



**Downtown Hayward Improvement Association
Tuesday, December 7th, 2021, 1:00 p.m.
Zoom Video Meeting – please see link e-mailed out**

AGENDA

1. **Call to Order & Introductions:** Resti Zaballos, President
2. **Approval of Minutes from September 30th, 2021 Annual Board meeting** *Action Item*
3. **Community/Public Comment/City Announcements**
4. **Committee Reports:**
 - (Executive Committee) –**
 - a. Approval of AB 361 on continuing virtual meetings *Action Item*
 - b. YTD Budget review
 - c. Budget priorities for FY21-22 *Action Item*
 - d. DHIA Equipment Vandalism at Watkins Garage
 - e. Other
 - (DISI Committee) – Catherine Ralston**
 - a. Downtown Holiday Décor – update
 - b. District November Social Media Report – review
 - c. Light Up the Season Holiday Event – update
 - d. Heritage Park Use & Maintenance – update
 - e. B Street Lighting Improvement Project – summary
 - f. Other
 - (SOBO Committee) – (Chair Needed)**
 - a. Downtown Maintenance Operations – update
 - b. Downtown Supplemental Security Patrols w/ Legion Corp. – update
 - c. District Security Camera Pilot Program – update
 - d. Enhanced Landscaping Initiative – Porous Pave
 - e. Other

(Land Use Committee) – Bill Matheson

- a. Meeting to Review Main Street Complete Street Project
- b. Meeting to Review Vacant Parcels & Land in downtown
- c. Lincoln Landing Progress Update
- d. Land Use Committee to Coordinate on SF Business Times Insert
- e. Other

5. Other/Old Business

6. 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.*



Downtown Hayward Improvement Association
Board of Directors Meeting
ANNUAL BOARD OF DIRECTORS MEETING
Thursday, September 30th, 2021, 2:00 p.m.
Zoom Video Board meeting

Present: Dinesh Shah, Sara Buizer, Resti Zaballos, Thomas Leung, Kim Huggett, Bill Matheson, Catherine Ralston, Ben Schweng, Derrick Larson, Alfredo Rodriguez

Absent: Jeff Jurow, Dominic LiMandri (excused due to jury duty service)

Staff: Marco Li Mandri (New City America staff)

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Introductions of all present were made. Resti Zaballos, the Vice President, called the zoom Board together at 2:10	No action taken
2. Approval of the July 22nd, 2021, Board of Directors meeting minutes	The minutes of the July 22 nd , 2021, Board of Directors meeting were reviewed.	Sara moved and Thomas seconded approval of the July 22nd, 2021, Board of Directors minutes. The minutes were approved unanimously
3. Community/Public Comment/City Announcement	(Heritage Park) Heritage Square opened on July 17 th . PD is working to ensure that the new park does not become a magnet for homeless folks. Discussion followed. (City Center, old Building) Sara announced that a closed session meeting is planned in October at the City Council meeting to discuss the surplus land act that must be followed. Discussion also occurred on homeless people who have encamped in and around the old building. Housing and	No action taken

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22650 Main Street • Hayward, CA 94541

	<p>Community Development in the state require that the land first be offered to affordable housing developers. The whole site does not have to be affordable and could include mixed use and market rate housing also.</p> <p>(Community Gift Program) Catherine discussed the new Community Gift Plan that is being offered to Hayward citizens as it relates to gift cards to support local businesses.</p> <p>Discussion followed on all issues.</p>	
4. Committee Reports		
Nominations Committee report	<p>The Annual Board meeting is being held at this meeting. Letters were sent out to all CBD property owners encouraging them to join the Board or a Committee to be involved in the DHIA. Various Board members were up for election for a new two year term. They included:</p> <p>Property owner seats:</p> <ol style="list-style-type: none"> 1. Resti Zaballos; 2. Bill Matheson 3. Derrick Larson 4. Sara Buizer <p>Community At Large reps:</p> <ol style="list-style-type: none"> 5. Kim Huggett 6. Alfredo Rodriguez (tenant) <p>It was noted that Nicole Franklin is no longer working at BART in the same capacity so she did not return an application.</p>	<p>Bill moved and Dinesh seconded approval of the four property owner Board members for another two year term. The motion was approved unanimously</p> <p>Sara moved and Resti seconded the approval of the two Community At Large reps to the Board for two year terms. The motion was approved unanimously.</p>
Officer Elections	<p>As is written in the bylaws, officers of the DHIA are to be elected annually at the Annual meeting. The officers serve one year terms, with no restrictions on term limits. The following people were nominated to serve as officers for FY 2022:</p> <p>President: Resti Zaballos Vice President: Sara Buizer Secretary: Thomas Leung Treasurer: Ben Schweng (Jeff Jurow had informed Marco that he no longer had time to serve as President).</p>	<p>Sara moved that Resti serve as President, Dinesh seconded the motion.</p> <p>Bill moved that Sara serve as Vice President; Ben seconded the motion.</p> <p>Resti moved that Thomas serve as</p>

