



**Downtown Hayward Improvement Association
Board of Directors Meeting
Thursday, July 22nd, 2021 – 2:00 p.m.
Zoom Video Meeting –
CLOSED SESSION TO DISCUSS TERMINATION OF
AGREEMENT ON ITEM 5 (Only Board and staff to be Present)**

<https://us02web.zoom.us/j/81623343835?pwd=MThlU0dpNUwrdEFhWGdNPdzZMZXBsdz09>

or call: 1 669 900 9128. Meeting ID: 816 2334 3835 Password: 344221

AGENDA

1. **Call to Order & Introductions: Jeff Jurow, President**
2. **Approval of Minutes from May 27th, 2021 Meeting** *Action Item* Pg. 3-6
3. **Community/Public Comment/City Announcements**
 - a. Heritage Park, opening and next steps
 - b. Navigation Center & Downtown Homeless Outreach: Status
 - c. Extension of Outdoor Dining in Downtown - status
 - d. Main Street Complete Streets Project – status
 - e. Old City Hall – status
 - f. Upcoming Nominations Committee appointment, sent Annual meeting date Pg. 7-8
Action Item
4. **Committee Reports:**

(Executive Committee) – Jeff Jurow

 - a. FY 21-22 YTD Budget Report: Review Pg. 9
 - b. Annual report status – completed & distributed Pg. 10-17

(DISI Committee) – Sara Buizer

 - a. DHIA Social Media: Update Pg. 18-21
 - b. B Street Decorative Banners: Update
 - c. Recommendations on events by the Chamber, \$15,500, see attached Pg. 22-28
Action Item
 - d. Possibility of other Downtown Events in Q3 & Q4

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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(SOBO Committee) – Jeff Jurow

- a. DHIA Maintenance Operations: Update
- b. DHIA Pilot Camera Program: Update
- c. Status of Security Patrol program

Pg. 29

Action Item Pg. 30-39**(Land Use Committee) – Bill Matheson**

- a. Need to Review Slated Development Projects In-District
- b. Main and Maple
- c. Status of Lincoln Landing
- d. Dispensaries
- e. Downtown Fiber Infrastructure
- f. BART development
- g. Set meeting

- 5. **CLOSED SESSION TO DISCUSS STATUS AND TERMINATION OF CONTRACT WITH
VENDOR SELECTED (Only Board and staff to be present) *Action Item***
- 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 22654 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. For more information, please call Monica Montes at 888 356-2726*



Downtown Hayward Improvement Association
Board of Directors Meeting
Thursday, May 27th, 2021, 10:00 a.m.
Zoom Video Board meeting

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

Absent: Alfredo Rodriguez, Michael Helenius, Nicole Franklin

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, President, called the zoom Board together at 10:10	No action taken
2. Approval of the March 24th, 2021, 2021 Board of Directors meeting minutes	The minutes of the March 24 th , 2021, Board of Directors meeting were reviewed.	Sara moved and Kim seconded approval of the March 24th, 2021, Board of Directors minutes. The minutes were approved unanimously
3. Community/Public Comment/City Announcement	(Heritage Park) No update (Navigation Center) A new hotel annex to the Navigation Center just opened. Sara gave an update. (Downtown Dining) Catherine gave an update on the 2 successful restaurants that are using the program. Acqua e Farina and the Bistro will be allowed to operate on Main Street through the end of the year. Main Street closures on Saturday will continue. (Downtown Business Update) Catherine announced two new records stores, Ska Dog & The Stacks, will both be having their respective grand openings on	No action taken

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	<p>June 12th on B Street. The Mayor and various City officials will be in attendance to celebrate. (Main St. Project) The Main Street revamp is on hold for now, will not happen for at least a year from now.</p> <p>Discussion followed on all issues.</p>	
4. Committee Reports		
<p><u>Executive Committee:</u> Jeff Jurow.</p> <p>a. YTD Budget report for 2021</p>	<p>a. The 2021 YTD budget was reviewed. Most if not all expenses are under budget. The collection rate is somewhat low. Sara will look to see if the City has made its assessment payments into the district thus far.</p>	<p>a. The YTD budget report was approved by consensus.</p>
<p><u>District Identity:</u> Sara Buizar</p> <p>a. Social Media update</p> <p>b. Main Street Outdoor Dining Parklets</p> <p>c. Banners</p> <p>d. Downtown events</p>	<p>a. Dominic gave an update on the social media program through the Chamber. This is costing us around \$900 per month, but we are getting great results. Both Sara and Dominic are pleased with the postings as well as the content. Discussion followed.</p> <p>b. Dominic gave an update on the conceptual designs of outdoor dining plans that received from the Committee's hired architect (Studio4 Architecture). The structures are being designed to be easily placed against the curb on Main Street and can be moved around or lined up for continuous frontage as needed. Discussion followed.</p> <p>c. Dominic has collected historic photos from the Historical Society, he will be working on a summer/fall banner program for the decorative poles on B Street (12 in all).</p> <p>d. Downtown events have yet to be scheduled.</p>	<p>a. No action taken</p> <p>b. No action taken</p> <p>c. No action taken</p> <p>d. No action taken</p>
<p><u>Sidewalk Operations:</u> Jeff Jurow</p> <p>a. NexStreet Audit of DHIA Operations.</p> <p>b. DHIA Pilot Camera Program</p> <p>c. Status of Barbary Coast Security Contract</p>	<p>a. The SOBO Committee recently reviewed a list of equipment recommendations supplied by NexStreet consultants after a May audit of DHIA operations. All recommended equipment items have been approved in the budget by the SOBO Committee except the crew radios line item. The current budget can accommodate all other items. Discussion followed.</p> <p>b. Dominic gave an update on the implementation of the camera system for Downtown. 3 of the 5 pilot locations are moving forward with installation,</p>	<p>a. No action taken</p> <p>b. No action taken</p>

	<p>with the first location (Sapporo), expecting installation within the next week. Staff are still working on potential replacement sites for the C/Main Street site and the now-empty Weight Watchers location on Mission Blvd.</p> <p>c. Previously the Board had approved using Barbary Coast Security based upon the following points. The proposal was included in the Board packet and included the following key points:</p> <ol style="list-style-type: none"> 1. Not to exceed \$18,000 per month. 2. Initial term would be 7 months; (\$126,000) 3. There will be a 30-day escape clause that can be initiated by either party, without cause required. All pending payments for work completed will be fully made if the DHIA elects to terminate this service prior to the projected end date. 4. DHIA Staff must be provided with a monthly shift schedule of patrol services a week prior to implementation; DHIA staff must be provided with contact information for all on-duty personnel assigned to this contract. 5. The entire district must be covered each shift by walking patrols, or non-funded bike patrols. 6. We need daily activity reports on all in-district interactions, contacts with HPD and patrol trouble spots. The reports must clarify, time, dates, instances of problems and whether HPD responded to the situation. Known troublesome actors in-district should have their crimes documented and filed for DHIA staff 7. Barbary Coast Security must add both the DHIA and the City of Hayward as additionally insured to its Commercial General Liability Insurance Policy; 8. No Overtime will be authorized by the DHIA unless specifically requested (in writing) by the District Manager. 9. Billings are to be submitted at the end of the month after work has been completed and must include documentation of shift attendance and any additional expense-related documentation for reimbursement purposes. <p>After a lot of going back and forth, it appears that the insurance issues with Barbary Coast have been met. Gary Delagnes, CEO of Barbary Coast Security,</p>	<p>c. Jeff moved and Ben seconded approval of splitting the auto insurance costs with Barbary Coast. The motion was approved by all except one vote in opposition by Bill.</p>
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	<p>has asked for flexibility on the auto insurance policy vendor requirements. Mr. Delagnes is asking the DHIA to cover \$225 in auto insurance per month, reasoning BCS personnel will not be driving any vehicles in the course of their patrol work for the DHIA. Dinesh stated that the wording of the contract must include language for indemnification of contracted services between the DHIA and BCS. Gary will need to sign an indemnity agreement protecting the DHIA from any and all insurance claims made against the DHIA regarding deployment of these supplemental security patrols. Jeff also suggested that we split the insurance costs at \$112.50 per month. A lengthy discussion on the negotiating of this agreement took place.</p>	
<p>Land Use; Bill Matheson</p>	<p>A number of issues were brought up for discussion at the next meeting. Those issues include:</p> <ul style="list-style-type: none"> -Main and B has been listed for sale for 1.6 million. -Main and Maple will be brought to the Committee for review later this Spring. -EAH has plans for a new development at 2nd and C St. -Fiber-Optic options need to be pursued and expanded in Downtown. -The Committee cannot meet in City Hall since it is still closed. <p>Discussion followed.</p>	<p>a. No action taken</p>
<p>Next Board Meeting</p>	<p>The next meeting of the Board of Directors will be held as a zoom meeting on July 22nd, 2021, at 2:00 p.m. via zoom.</p>	

