



Downtown Hayward Improvement Association – Board of Directors Meeting

Tuesday, January 25th, 2022, at 2:00 p.m.
Zoom Virtual Meeting: ZOOM LINK SENT OUT

1. Introductions and Zoom Etiquette/Resti Zaballos, Jr., Board President
All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments director to the topic being discussed.
2. Continuing Virtual Meetings Pursuant to AB 361 **Action Item**
Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.
3. Public Comment (3 Minutes Max Per Person)
4. Approval of the December 7th, 2021, Board Meeting Minutes **Action Item**
5. Committee Reports
 - a. Executive Committee / Resti Zaballos Jr., President
 - i. DHIA FY21-22 Annual Report Begun
 - ii. Meeting Set with City Manager Kelly McAdoo to Discuss DHIA Priorities
 - iii. Review of YTD Financial Report
 - b. Sidewalks Operations, Beautification & Order Committee / Chair Needed
 - i. Status of DHIA Maintenance Operations
 - ii. Purchase of New Trailer to Remount Pressure Washing Machine **Action Item**
 - iii. Change of Camera Vendor and Evaluation of Pilot Program
 - iv. Downtown Supplemental Security Patrols – Impressions
 - c. District Identity & Streetscape Improvement Committee / Catherine Ralston, Chair
 - i. December 2021 DHIA Social Media Report
 - ii. New Spring Banners/Additional Content Ideas
 - iii. San Francisco Business Times Insert Promoting District Developments/Leasable Properties
 - iv. DHIA Social Media/PR RFP
 - d. Land Use Committee / Bill Matheson, Chair
 - i. Main Streets Complete Streets Meeting Set
 - ii. New Developments Completed Q1 + Q2 2022
 - iii. Meeting with Local Commercial Real Estate Broker
7. Other New Business
8. Next Meeting: Tuesday, March 22nd, 2022 at 2:00 p.m. via Zoom

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22650 Main Street • Hayward, CA 94541

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 and on the DHIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Dominic LiMandri at (510) 556-1278 or via email at downtownhayward@gmail.com at least 48-hours prior to the meeting. VIRTUAL MEETING / COVID-19. Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all DHIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

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
Board of Directors Meeting
Tuesday, December 7th, 2021, 1:00 p.m.
Zoom Video Board meeting

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

Absent: Dinesh Shah, Jeff Jurow

Guests:

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. Resti Zaballos, President, called the zoom Board together at 1:10	No action taken
2. Approval of the September 30th, 2021, Board of Directors meeting minutes	The minutes of the September 30 th , 2021/Annual meeting of the Board of Directors meeting were reviewed.	Bill moved and Sara seconded approval of the September 30th, 2021, Annual meeting Board of Directors minutes. The minutes were approved unanimously
3. Community/Public Comment/City Announcement	Catherine and Sara gave updates on the status of the Old City Hall RFP process, the gift card program Economic Development is sponsoring for the holidays and other items relevant to the Board. Alfredo mentioned the Toy giveaway at the Memorial Building on December 12 th .	No action taken

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22650 Main Street • Hayward, CA 94541

4. Committee Reports		
<p><u>Executive Committee:</u> Resti Zaballos</p> <p>a. Approval of AB361</p> <p>b. Budget report for 2022</p>	<p>a. Staff presented the language of AB361, a California Assembly Bill that authorizes bodies subject to the Brown Act to continue to meet electronically based on the ongoing proclaimed state of emergency. The DHIA Board must ratify this AB361 at each convening of the Board to remain compliant with the new rules around the California Brown Act.</p> <p>b. The proposed budget for 2022 was presented. The fiscal year begins on December 1st, each year. Dominic and Marco went over the categories and line items. Much of the 2022 budget was based upon the last year we had a full operating budget, in fiscal year 2020, prior to COVID. Dominic and Marco went over the new ideas including: \$7,000 for advertising, \$30,000 for Social Media, \$10,500 for Seasonal Displays and \$15,500 for events – all supplementing the DISI budget which is critical coming out of COVID. The 2022 YTD budget was reviewed. For Sidewalk Operations, the priority will be the new Security company and the implementation of the camera program. Discussion followed. The YTD report was approved by consensus.</p>	<p>a. Ben Schweng motioned to approve AB361 to allow the DHIA Board to continue to meet virtually. Derrick Larson seconded the motion. The motion was approved unanimously.</p> <p>b. Sara moved and Thomas seconded adopting the 2022 budget as presented. Bill Matheson announced his abstention as he stated he had not had time to properly review the financial statements. Motion passed with one abstention.</p>
<p><u>DISI Committee:</u> Catherine Ralston</p> <p>a. Holiday Décor</p> <p>b. Social media</p> <p>c. Light up the season</p> <p>d. Heritage Park</p> <p>e. B Street lighting improvement project</p>	<p>a. Holiday Décor: Dominic gave an update on the status of the holiday décor and seasonal banners. We were still waiting for the COI from the vendor (Sierra Installations) and will not proceed until we receive it. Sierra is to install 63 banners. Dominic has been trying to organize the banner installation since September. Dominic stated he followed up with the vendor at least twice in October, and three times in November. Ben Schweng stated that if the vendor was this difficult to work with, perhaps the DHIA should forego installing the banners this year. Ben stated he had not observed notable positive impacts from the holiday banner placements in his many years on Foothill. Discussion followed.</p> <p>b. Social media: Dominic presented the</p>	<p>No action taken on any of the items</p>