		<p>secretary, Bill seconded the motion;</p> <p>Sara moved that Ben serve as Treasurer; Dinesh seconded the motion.</p> <p>All motions for the various officers were approved unanimously.</p>
<p><u>Executive Committee:</u></p> <p>a. YTD Budget report for 2021</p> <p>b. Budgets for 2022</p>	<p>Resti had Marco go through the Executive Committee report.</p> <p>Marco asked Derrick how things were moving with Lincoln Landing. He reported that 66 residential units will open in May and 198 in June. LA Fitness has signed an LOI. The total number of apartments, once built out, will be 474 residential units with around 80,000 square feet of retail space.</p> <p>a. The YTD budget was review and was approved by consensus.</p> <p>b. the 2022 budgets will be reviewed by each Committee or directly by the Board at its December meeting. Numbers used in 2021 will give guidance on how to allocate funds, including the carry forward amount, at the December Board meeting. Discussion followed.</p>	<p>No action taken</p>
<p><u>District Identity:</u> Sara Buizer</p> <p>a. Social Media update</p> <p>b. Decorative Historic banners</p> <p>c. Heritage Park</p> <p>d. Downtown events for balance of year;</p> <p>e. Election of new Chair</p>	<p>a. No Social Media Report was presented at the Board meeting as it was not received in time to be included in the agenda packet. The latest social media reports will be reviewed at the next DISI Committee meeting.</p> <p>b. New Banner designs were presented and approved at the DISI Committee in late August. Dominic is not in attendance to update the members on the status of the banner installation. Marco will follow up with Dominic on the timeline for installation.</p> <p>c. No report on Heritage Park</p> <p>d. Sara gave an update on events including the following:</p>	<p>a. No action taken</p> <p>b. No action taken</p> <p>c. No action taken</p>

	<p>October 4th, 2:00pm. Craft Studio/Yarn; October 16th, Mariachi Festival at City; Truck or Treat event on October 30th Light up the season/holiday give away event is pending</p> <p>d. No upcoming downtown events have been announced or scheduled. The next event would be Light Up the Season.</p> <p>e. Sara reported that she would like Catherine to take over as Chair of the Committee due to her workload</p>	<p>d. No action taken</p> <p>e. Dinesh moved that Catherine serve as DISI Chair. Sara seconded the motion. The motion was approved unanimously.</p>
<p><u>SOBO Committee:</u></p> <p>a. Update on camera installations</p> <p>b. Proposal for Legion Corporation, recommendation from the Committee;</p> <p>c. Question from Ben</p>	<p>a. Marco updated the Board on the status of the pilot camera program. 2 of the 5 locations have been installed and Dominic is in the process of securing the 3rd installation at Dirty Bird. The 4th and 5th locations have confirmed their interest in participating in the pilot program.</p> <p>b. Marco updated the Board members on the process of deploying Legion security patrols in the downtown area. Legion Corporation personnel have worked closely with Dominic to prepare a proposal for the Committee's review and consideration. It calls for full insurance and indemnification of the DHIA and its Board and staff and a listing of verifiable references demonstrating a good record working in other cities.</p> <p>There was a motion at the last meeting to send review of the final proposal from the new company to the SOBO Committee for review, finalization and recommendation to the Board. The Committee has approved the proposal from Legion. The funds are in the budget to pay for this not exceeding 18k per month. Discussion followed</p> <p>c. Ben asked about the treatment that Little Italy uses for replacement of tree grates. Marco responded it is called Porous Pave and it is installed by our staff there. Marco stated he would send information on Porous pave to Ben to figure out pricing and implementation.</p>	<p>a. No action taken</p> <p>b. Resti moved and Bill seconded approving the contract with Legion, based upon the proposal submitted. The motion was approved unanimously.</p> <p>c. No action taken.</p>