Minutes taken by Marco Li Mandri, Executive Director



ARTICLE 4 DIRECTORS

Section 1. Number and Term

The Corporation shall have a minimum of five (5) and a maximum of seventeen (17) Directors and collectively they shall be known as the Board of Directors. The exact number of Directors shall be fixed from time-to-time by resolution by the Board of Directors. Subject to the foregoing provisions for changing the number of Directors, the following seats shall be allocated to the Board of Directors:

- A) No less than a two-thirds majority of the seats on the Board of Directors at all times shall be filled by Property Owner Directors (as defined in Section 2 of this Article 4). Each property within the district boundaries, based upon the legal status of ownership, is entitled to appoint only one representative to serve on the Board of Directors;
- B) The balance of seats shall be filled by Community at Large Directors as defined in Section 2 of this Article 4);
- C) Directors shall be elected for a term of two (2) years., However, following the first election of Directors, one half (½) of the Property Owner Directors and one half (1/2) of the Community Directors shall serve a term of one (1) year, and one-half (½) of the of the Property Owner Directors and one half (½) of the Community Directors shall serve a term of two (2) years. The Directors may assign the one-year terms by unanimous agreement, but in the absence of such agreement, the Directors receiving one-year terms shall be chosen by lot at the meeting at which the election is held. This staggering of terms will ensure that the entire Board is not replaced within one calendar year. Directors' terms shall commence on the date of their election and expire on the date of the election of the successor to the Director whose term is expiring.

Section 2. Qualifications

Members of the Board shall possess the following qualifications:

- A) *Property Owner Directors* shall be owners of real property within the boundaries of the Downtown Hayward Community Benefit District (the "District"), who have made full payment of all District assessments due for the previous and current fiscal years, or the duly appointed authorized representative (as defined in these Bylaws) of such owner.
- B) *Community at Large Directors* shall be persons who a) own and operate a business located on property located within the boundaries of the District, or the

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duly appointed authorized representative (as defined in these Bylaws) of such owner and operator; b) are community members who reside within the boundaries of the District; c) are individuals who do not reside or operate a business within the District boundaries but who show a high degree of interest and concern for the welfare of the District and who understand its connection to the community at large, and who the Board believes may assist the Corporation to fulfill its goals as a public benefit Corporation.

- C) A group of stakeholders consisting of the persons set forth in Exhibit "A" attached to these Bylaws and who have placed their signatures on Exhibit "A", is hereby-appointed upon the execution of these Bylaws as an interim Board of Directors to oversee creation and functioning of the Corporation including the adoption of the Articles of Incorporation, the Bylaws of the Corporation, an initial governance plan, and the election of the First Board of Directors. The interim Board shall serve until they have elected a fully qualified Board of Directors in accordance with these Bylaws.

Section 3. Nomination and Election

Not less than forty-five (45) days before the date set forth for the Annual meeting of the Directors, the President shall appoint at least three (3) Directors, at least two of whom shall be Property Owner Directors, as the Nominating Committee to solicit nominees for consideration for election as Directors. The names so proposed, by the Committee shall be presented to the Board at its Annual meeting. The Nominations Committee shall include the President and at least two other Directors.

The Nominations Committee shall provide nomination forms to all eligible property owners and Directors. The nomination forms shall be mailed out at least thirty (30) days prior to the date set for the annual meeting. A due date of at least twenty (20) days prior to the annual meeting date shall be stated as the deadline for submitting nominations to the Nominations Committee;

- A) The nominees, who have been deemed to be qualified, consistent with these Bylaws shall be presented to the Board for consideration of election to the Board at its annual meeting.
- B) At the annual meeting the Directors may vote to accept some or all of the nominees submitted by the Nominations Committee. The election of Directors shall comply with the allocation provided in Section 1 of this Article 4.

Nominations may not be made from the floor but only in accordance with the procedures set forth in this Section 3 or such other procedures as may be determined by the Board.

11:50 AM

Downtown Hayward Improvement Association

Profit & Loss Budget Performance

07/20/21

June 2021

Cash Basis

	Jun 21	Budget	Jan - Jun 21	YTD Budget	Annual Budget
Income					
Assessment Income					
Delinquency	0.00	0.00	0.00	-40,000.00	-40,000.00
Carry Forward	0.00	0.00	0.00	363,142.54	363,142.54
Assessment Income - Other	0.00	49,637.00	373,005.49	297,822.00	595,644.00
Total Assessment Income	0.00	49,637.00	373,005.49	620,964.54	918,786.54
Total Income	0.00	49,637.00	373,005.49	620,964.54	918,786.54
Expense					
Administration					
Accounting Fees	0.00	333.00	1,450.00	2,002.00	4,000.00
Bank Charges	0.00	4.00	8.00	26.00	50.00
Insurance - Liability, D and O	0.00	666.00	7,498.28	4,004.00	8,000.00
Legal Fees	0.00	83.00	120.00	502.00	1,000.00
Office Supplies	76.25	166.00	999.97	1,004.00	2,000.00
Postage, Mailing Service	0.00	125.00	87.96	750.00	1,500.00
Printing and Copying	0.00	166.00	0.00	1,004.00	2,000.00
Rent	1,200.00	1,250.00	7,200.00	7,500.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	39,000.00	39,000.00	78,000.00
Telephone, Telecommunications	225.00	166.00	2,326.32	1,004.00	2,000.00
Utilities	435.07	250.00	1,566.59	1,500.00	3,000.00
Admin Contingency	0.00	166.00	659.00	1,004.00	2,000.00
Total Administration	8,436.32	9,875.00	60,916.12	59,300.00	118,550.00
DISI					
Advertising	72.00	166.00	647.00	1,004.00	2,000.00
Annual Report	0.00	250.00	0.00	1,500.00	3,000.00
Branding & Signage	0.00	333.00	375.00	2,002.00	4,000.00
Outdoor Dining	507.50	1,333.00	2,735.00	8,002.00	16,000.00
PR / Social Media	0.00	1,000.00	7,850.00	6,000.00	12,000.00
Seasonal Displays	0.00	500.00	4,570.00	3,000.00	6,000.00
Special Events	0.00	0.00	3,500.00	0.00	10,000.00
Staff Consulting (New City)	1,500.00	1,500.00	9,000.00	9,000.00	18,000.00
Website	0.00	166.00	0.00	1,004.00	2,000.00
Total DISI	2,079.50	5,248.00	28,677.00	31,512.00	73,000.00
SOBO					
Capital Improvements	0.00	0.00	6,820.00	0.00	7,000.00
Fixed Assets - Major Purchase	4,897.00	2,083.00	4,897.00	12,502.00	25,000.00
Maintenance and Supplies	973.49	1,250.00	4,587.20	7,500.00	15,000.00
Nursery Supplies & Equipment	0.00	1,666.00	0.00	10,004.00	20,000.00
Payroll Expenses					
Deductions	0.00		-300.00		
Health Insurance	1,553.01	2,100.00	6,474.00	12,600.00	25,200.00
Payroll Service	148.10	315.00	1,328.78	1,910.00	3,800.00
Payroll Tax Expense	6,720.24	4,666.00	40,218.14	28,004.00	56,000.00
Payroll Workers Comp Ins	3,426.00	2,100.00	599.00	12,600.00	25,200.00
Payroll Expenses - Other	13,977.18	14,150.00	77,194.00	84,900.00	169,800.00
Total Payroll Expenses	25,824.53	23,331.00	125,513.92	140,014.00	280,000.00
Cameras	0.00	0.00	8,918.80	0.00	50,000.00
Professional Services	18,649.00	16,666.66	22,649.00	100,000.04	200,000.00
Supplies for SOBO	559.00	416.00	3,073.75	2,504.00	5,000.00
Vehicle Related					
Pressure Washing	0.00	500.00	1,180.08	3,000.00	6,000.00
Gas	586.08	416.00	1,829.73	2,504.00	5,000.00
Vehicle Repair & Maintenance	0.00	333.00	414.00	2,002.00	4,000.00
Vehicle Related - Other	0.00		465.37		
Total Vehicle Related	586.08	1,249.00	3,889.18	7,506.00	15,000.00
Total SOBO	51,489.10	46,661.66	180,348.85	280,030.04	617,000.00
Contingency / Reserve	0.00	9,186.35	12.60	55,118.44	110,236.54
Total Expense	62,004.92	70,971.01	269,954.57	425,960.48	918,786.54
Net Income	-62,004.92	-21,334.01	103,050.92	195,004.06	0.00

