR Inc. Linksys Switch  
\$625



16 Port NVR Inc. TP-Link Switch  
\$825

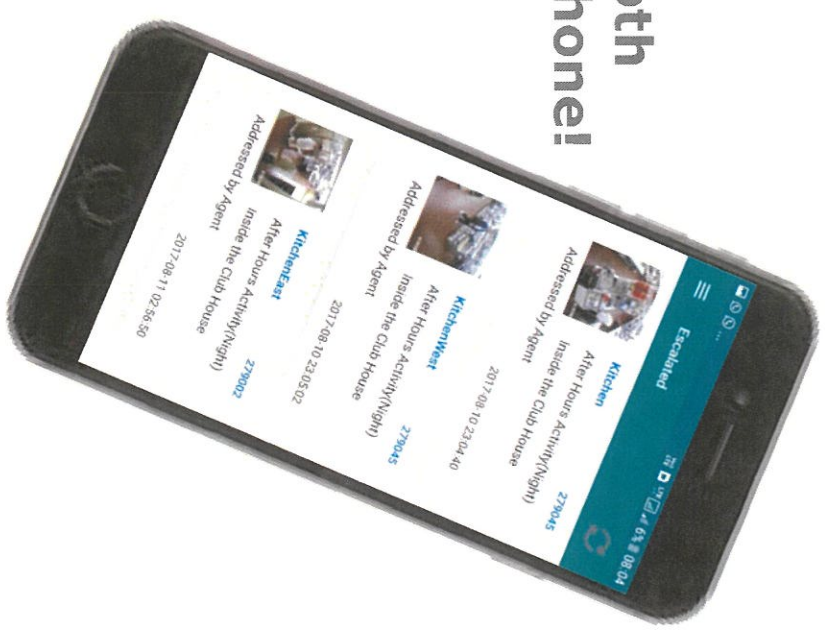
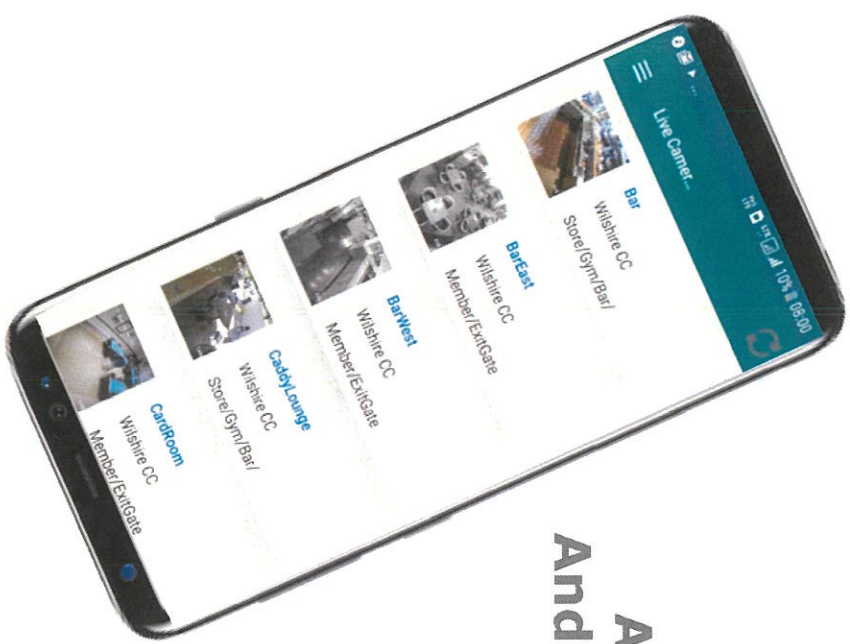
32 Port NVR Inc. TP Link Switch  
\$1225



NVR provides high resolution, high video compression, and HDMI video output up to 4K. Independent PoE connections offer easy setup, and smart search and reliable video storage.

Oh Yeah, And Were Mobile!

Mobile Apps Available for both Android and on iPhone!





Thank You!



**Eric Schweitzer**

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**818.613.9908**

**[www.VDOintel.com](http://www.VDOintel.com)**