<p>Land Use; Bill Matheson</p>	<p>A number of issues were brought up for discussion at the next meeting. The Committee has yet to meet since it must be face to face and the Committee is hesitant to do this until the Delta Virus declines.</p> <p>The pending issues include: -Main and B has been listed for sale for 1.6 million. It is now under contract.</p> <p>Resti has a consultant proposal and plan to do internet signals to Downtown businesses that will allow for internet access without trenching. 3 or 4 companies can work to relay the broadcast up and down various streets. Lincoln Landing has pre-wired units w/comcast, ATT and will leave it up to its residents to hook up.</p>	<p>a. No action taken</p>
<p>CLOSED SESSION DISCUSSION</p>	<p>Under the Brown Act, the Board may go into closed session to discuss current contractual issues. The Board held a closed session to discuss the background of one of the contractors working with the DHIA. This was an informational item, so no action was taken to report to the open session meeting of the Board.</p> <p>The board reviewed a letter from the Association's attorney to request cease and desist of activities against the DHIA, staff and members. Discussion followed</p>	<p>Bill moved and Ben seconded sending the letter from the Attorney to the former contractor. The motion was approved unanimously.</p> <p>(No one was present in the public to hear the results of the closed hearing.</p>
<p>Next Board Meeting</p>	<p>The next meeting of the Board of Directors will be held on Monday, November 8th, 2021, at 2:00 pm. via zoom.</p>	

Minutes taken by Marco Li Mandri, Executive Director

AB 361 Overview
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) either: **state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

- (A) The legislative body has reconsidered the circumstances of the state of emergency.
- (B) Any of the following circumstances exist:
 - (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
 - (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
December 2021

	<u>Jan - Dec 21</u>	<u>Annual Budget</u>	<u>2022 Annual Budget</u>	<u>Changes</u>
Income				
Assessment Income				
Delinquency	0.00	-40,000.00	-40,000.00	
Carry Forward	0.00	363,142.54	370,000.00	
Assessment Income - Other	581,863.08	595,644.00	595,644.00	
Total Assessment Income	581,863.08	918,786.54	925,644.00	
Total Income	581,863.08	918,786.54	925,644.00	
Expense				
Administration				
Accounting Fees	1,450.00	4,000.00	4,000.00	
Bank Charges	8.00	50.00	50.00	
Insurance - Liability, D and O	7,978.28	8,000.00	8,000.00	
Legal Fees	2,916.00	1,000.00	3,000.00	\$ 2,000.00
Office Supplies	1,185.53	2,000.00	2,000.00	
Postage, Mailing Service	87.96	1,500.00	500.00	\$ (1,000.00)
Printing and Copying	0.00	2,000.00	1,500.00	\$ (500.00)
Rent	14,400.00	15,000.00	15,000.00	
Staff Consulting (New City)	78,000.00	78,000.00	78,000.00	
Telephone, Telecommunications	3,226.32	2,000.00	3,500.00	\$ 1,500.00
Utilities	1,306.24	3,000.00	2,000.00	\$ (1,000.00)
Admin Contingency	898.34	2,000.00	1,000.00	\$ (1,000.00)
Total Administration	111,456.67	118,550.00	118,550.00	
DISI				
Advertising	863.00	2,000.00	2,000.00	
Annual Report	1,658.52	3,000.00	2,000.00	\$ (1,000.00)
Branding & Signage	375.00	4,000.00	4,000.00	
Outdoor Dining	3,061.25	10,500.00	5,000.00	\$ (5,500.00)
PR / Social Media	13,400.00	12,000.00	15,000.00	\$ 3,000.00
Seasonal Displays	4,570.00	6,000.00	10,500.00	\$ 4,500.00
Special Events				
Downtown Holiday Giveaway	0.00	7,500.00	7,500.00	
Light Up the Season	3,750.00	1,500.00	1,500.00	
Mariachi Festival	1,500.00	1,500.00	1,500.00	
Street Party	5,000.00	5,000.00	5,000.00	
Special Events - Other	3,500.00	0.00	0.00	
Total Special Events	13,750.00	15,500.00	15,500.00	
Staff Consulting (New City)	18,000.00	18,000.00	18,000.00	
Website	0.00	2,000.00	1,000.00	\$ (1,000.00)
Total DISI	55,677.77	73,000.00	73,000.00	
SOBO				
Capital Improvements	6,820.00	7,000.00	0.00	\$ (7,000.00)
Fixed Assets - Major Purchase	24,487.73	25,000.00	10,000.00	\$ (15,000.00)
Maintenance and Supplies	18,608.92	15,000.00	20,000.00	\$ 5,000.00