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION



ANNUAL REPORT TO
PROPERTY OWNERS

JUNE 2021

BOARD OF DIRECTORS

The following property owners and/or community stakeholders currently serve voluntarily.

Jeff Jurow
President

Resti Zaballos, Jr.
Vice-President

Dinesh Shah
Treasurer

Sara Buizer,
Secretary

Nicole Franklin

Michael Helenius

Kim Huggett

Tom Leung

Bill Matheson

Catherine Ralston

Alfredo Rodriguez

Ben Schweng

STAFF

Dominic Li Mandri
District Manager
(New City America)

Marco Li Mandri
Executive Director
(New City America)

Shirley Zawadzki
Financial Reporting
(New City America)

Monica Montes
Administration
(New City America)



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f /DowntownHayward

@downtownhayward



PRESIDENT'S MESSAGE

Unprecedented Times, Unwavering Focus

It has been quite a year – unlike anything any of us have ever experienced. When we entered March 2020, hopes were high for continued growth, investment, and economic activity in Downtown Hayward. The Downtown Hayward Improvement Association (DHIA), anticipated an exciting second year in operation for 2020, preparing for the rollout of a series of public space initiatives on B Street as well as enlisting a PR firm to begin generating media buzz for development projects around downtown. On March 10th, 2020, our District Identity Committee convened to consider event sponsorship requests for the coming Spring/Summer seasons, unaware that just a week later a state-mandated Shelter-in-Place order would shutter virtually all businesses in California and irreversibly thrust our state economy into a spiral of disorder and desperation.

From the outset of the COVID-19 Global Pandemic, the economic impacts of the resulting Shelter-in-Place orders have been profoundly and disproportionately felt by small-medium sized employers that make up 48% of jobs in the U.S. economy. In Downtown Hayward, that translated to hundreds of downtown business and property owners being severely hindered in their capacity to generate income and pay their bills, not to mention the thousands of employees and residents that were placed in a similarly desperate situation via government-ordered shutdowns.

As the City of Hayward continues to reel from the impact of the pandemic, the DHIA recognizes the need for more robust administration of the downtown district, and in response will be implementing more tangible services and projects in the coming months to directly address long-standing concerns in the downtown community. When the City originally went into lockdown in March 2020, the DHIA maintenance crew was the only active entity working to maintain the presentation of downtown for months (until June), demonstrating our organization's capacity to sustain efforts we feel are essential even when those efforts go

ABOUT THE DHIA

The Downtown Hayward Improvement Association (DHIA), is a public benefit 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.

unsupported by City operations and/or resources. It is that same sense of urgency and resiliency that motivates our efforts in 2021 as we gradually move beyond the pandemic and look to restore consumer and investor confidence in our downtown business district.

The DHIA Board recognizes that despite the recent global economic rattling, Downtown Hayward still maintains a strong foundation for prosperity and growth with several unshakeable assets to leverage and promote. New mixed-use developments like Lincoln Landing and entitled projects like Main & Maple will undoubtedly create value for downtown owners and operators for years to come, adding to the resiliency already afforded to the downtown by the local BART station and nearby Cal State East Bay campus. Regional assets like the Hayward BART Station and the CSU Campus will continue to be multipliers for investment downtown, serving as incubators of both job growth and economic activity, to which downtown will be the most immediate beneficiary. With effective, responsible management, Downtown Hayward is poised to become the next top East Bay destination of the 2020s.

But until that time has come, please be safe, wear your mask, socially distance, and work together to get through these next few months. Let's show the rest of the San Francisco Bay Area that, in fact, Hayward still remains the beating heart of the East Bay.

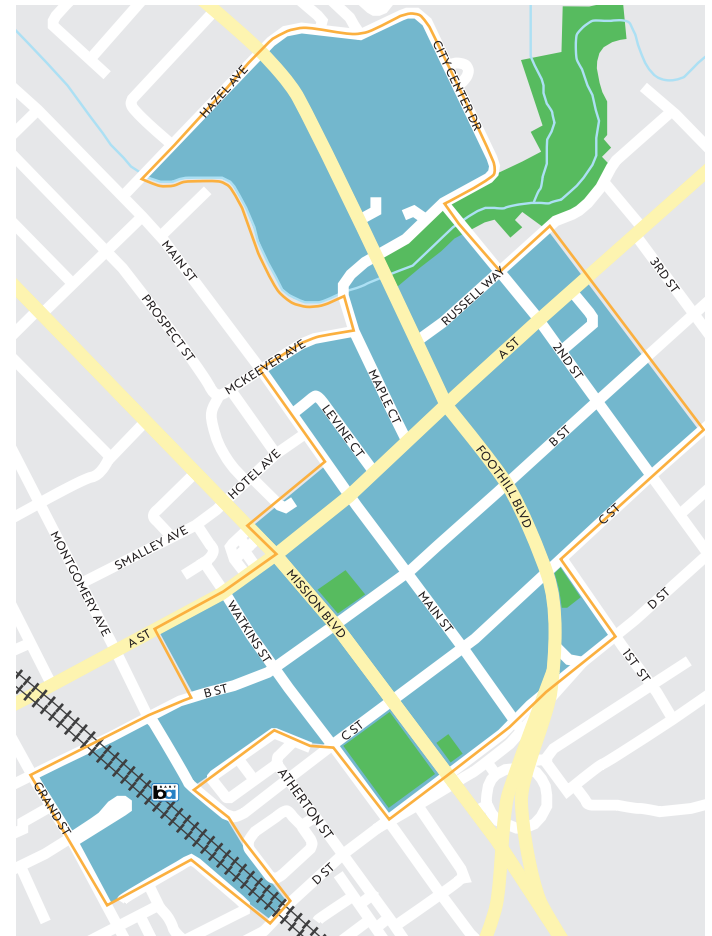
Best Regards,



Jeff Jurow, *Board President*
Downtown Hayward Improvement Association



DISTRICT MAP



DHIA MAINTENANCE

STATISTICS

JANUARY 2020 –
DECEMBER 2020

1,237

OF TRASH BAGS
(APPROX. 31,000 LBS.)

545

OF LEAF BAGS
(APPROX. 12,500 LBS.)

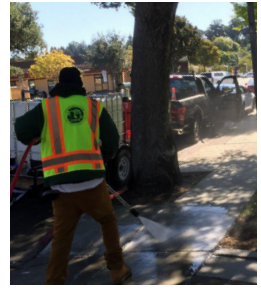
425+

GRAFFITI
REMOVED/
REPORTED

625+

INCIDENTS OF
DEBRIS REMOVED/
REPORTED

COMMITTEE HIGHLIGHTS



SIDEWALK OPERATIONS, BEAUTIFICATION & ORDER (SOBO)

The Sidewalk Operations, Beautification & Order (SOBO) Committee oversees the daily maintenance operations funded by the community-benefit district as well as implements initiatives and projects intended to enhance the beauty and safety of Downtown Hayward. The Sidewalk Operations budget allocation represents approximately 69% of the district's annual budget yet supports much of the tangible services provided to the Downtown Hayward community. To the left, you will find a snapshot of the DHIA maintenance operation highlights from the last calendar year.

At the onset of the COVID-19 global pandemic, the DHIA took deliberate action via its maintenance operation to prepare our downtown commercial district for a new normal unlike anything previously seen. Whereas before the DHIA maintenance crew had to contend with the day-to-day refuse of a busy commercial area, after March 19th, 2020, our operations had to completely re-orient to account for the public health emergency that the COVID-19 pandemic posed. Within a week of the initial California Shelter-In-Place Order, DHIA maintenance staff members returned to work as essential personnel, sanitizing public furniture and downtown infrastructure as well as ensuring business frontages remained upkept and presentable despite the lockdown restrictions.

In addition to working daily to maintain the presentation of the downtown district, DHIA maintenance staff also successfully implemented a number of placemaking and landscaping projects around downtown over the course of the last year. Projects and programs developed in partnership with the City as well as amongst our standing Advisory Committees were successfully deployed and maintained by the in-house maintenance operation, demonstrating our organizational capacity to implement projects (big and small) strategically and efficiently without delay. The swiftness of our district's response is complimented by our excellent working relationship with the City of Hayward and its various departments, a partnership that exponentially amplifies the DHIA's impact in Downtown Hayward.

Looking ahead in 2021, the DHIA SOBO Committee anticipates overseeing the deployment of supplemental security patrols in downtown to assist HPD as well as directing the expansion of a districtwide camera monitoring system to cover major thoroughfares and parking lots.



DISTRICT IDENTITY & STREETScape IMPROVEMENT (DISI)

The District identity & Streetscape Improvement (DISI) Committee focuses on actively curating and managing the identity of Downtown Hayward through the development of brand capital, streetscape signage, public art projects and supporting of inclusive yet encapsulate local special events.

When the COVID-19 Global Pandemic prompted the March 19th, 2021 California Shelter-in-Place lockdowns, the Downtown Hayward Improvement Association was a little over one month into our newly ratified contract for district press relations services with the firm Full Court Press Communications. However, it soon became apparent that long-lead press services of this sort were not particularly apt for responding to the everchanging pandemic news landscape, and thus it was determined more tangible, immediate support for the merchants was needed to sustain business activity and vitality downtown. Hence out of necessity, the DHIA amended its contract with Full Court Press Communications to instead provide social media services in an effort to instantly promote the businesses that were allowed to stay open and operate. In the months of April and May, the DHIA Social Media feeds actively promoted local businesses as well as a broader "Open for Business" Restaurants List to direct our swelling digital audience towards downtown merchants and services.

Since then, our channels have continued to grow exponentially—both organically as well as with the help of sponsored media campaigns—and will only expand as the DHIA becomes more active downtown:


In June 2020, the DHIA team partnered with the City to help organize the Together for Downtown Hayward open dining program on B Street between Watkins and Foothill Blvd., providing restaurants a lifeline to safely serve outdoors without the obstruction to local sidewalks or compromises to social-distancing protocols. The DHIA provided support to the closures throughout the summer months and into the Fall 2020 season, facilitating a smaller closure on Main street on Saturday afternoons.

With the absence of the iconic cultural events previously held in downtown due to the pandemic, the DISI Committee reoriented its priorities to instead focus on projects and programs that created an inviting, family friendly atmosphere downtown. In the Fall, the DHIA launched its first Fall Seasonal Décor Program, installing 9 hand-curated decorative displays at key downtown corners and intersections to improve their profile and mark the change of seasons in this tumultuous year. A month later in December, the DHIA facilitated the installation of over 60 Holiday Banners throughout the entire downtown district as well as partnered with the Hayward Chamber of Commerce to organize a Downtown Merchant Holiday Giveaway Program to encourage locals to shop and patronize stores downtown. Both efforts aimed to promote downtown as a viable family-friendly destination and are expected to return more prominently in 2021.

Looking ahead, the DHIA DISI Committee will continue to deploy strategies intended to promote local businesses and community developments, leveraging our expanding social media presence to shine spotlights on local business leaders, new public space or placemaking projects and new programs coming to Downtown Hayward.

SOCIAL MEDIA CAMPAIGNS 2020

APRIL 1, 2020
 LAUNCH DATE OF DHIA SOCIAL MEDIA CHANNELS


1,261
 YTD FACEBOOK PAGE LIKES


1,317
 FACEBOOK PAGE FOLLOWERS GAINED SINCE LAUNCH

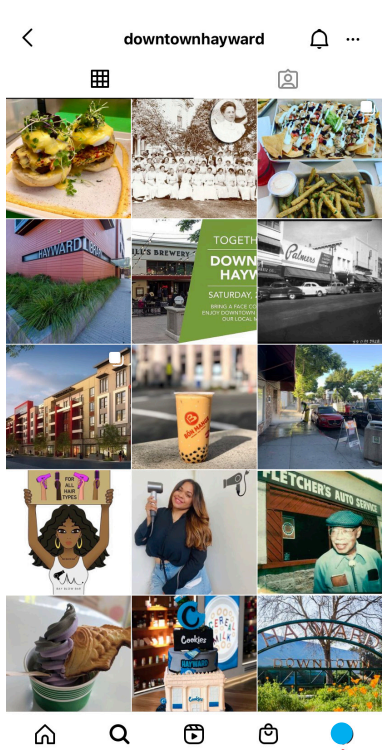

780
 INSTAGRAM FOLLOWERS GAINED SINCE LAUNCH



SIGNIFICANT DISTRICT ACCOMPLISHMENTS FROM THE PAST YEAR

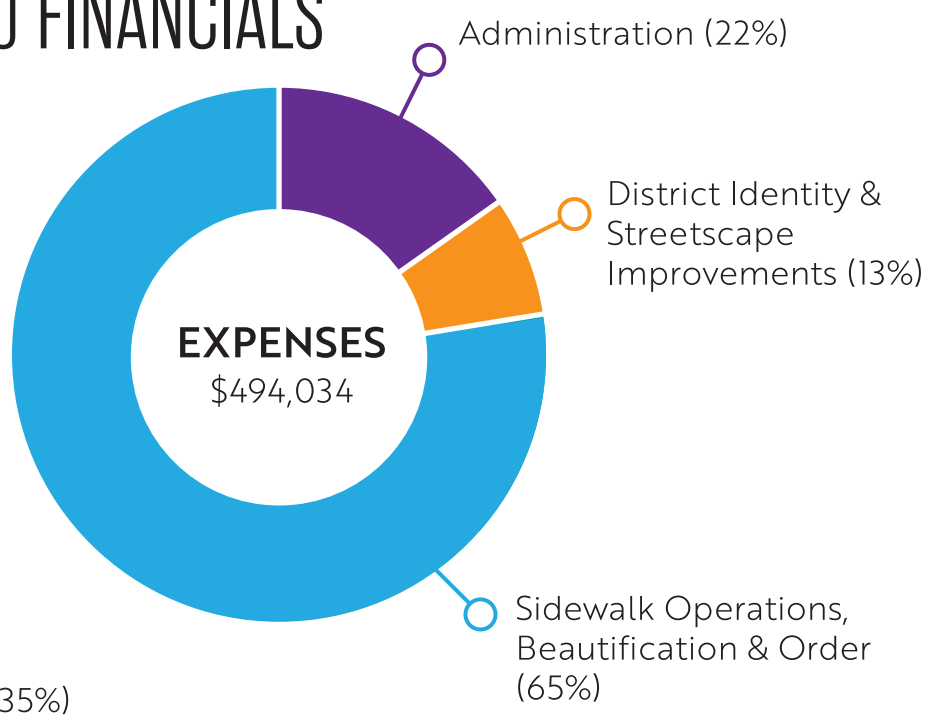
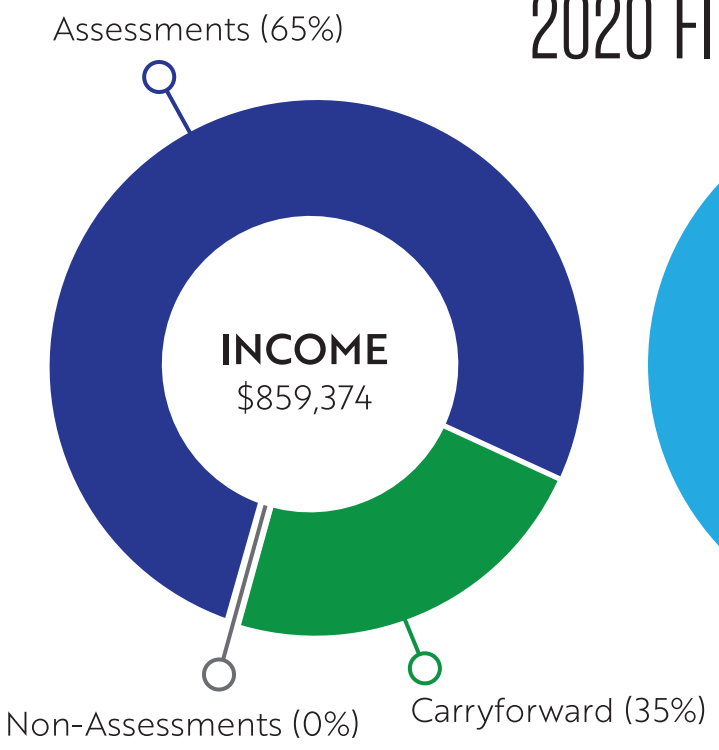