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
 December 2021

	<u>Jan - Dec 21</u>	<u>Annual Budget</u>	<u>2022 Annual Budget</u>	<u>Changes</u>
Nursery Supplies & Equipment	10,362.39	20,000.00	20,000.00	
Payroll Expenses				
Deductions	-300.00			
Health Insurance	10,147.89	25,200.00	15,000.00	\$ (10,200.00)
Payroll Service	2,105.77	3,800.00	4,000.00	\$ 200.00
Payroll Tax Expense	75,410.96	56,000.00	80,000.00	\$ 14,000.00
Payroll Workers Comp Ins	3,069.00	25,200.00	15,000.00	\$ (10,200.00)
Payroll Expenses - Other	157,751.26	169,800.00	183,000.00	\$ 13,200.00
Total Payroll Expenses	<u>248,184.88</u>	<u>280,000.00</u>	<u>297,000.00</u>	\$ 17,000.00
Cameras	17,309.96	50,000.00	50,000.00	
Professional Services	32,764.00	200,000.00	200,000.00	
Supplies for SOBO	4,495.64	5,000.00	5,000.00	
Vehicle Related				
Pressure Washing	3,200.93	6,000.00	6,000.00	
Gas	3,216.80	5,000.00	5,000.00	
Vehicle Repair & Maintenance	414.00	4,000.00	4,000.00	
Vehicle Related - Other	1,152.98			
Total Vehicle Related	<u>7,984.71</u>	<u>15,000.00</u>	<u>15,000.00</u>	
Total SOBO	<u>371,018.23</u>	<u>617,000.00</u>	<u>617,000.00</u>	
Contingency / Reserve	8,796.38	110,236.54	110,236.54	
Uncategorized Expenses	223.61			
Total Expense	<u>547,172.66</u>	<u>918,786.54</u>	<u>918,786.54</u>	
Net Income	<u><u>34,690.42</u></u>	<u><u>0.00</u></u>	<u><u>6,857.46</u></u>	

Sierra Installations, Inc.
P.O. Box 9871
Fresno, CA 93794 US
+1 5598341122
sierrainstall@yahoo.com

Invoice

BILL TO

Downtown Hayward Improvement
Association
22654 Main Street
Hayward, CA. 94541

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
210267		\$5,260.00	12/01/2021	Net 10	

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
		Change Out Of Banners For The City Of Hayward, CA. - "Logo" Banners To The "Holiday" Banners And The "Holiday" Banners To The "Logo" Banners.			
	1009	Change Out Of Logo Banners To The Holiday Banners			
	1010	Single Banners (Changeout)	63	40.00	2,520.00
	1010	Double Banners (Changeout)	2	55.00	110.00
		Change Out Of Holiday Banners To The Logo Banners			
		Removal:			
	1009	Single Banners (Changeout)	63	40.00	2,520.00
	1010	Double Banners (Changeout)	2	55.00	110.00

BALANCE DUE

\$5,260.00

Social Media Report 11/21

Caroline S. Sandoval, Social Media Manager

Summary

November posts began with the ribbon cutting for Casa Del Toro. I was able to feature the new plant store, El Vozqe as a Little Birdie Post. November is Peanut Butter month which gave me the chance to feature Atas Creperie's Elvis Crepe. Ristorante seems to be struggling with their business so I made them a Friday Night Feature. In observance of the Thanksgiving Holiday I featured Eric's Delicafe Total Turkey Feast Sandwich and created posts for Thanksgiving, Small Business Sat, and the beginning of Hanukkah. I made a promotional post for the Downtown Hayward Giveaway on opening day. Lastly, I posted a Treat Yourself Tuesday featuring the new Yoga studio Yoga Sociale and was able to meet the owner. The post was made today, Nov. 30th so the social reach will be based on the end of the day instead of the total over the month.