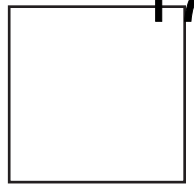
- Safely maintained a full-time maintenance crew throughout the entire duration of the COVID-19 global pandemic with zero work-related outbreaks
- Pivoted district press services to social media services to better respond to the immediate needs of the downtown merchant community.
- Built a robust social media presence from scratch, leveraging the new exposure to actively promote a downtown Open-for-Business list during Shelter-in-Place
- Successfully adopted a Memorandum of Understanding with the City of Hayward for public space/right-of-way activation in downtown
- Built a local DHIA nursery and successfully implemented Phase I of the District Supplemental Landscaping Plan, adding over 20 barrels planters to downtown sidewalks
- Partnered with the City of Hayward to organize the Together for Downtown Hayward outdoor dining program and maintain Saturday Main Street closures into Fall 2020
- Partnered with the City of Hayward to string market lights on Main Street from A to C Streets to increase pedestrian lighting in downtown
- Successfully launched the first DHIA Fall Décor Program in Downtown Hayward with 9 Display Locations
- Oversaw the Installation of Over 60 Holiday Banners throughout the District for the Holiday Season



- Partnered with the Chamber of Commerce to organize the Downtown Hayward Holiday Giveaway Program, with over 27 local businesses participating and over 300 community participants
- Launched the Security Camera Pilot Program with 5 initial sites confirmed in downtown
- Regularly participated in the City of Hayward's Homelessness Reduction Strategic Plan Steering Committee to help develop actionable solutions to local homelessness and vagrancy

2020 FINANCIALS





Hayward, CA 94541
www.VisitHaywardCA.com



DOWNTOWN HAYWARD EVENTS*

- **FARMERS MARKET | SATURDAYS (YEAR-ROUND) | 9 AM – 1 PM**
Located on Watkins, between B and C Streets, next to Hayward City Hall Plaza
- **HERITAGE PLAZA RIBBON CUTTING | SATURDAY, JULY 17 | 9:45 AM**
Grand opening and ribbon cutting with live music and speeches from local dignitaries, C Street, Across from the Downtown Hayward Library
- **DOWNTOWN STREET PARTY | THURSDAY, AUGUST 19 | 5:30 - 8:30 PM**
Live music, classic car show, food, beer & wine garden, free family fun, and exhibitors on B and Main Streets.
- **MARIACHI FESTIVAL | FRIDAY, SEPTEMBER 24 | 5 - 9:30 PM**
Mariachi bands, folklorico dancers, food and vendors, and a taco-eating contest at City Hall Plaza
- **DOWNTOWN HAYWARD GIVEAWAY | NOVEMBER 22 - DECEMBER 24**
Online and in-store participation featuring downtown Hayward merchants
- **LIGHT UP THE SEASON | SATURDAY, DECEMBER 4 | 3:30 - 6:30 PM**
School bands and choirs, family fun, visits with Santa, and the tree-lighting in the City Hall Rotunda

*Events listed are subject to cancellation due to COVID-19 restrictions. For more information on upcoming events, visit www.VisitHaywardCA.com

Downtown Hayward Improvement Association

Social Media Report 06/21

Caroline S. Sandoval, Social Media Manager


Summary

June being Pride Month, I intended to focus on businesses that offered something unique in observance of Pride. Ultimately, this ended up not being a great idea because the only places that did anything for Pride were the same businesses we had featured in the past. So, I shifted to focus on the events occurring in June. At the beginning of the month, I posted information about the “Take-Out Foodware Solutions” webinar hosted by StopWaste.org. Next, I attended the double ribbon cutting/grand opening events hosted by our new downtown record stores and the City of Hayward’s First Juneteenth Celebration and was sure to post photographs. Finally, I posted some pictures from the downtown farmer’s market in honor of Fresh Fruits and Vegetables Month.

Overall Metrics for [Facebook](#): New Page Likes = 12 Post Reach = 1673 Post Engagement = 361

For [Instagram](#): New Followers = 34 Account Reach = 1105 Content Interactions = 365

Posts

 downtownhayward
Hayward c.a

Take-Out Foodware Solutions
that Cut Cost & Waste

STOPWASTE
WEBINAR

Food Businesses! Join StopWaste to learn about about innovative, cost-saving reusable foodware solutions in the Bay Area. Bring your questions!

June 7, 2021
1:30-3:00 pm PST


Webinar Topics:

- Hear from three innovative services already operating in the Bay Area
- Ask questions and discuss shared real-world issues
- Explore funding opportunities for StopWaste-supported pilot projects

Register for free at: www.StopWaste.org/reusables-to-go

[View Insights](#) [Promote](#)



 Liked by fusion_dance_project and 4 others
downtownhayward Attention food service operators! Did you know that there are many reusable alternatives to disposable takeout foodware... [more](#)

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Downtown Hayward




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Downtown Hayward



[View Insights](#) [Promote](#)

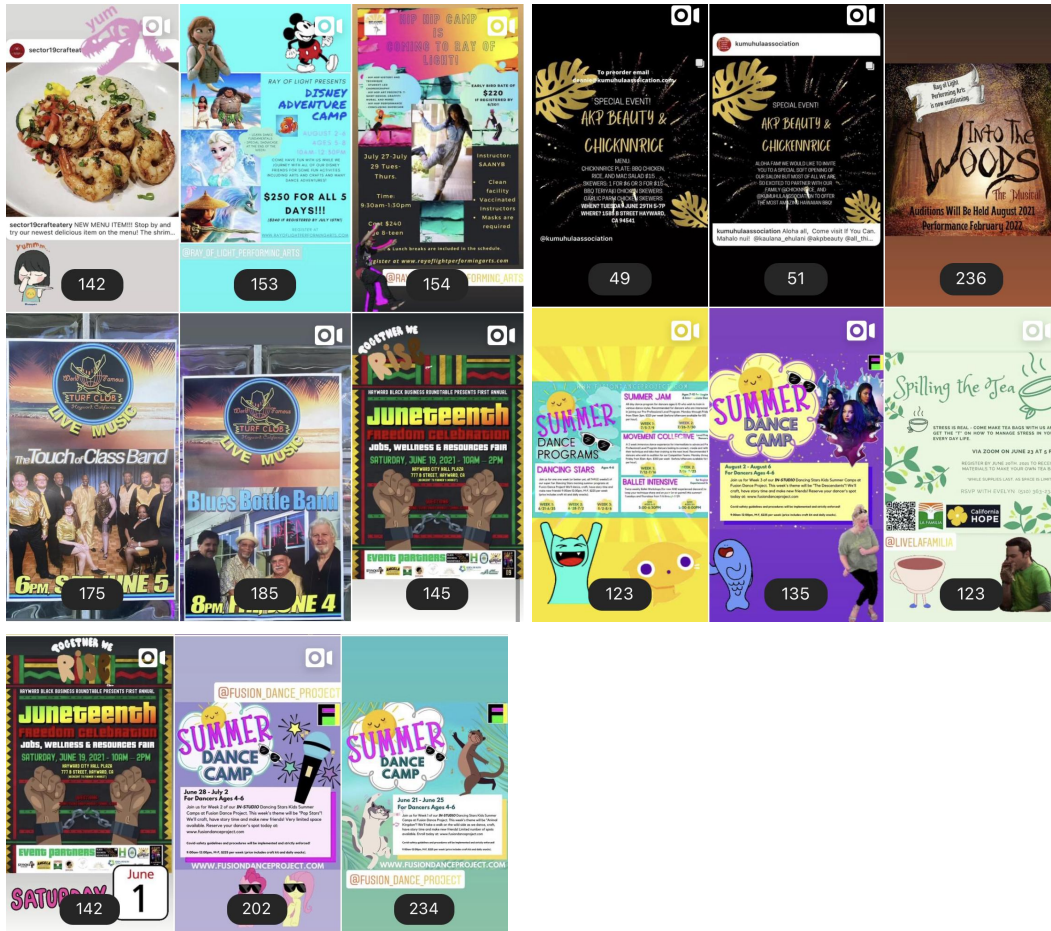


 Liked by snappyscafe and 79 others
downtownhayward A great Juneteenth event downtown today... [more](#)

 downtownhayward
Hayward Saturday Market



Stories



Next Month

July is Independence month so I will keep an eye out for any Fourth of July specials or sales. I have “a little birdie told me” post announcing the new Mexican Restaurant going in where PLayer used to be. I will attend and post photos from the Together For Hayward reopening of downtown and be sure to promote the event as well.



Hayward Chamber of Commerce / Downtown Hayward Improvement Association 2021 Promotion Partnership

Summary

Summer Downtown Street Parties

The Hayward Chamber of Commerce proposes to conduct one of its traditional street parties for the DHIA and the City of Hayward on August 19. 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. 2021 will be the 17th year of our street party car shows at each event (57 car shows, so far). It is hard to estimate post-pandemic attendance, but it could be anywhere from 5,000 to 6,000.

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 total of \$5,000 from the DHIA in support both the July and August events in 2019. The chamber requests \$5,000 in funding for the August 19 event.

Typically, the City of Hayward has been able to assist with a subsidy of \$5,000 per street party, but the Economic Development Division has reported they have no funding to help with this event. We are admittedly in uncharted territory here, but the chamber is willing to seek out sponsors to make this an event worthy of its tradition.

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 17 or 24, 2021. For six years the chamber and City of Hayward combined to offer this cultural event including music, art and dance 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 (Downtown Business Improvement Area) 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 over the five-hour event.

The chamber proposes an increase in support to this event in 2021, from \$500 to \$1,500. The chamber will seek additional sponsorships.

Light Up the Season / Downtown Hayward

Downtown Tree-Lighting, Concerts, and Family Activities

Pending approval by the City of Hayward, the chamber agrees to again act as fiscal agent and co-promoter of the annual Light Up The Season event on Dec. 4, the first Saturday in December 2021. Cost to put on each event for the past three years has been \$18,000. During its existence, the DBIA contributed 3% (\$500) of the total and in 2019 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, art-in-action, faux ice rink and related vendors. The chamber also staffs a planning committee that meets 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.

The major cost for this event has been \$8,000 for the most popular feature: a faux ice rink with "snow" created by soapflakes.

Downtown Hayward Holiday Giveaway Promotion

The chamber proposes to again put on the Downtown Holiday Giveaway promotion to highlight DHIA members and promote safe shopping, gifting and dining at their establishments during the holiday season. This is accomplished by promoting the online presence of these businesses, encourage phone and to-go orders, or safely visiting in person.

Twenty-seven DHIA business members volunteered to participate in this event last December and participation grew along with the program as the chamber used multiple social media platforms and encouraged community participants to "Follow, Like, Comment & Share!"

Participating Downtown Hayward businesses were featured on social media and had the opportunity to share a promotion, coupon or flyer. The businesses online platforms were highlighted, driving traffic to their sites.

We propose that this year's schedule be advanced to begin work on the project Nov. 1 with business outreach and the promotion beginning Nov. 23.

PAST 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 Festival: 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 and published a pandemic-related "crisis update" newsletter, beginning March 2020, that has had 128 editions.

Event Production Proposal

To: Downtown Hayward Improvement Association
 From: Kim Huggett, Hayward Chamber of Commerce
 Date: June 15, 2021
 Subject: DHIA / Chamber Event Partnership for 2021

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, permits, street closures, and maintenance services staff.

PROPOSED STREET PARTY

Thursday, August 19 \$5,000

MARIACHI FESTIVAL

Friday, September 11 \$1,500

LIGHT UP THE SEASON EVENT

Saturday, Dec. 4 \$1,500

DOWNTOWN HOLIDAY GIVEAWAY

Nov. 23, 2021-Jan. 4, 2022 \$7,500

As always, DHIA support for these events is negotiable and features of each activity can be adjusted according to the amount of support.

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
 June 15, 2021

DOWNTOWN HAYWARD

third Thursday
STREET PARTIES

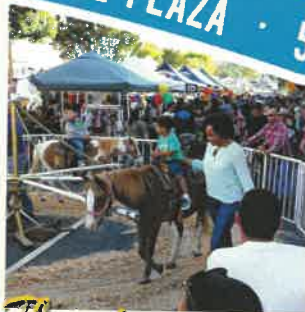
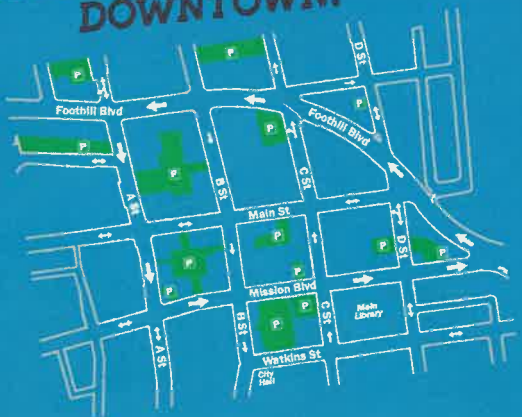
JUNE 18 · JULY 16
 AUGUST 20

2015

B STREET from FOOTHILL BLVD to CITY HALL PLAZA · 5:30 - 8:30 PM · FREE ENTRY

LIVE MUSIC
ARTS & CRAFTS
FUN & GAMES
GREAT FOOD
HOT RODS & CLASSIC CARS
ALAN THE AMAZING
BEER & WINE GARDEN

**LOTS OF FREE PARKING
 DOWNTOWN!**



Thursday
JUNE 18

FEATURING: BAY AREA BLUES SOCIETY
 CARAVAN OF ALL STARS
 TABLUES BLUES BAND
 DOWNTOWN CLASSIC CAR SHOW



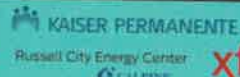
Thursday
JULY 16

FEATURING: THIRD SOL
 MITCH POLZAK AND THE ROYAL DEUCES
 DOWNTOWN CLASSIC CAR SHOW



Thursday
AUGUST 20

FEATURING: PATRON
 HAYWARD HIGH SCHOOL MARCHING BAND
 DOWNTOWN CLASSIC CAR SHOW





**Downtown Hayward Improvement Association
District Identity and Streetscape Improvement
Monday, June 21st, 2021, 11:00 a.m.
Meeting held via zoom**

Present: Sara Buizer, Catherine Ralston, Resti Zaballos, Bill Matheson

Absent:

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 11:02 a.m.	No action taken
2. Public Comment	No public comment	No action taken
3. Review of FY20-21 DISI Budget	The YTD budget was reviewed.	No action taken
4. Committee Updates a. FY 20-21 Annual report b. Outdoor Dining on Main Street update c. Street banner program d. July 10th re-opening	a. The Annual report is near finalized and should be completed within the week. Once finalized, it will be printed and mailed to all property owners within district. b. Catherine gave an update on the outdoor dining policy being extended for businesses impacted by the COVID-19 operating restrictions in downtown. At this time, there's still uncertainty regarding when the Main Street Complete Street project will break ground, which will directly impact the use of installed Main Street parklets. Committee consensus was that staff should hold off on furthering the design process of the Main Street parklets until the	a. No action taken b. No action taken c. No action taken d. No action taken

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22650 Main Street • Hayward, CA 94541

<p>celebration</p> <p>e. Events</p>	<p>Committee receives clarification from City of Hayward Public Works on when the Main Street construction will commence.</p> <p>c. Dominic is working with NCA staff to come up with historical banners for the pedestrian decorative street poles on B Street. Catherine suggested the theme of the banner series be broadened and focus more on general messaging versus historical/notable figures or places. Staff will work to craft some designs in-house for local printing, branded with the DHIA logo. The DHIA crew can install on the poles.</p> <p>d. The City of Hayward is planning an official re-opening celebration event for Saturday, July 10th from 12 – 6 PM. The event space will span B Street from Foothill to Mission Blvd. and Main Street from A to C Streets. The DHIA will be assisting the City with site preparation, day-of support, and clean-up as well as social media promotional support.</p> <p>e. The chamber has submitted a proposal for Committee consideration requesting DHIA underwriting of several Chamber-organized events in Q3-Q4 2021 to bring people back to downtown following the lifting of restrictions. After review of the proposal, the following events will be recommended to the Board for support. All conditions including insurance and cleanup will be included as a condition of the DHIA support:</p> <ol style="list-style-type: none"> 1. Street Party/August 19th: \$5,000 2. Mariachi Festival/Sept. 18th: \$1,500 3. Light up the Season/Dec. 4th: \$1,500 4. Downtown Holiday Giveaway/Nov. 23rd through January 4th, 2022: \$ 7,500 <p>Total Financial Request: \$15,500</p> <p>Due to the uncertainty around the COVID-19 pandemic restrictions, no funds were allocated to downtown events in the FY20-21 DISI Budget. However, there is currently \$10,000 under DISI Unallocated and \$16,000 allocated for Outdoor Dining, which has only expended ~\$2,300 thus far in the development of preliminary parklet designs. Thus, there is a total of \$23,000+ the Committee</p>	<p>e. The Committee is recommending the \$15,500 be allocated to the Chamber to underwrite the events listed in the minutes, based upon the insurance coverage to the DHIA, and clean up after the event. The motion was approved unanimously</p>
---	---	--

	<p>could potentially reallocate towards downtown events to foster more activity downtown in the immediate future, which is of paramount concern.</p> <p>The Committee is recommending to the Board that the \$10,000 in Unallocated and \$5,500 from Outdoor Dining be allocated to meet this proposed underwriting request.</p>	
Next Meeting	The next meeting of the DISI Committee was set for Tuesday August 3 rd , 2021 at 1 PM at Hayward City Hall (pending room reservation).	

Minutes taken by Marco Li Mandri, Administrator

Quote Id: 24449309

Prepared For:

Nexstreet



Prepared By: **Jerry Gudeman**

Turf & Industrial Equipment
2715 Lafayette Street
Santa Clara, CA 95050

Tel: 408-727-5660

Fax: 408-727-5875

Email: jlj@turfandindustrial.com

Date: 17 May 2021

Offer Expires: 17 June 2021

Confidential



July 2nd, 2021

Dominic LiMandri
Downtown Hayward Improvement Association
22654 Main Street
Hayward, CA 92103

Re: Patrol Service RFP

Dear Mr. Dominic LiMandri

I am writing to you on behalf of Legion Corporation, for the purpose of initiating a business relationship between our team and your highly esteemed organization. I would like to explain Legion's way of doing business, how it separates us from other security organizations, and why we are the best at what we do.

THE LEGION WAY. "The Legion Way" is unique because we understand that we are customer service-based business. Our customers deserve a high level of service, communication, transparency, and responsiveness. Legion's way can be broken down into three main categories which are based on our tightly held core value system. Legion's Core Values are connected to every aspect of the services that we provide. The Legion Way is broken down as follows:

1. SERVICE
2. ADAPTABILITY
3. SYSTEMS & MANAGEMENT

SERVICE. Superior customer service is something every company boasts yet few can truly execute on. There are likely many reasons for this varying from organization to organization, but there are a few key reasons to be considered. First and foremost, in the security industry most companies compete purely on price in order to security as much business as possible. This may seem as if they are trying to benefit the potential customer, however, it is really to their detriment and here is why. When a vendor's profit margin is close to 10% or less, an executive team will direct their management team to focus their energy where their time yields greater earnings, leaving clients who have smaller accounts neglected for larger ones that have greater margins. This unfortunate fact leads us to the



underlying systemic, cultural, and management issue that plagues most organizations, which translates to a lack of care and poor service. Legion overcomes these pitfalls in 3 distinct ways; 1) we don't undervalue our service by competing 100% on price, which ultimately negatively effects the client's service and is often the root cause for the termination of the relationship in the security industry, rather we provide value that justifies the additional expense; 2) we instill a strong sense of culture internally; and 3) we have systems and controls in place to handle issues in specific time frames.

Ultimately, Legion's high level of service is attributed to its service-oriented culture, its responsiveness, its Adaptability, and its team's willingness to go to extraordinary ends to execute on Legion's mission.

ADAPTABILITY. Security threats are constantly changing as are the needs of our clients. Security is not a static industry and having a high level of adaptability is a critical component of any security operation. As many organizations struggle with adaptability Legion is able to overcome new challenges because its management team is well trained, they understand the needs, the client's business operation, and our mission as it relates to those operations. Legion has removed the cumbersome bureaucracy that burdens many organizations by empowering its leaders to execute on change based on needs in real time.

SYSTEMS & MANAGEMENT. The management structure of Legion corporation places an emphasis on the concepts "Span of Control" and "Decentralized Command." The strong culture within the organization, and its leadership's ability to instill the mission and goals of Legion, gives our team confidence and autonomy to perform and execute on critical decisions quickly and effectively.

- *Span of control: The manageable number of team members a manager can reasonably control.*
- *Decentralized Command: A decentralized organization is one in which most decisions are made by mid-level or lower-level managers, rather than being made centrally by the head of the company. It's the opposite of a centralized organization, in which all decisions are made at the top.*

Legion's primary reporting, tracking, and management tool is an application called "SYNCrew." SYNCrew allows team members to take photos of anomalies, make notes, write reports, and clock in and out among other administrative activities. All photos taken using SYNCrew have geo tags so that legion's management team and clients can see exactly when and where the activity occurred. SYNCrew keeps records of all team activity as well as historical mapping of their physical locations while on duty by "pinging" the phone's location every 2 minutes. The mapping keeps historical records of all of the



employee's movements while the application is in use. All SYNCrew mapping and activates can also be viewed in real time. SYNCrew is used in combination with google docs to maintain and review schedules for proper billing and compensation for hours worked by team members.

All of these concepts lead to the execution of our purpose and mission, to provide the highest level of customer service possible. Legion is highly attuned to their client's needs, and security duties aside, we are in the service industry and our mission is to serve.

Sincerely,
Joseph Shelley
Chairman of the Board
Legion Corporation



OVERNIGHT SECURITY PILOT PROGRAM DHIA

Joseph Shelley, Chairman
Cell: 650.892.5498
Main: 800.228.3579
joe@legioncorporation.com
www.legioncorporation.com



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Unarmed vs Armed Options: The use of armed or unarmed guards carries a significant cost difference. Using low paid armed officers is never recommended and we do not compete on price for armed services due to the inherent liability of using poorly trained individuals with firearms.

We have had great success in San Francisco with USBID using unarmed officers, which is achieved through training, hiring practices, and competitive pay rates. Both rates for armed and unarmed guards are listed in the table below.