Overall Metrics for [Facebook](#): New Page Likes = 7 Post Reach = 1512 Post Engagement = 495

For [Instagram](#): New Followers = 24 Account Reach = 1833 Content Interactions = 270


Posts	FB Views	FB Likes	FB Shares	IG Reach	IG % non followers reached	IG Likes	IG Profile Visits
Casa Del Toro Ribbon Cutting	1198	108	5	1392	49%	163	32
Little Birdie: El Vozqe	229	11		484	15%	48	15
Peanut Butter Lovers Month: Atlas Creperie	296	10	1	353	8%	37	4
Friday Night Feature: Ristorante di Parma	102	3	0	350	14%	30	3
Total Turkey Feast Erik's DeliCafe	192	3	0	346	6%	28	8
Downtown Holiday Giveaway	113	2	0	340	2%	24	1
Happy Thanksgiving	95	1	0	199	2%	14	1
Small Business Saturday	313	7	3	267	4%	26	2
Happy Hanukkah	176	6	0	231	6%	18	1
Treat Yourself Tues: Yoga Sociale (stats after only 6 hours of posting)	84	1	0	108	7%	12	1

Posts


downtownhayward
Casa Del Toro Hayward




downtownhayward
Atlas cafe bar & creperie




downtownhayward
Ristorante Di Parma




downtownhayward
Erik's Delicafé Hayward




downtownhayward
Downtown Hayward




downtownhayward
Downtown Hayward




downtownhayward
Downtown Hayward



downtownhayward
Downtown Hayward



downtownhayward
Yoga Sociale - studio



Stories



Next Month

Next month is December! Hanukkah ends Dec. 6th, Christmas is the 25th, Kwanzaa begins Dec. 26th so I have holiday posts for each on behalf of the DHIA. With Santacon on Dec. 4th, I will post pictures and videos of that event. Dec. 9th is Pastry Day and Dec. 15th is Cupcake Day as well as Tea day; both dates provide opportunities to promote Atlas, Cupcake Shoppe, Marley's Treats, Snappy's Cafe, La Paradis, etc. I intend to promote the Downtown Hayward Giveaway throughout the month. December is New Book Month so I can promote the library and/or Books on B. It is also Pear Month and EggNog Month which I will keep in mind in the event of inevitable last-minute changes.



The City of Hayward and Eden Area Interfaith Council will hold a special winter holiday season lighting event in which community members are invited to gather at sundown to mark the moment and support each other and local businesses.

The 2021 installment of the annual *Light Up the Season* event—beginning at **5 p.m. Saturday, Dec. 11, at City Hall Plaza, 777 B Street**—will once again embrace the themes of *Hope* and *Unity* as it continues to adapt and respond to the effects of the ongoing coronavirus pandemic.

This year, community members are invited to gather in the plaza and hold City-supplied, battery-powered tealight candles as Mayor Barbara Halliday delivers a seasonal message and decorative light displays are activated, transforming City Hall Plaza and the City Hall rotunda.

The rotunda will again be adorned with banners and a winter tree representative of Hayward’s diversity of seasonal faith and cultural traditions. Masking and social distancing is encouraged.

During the event, Hayward firefighters will collect unwrapped toys for their annual *Toys for Kids* drive. Hayward Animal Shelter staff will be on-hand with

animals available for adoption and donation and volunteer opportunities and experiences.

The Hayward Adult School Raising Leaders project will be giving away 100 backpacks for school-age children and youth filled with school supplies and dental-hygiene products—while supplies last.

Also available and participating: Curbie, the new Hayward Public Library book mobile, desserts from Marley's Treats, B Street and greater downtown merchants and restaurants, and more.

[Learn more](#)



Tap right into your city & submit a request, make a suggestion, or report a problem with Access Hayward!

Our mailing address is:

777 B Street
Hayward, CA 94541

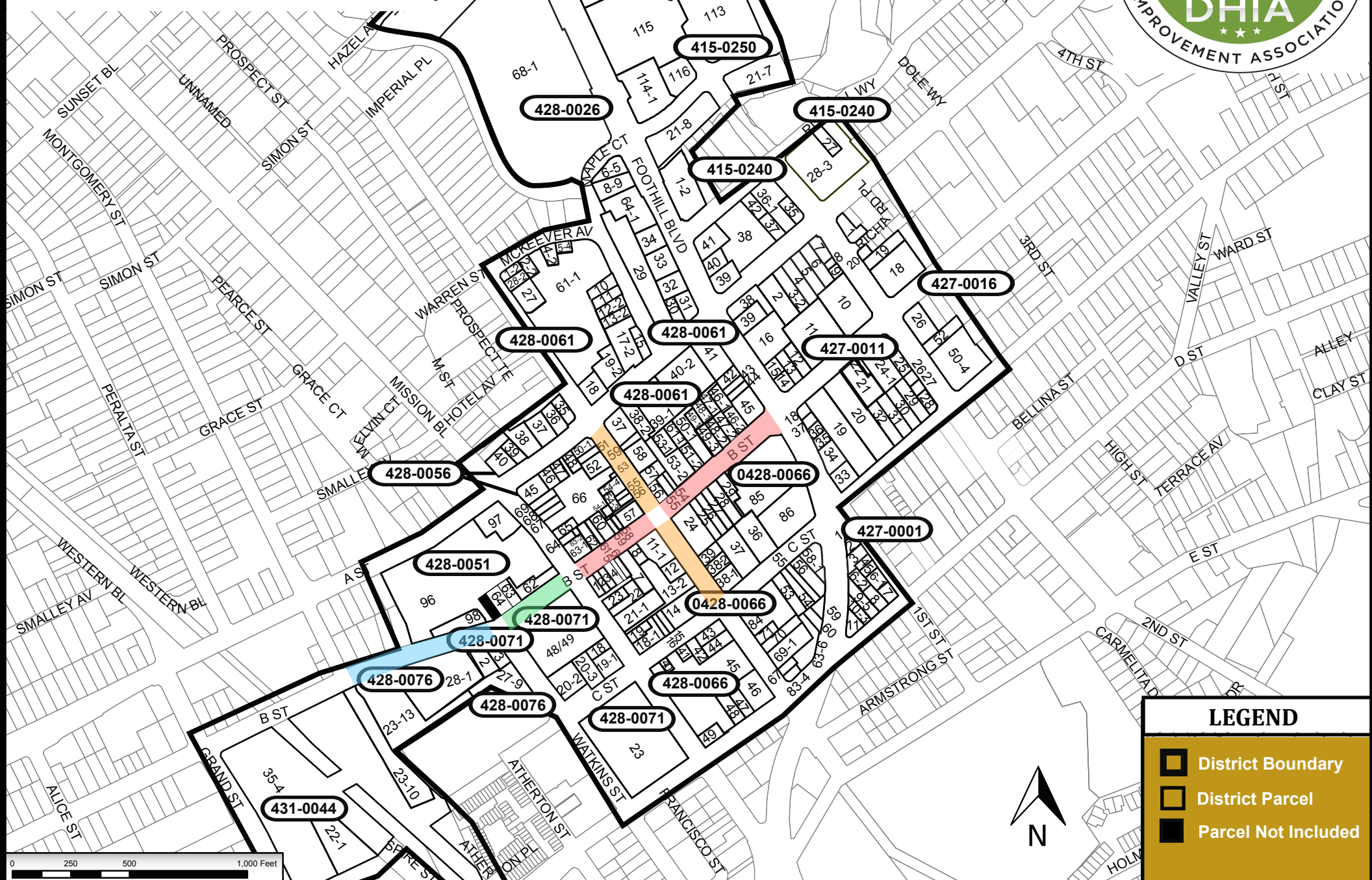
Interested in working for the City of Hayward? Check out our [current vacancies](#).

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Downtown Proposed Lighting

- Phase A
- Phase B
- Phase C
- Phase D



LEGEND

- District Boundary
- District Parcel
- Parcel Not Included





Agreement for Professional Security Services Downtown Hayward Improvement Association

Joseph Shelley, CEO
Legion Corporation

Cell: 650.892.5498
Main: 800.228.3579
joe@legioncorporation.com
www.legioncorporation.com



IN WITNESS WHEREOF, the parties hereto have executed this Agreement, consisting of seven pages, plus Exhibits "A" and "B."

DHIA

LEGION CORPORATION

By: Resti Zaballos Jr.

By: Joseph Shelley

Title: Board President

Title: Chairman, Legion Corporation

Signature: 
DocuSigned by: CB0T4900F0CD48D...

Signature: 
DocuSigned by: 8D962807D4E94AA...

Date: 11/9/2021

Date: 11/9/2021