ITEM	PAY TYPE	RATE
Armed Guard Option	Regular hourly rate	\$56.00*
	Overtime hourly rate	\$84.00
	Holiday hourly rate (Federal only)	\$84.00
Unarmed Guard Option	Regular hourly rate	46.00
	Overtime hourly rate	69.00
	Holiday hourly rate (Federal only)	69.00
Field supervisor	NA	Included
Account manager	NA	Included
Motor vehicle (Chevy Bolt, electric vehicle)	NA	\$600 per month
Motor vehicle parking Estimated Price	NA	\$250 per month
Body cam, Dash cam Storage	NA	Included

SCHEDULE: Considering the current job market for security organizations, it has been our experience that parttime positions are difficult to staff, and that the more experienced and qualified officers are in high demand and seek fulltime employment. This leaves lower qualified individuals for part-time position, or officer's "moonlighting" and never fully committed to parttime side work. To properly staff a consistent, professional team, Legion recommends deploying as follows:

- 2-officer teams,
- 8 hours shift each,
- 5-7 days per week (*Exact shift times to be determined by DHIA based on negotiation with Legion*),
- Total weekly hours: 5 days per week at 80 hours or 7 days per week at 112 hours.

PAYMENT FOR SERVICES: Legion shall invoice Client monthly for the services provided to Client pursuant to this Agreement for the preceding month. Invoices are due within 10 days



CLIENT REFERENCES.

Chris Boss
Director of Services Union Square BID
Work: 415.781.7880
Cell: 925.705.5035
Email: chris@unionsquarebid.com

Michael Brinkofski
Zendesk
AMER/LATAM Security and Safety Manager
415.738.7639
Email: mbrinkofski@zendesk.com

Dennis Flynn
Flynn Investments
Work: 415.989.7117
Mobile: 415.710.4751

Rafael Nicolescu
Tenderloin Neighborhood Development Corporation
Work: 415.632.4693
Email: rnicolescu@tndc.org

Blake Westrate
Veritas Investments
Cell: 415.640.3731
Email: bw@greentreepmco.com



IV. UNIFORM PHOTOS BELOW (THIS IS STANDARD, EXCLUDING THE FIREARM):

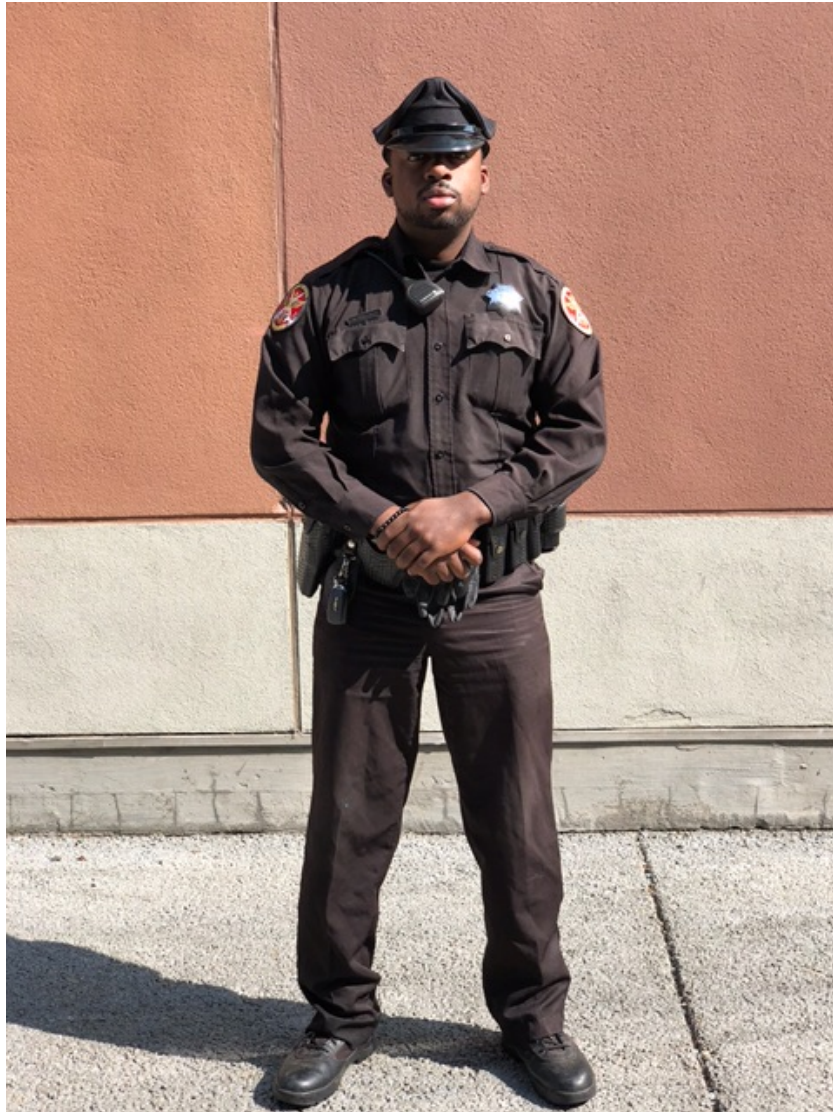




EXHIBIT E: INSURANCE CERT EXAMPLE:

	CERTIFICATE OF LIABILITY INSURANCE	Date 08/21/2019														
<p>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.</p> <p>IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).</p>																
<p>PRODUCER</p> <p>Infinity Insurance Agency Inc Po Box 2048 Birmingham, AL 35201-2048</p>	<p>CONTACT NAME: CUSTOMER SERVICE</p> <p>PHONE (A/C No. Ext): 8004282342 FAX (A/C No.): 8553794454</p> <p>E-MAIL ADDRESS: INFINITYBROKERSERVICE@IPACC.COM</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: center;">INSURER(S) AFFORDING COVERAGE</th> <th style="text-align: center;">NAIC #</th> </tr> <tr> <td>INSURER A : Infinity Select Insurance Company</td> <td style="text-align: center;">20260</td> </tr> <tr> <td>INSURED B :</td> <td></td> </tr> <tr> <td>INSURED C :</td> <td></td> </tr> <tr> <td>INSURED D :</td> <td></td> </tr> <tr> <td>INSURED E :</td> <td></td> </tr> <tr> <td>INSURED F :</td> <td></td> </tr> </table>		INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Infinity Select Insurance Company	20260	INSURED B :		INSURED C :		INSURED D :		INSURED E :		INSURED F :	
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<p>INSURED</p> <p>Legion Corporation 5150 N 6th St Site 173 Fresno, CA 93710</p>																
COVERAGES	CERTIFICATE NUMBER:	REVISION NUMBER:														
<p>THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.</p>																
INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF	POLICY EXP	LIMITS									
	<input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$									
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY	X		504610093973001	07/26/2019	07/26/2020	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$									
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$									
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y / N <input type="checkbox"/>	N / A				PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$									
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)																
CERTIFICATE HOLDER				CANCELLATION												
SAMPLE				SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 												

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LEGIO-1

OP ID: JE

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
10/21/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Central Insurance Agency, Inc. 93 East Main Street Smithtown, NY 11787 George Gavaris	877-242-9600		CONTACT NAME: Central Insurance Agency PHONE (A/C, No, Ext): 877-242-9600 FAX (A/C, No): 877-243-8995 E-MAIL ADDRESS: certificates@ciainsures.com	
	INSURER(S) AFFORDING COVERAGE			NAIC #
INSURED Legion Corporation, Inc PPO 17142 ID 742479 181 O'Farrell Street, Ste. 50 San Francisco, CA 94102	INSURER A : Steadfast Insurance Company		26387	
	INSURER B : American Guarantee and		26247	
	INSURER C : Zurich American Insurance Co.		10120	
	INSURER D :			
	INSURER E :			


COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Assault & Battery <input checked="" type="checkbox"/> Errors & Omission GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PROJE CT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:			EOL0288356-02	07/17/2019	07/17/2020	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 3,000,000 PRODUCTS - COMP/OP AGG \$ 3,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
B	<input type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000			AUC0126003-02	07/17/2019	07/17/2020	EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000 \$
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	5300004611-191	07/13/2019	07/13/2020	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Proof of Insurance

CERTIFICATE HOLDER Proof of Insurance	PROOF-2	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
		AUTHORIZED REPRESENTATIVE 

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