	<p>November Social Media report from the DHIA contractor Caroline Sandoval. Discussion followed.</p> <p>c. Light up the Season: The Annual Light Up the Season event has been significantly scaled back this year due to the Omicron variant. A press release describing the festivities was included in the packet.</p> <p>d. Heritage Park: No update regarding the activation of the park. The City and DHIA still do not have a MOU to program the park.</p> <p>e. B Street lighting, Dominic reported that after performing a walking nighttime assessment of B Street, it was evident that the district lacked adequate lighting on B Street and Main Street to engender a viable evening atmosphere downtown. Specifically, the strand lighting installed from pole to pole on B Street is old, dimly lit, and not well maintained. In response to this lacking infrastructure, Dominic reached out to all City Council members to gauge their sentiment towards upgrading these strands lights to a LED, multi-color, app-enabled product that staff has experience working with in other municipalities. Nearly every City Council member presented with this concept has endorsed the installation of special lighting from 2nd Street to the Montgomery Street (BART). Alfredo thought it would really bring attention to Downtown. Dominic has reached out to the City Manager Kelly McAdoo to discuss it. Maybe a 50/50 split between the DHIA and the City to implement this program.</p>	
<p><u>SOBO Committee:</u> No Chair</p> <p>a. Downtown Maintenance Operations</p> <p>b. Legion Security</p> <p>c. Camera program</p>	<p>a. Dominic gave an update on the downtown main program on the issue of employees. We are at 80% coverage right now due to COVID and its impact on employees and their families.</p> <p>b. Dominic reported that Legion Security has commenced work in Downtown as of late November. They are responding to Calls for Service and interacting with the homeless folks in Downtown when encountered. All</p>	<p>No action was taken on any of the items</p>

	<p>reports on the patrol activity are submitted daily.</p> <p>Kim Huggett gave an update on a smash and grab incident in Downtown during the latest wave of protests. 23 people tried to break in the Cookies Dispensary at B & Main Street and grab the safe, but were unsuccessful. HPD apprehended 3 of the thieves, after midnight. Discussion followed on HPD and the patrols in Downtown.</p> <p>c. Dominic gave an update on the camera program for Downtown. The internet is weak in many business and the cameras are draining too much of their capabilities. Dunn Paints didn't have the bandwidth to install one of the cameras. Dinesh's building has been installed. Also, Abode and AVS are other candidates to approach due to their work in Union Square. Discussion followed</p>	
<p><u>Land Use Committee:</u> Bill Matheson</p> <p>a. Meeting to Review Main Street Complete Street</p> <p>b. Meeting to Review new projects and developments in downtown</p>	<p>a. Pending setting up a meeting once City employees are fully back at work.</p> <p>b. This meeting will be scheduled once the Committee has had an opportunity to review the Main Street Complete Street project.</p>	a. No action taken
Next Board Meeting	The next meeting of the Board of Directors will be held as a zoom meeting on January 25 th , 2022, at 2:00 p.m.	

Minutes taken by Marco Li Mandri, Administrator

3:13 PM

Downtown Hayward Improvement Association

Profit & Loss Budget Performance

December 2021

01/20/22

Cash Basis

	Dec 21	Budget	Jan - Dec 21	YTD Budget
Income				
Assessment Income				
Delinquency	0.00	0.00	0.00	-40,000.00
Carry Forward	0.00	0.00	0.00	363,142.54
Assessment Income - Other	0.00	49,637.00	581,863.08	595,644.00
Total Assessment Income	0.00	49,637.00	581,863.08	918,786.54
Total Income	0.00	49,637.00	581,863.08	918,786.54
Expense				
Administration				
Accounting Fees	0.00	333.00	1,450.00	4,000.00
Bank Charges	0.00	4.00	8.00	50.00
Insurance - Liability, D and O	0.00	666.00	7,978.28	8,000.00
Legal Fees	0.00	83.00	2,916.00	1,000.00
Office Supplies	0.00	166.00	1,185.53	2,000.00
Postage, Mailing Service	118.03	125.00	205.99	1,500.00
Printing and Copying	0.00	166.00	0.00	2,000.00
Rent	1,200.00	1,250.00	14,400.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	78,000.00	78,000.00
Telephone, Telecommunications	225.00	166.00	3,226.32	2,000.00
Utilities	211.59	250.00	1,636.76	3,000.00
Admin Contingency	0.00	166.00	898.34	2,000.00
Total Administration	8,254.62	9,875.00	111,905.22	118,550.00
DISI				
Advertising	82.40	166.00	1,017.40	2,000.00
Annual Report	0.00	250.00	1,658.52	3,000.00
Branding & Signage	0.00	333.00	375.00	4,000.00
Outdoor Dining	0.00	875.00	3,061.25	10,500.00
PR / Social Media	925.00	1,000.00	14,325.00	12,000.00
Seasonal Displays	5,260.00	500.00	9,830.00	6,000.00
Special Events				
Downtown Holiday Giveaway	3,750.00	3,750.00	3,750.00	7,500.00
Light Up the Season	0.00	1,500.00	3,750.00	1,500.00
Mariachi Festival	0.00	0.00	1,500.00	1,500.00
Street Party	0.00	0.00	5,000.00	5,000.00
Special Events - Other	0.00	0.00	3,500.00	0.00
Total Special Events	3,750.00	5,250.00	17,500.00	15,500.00
Staff Consulting (New City)	1,500.00	1,500.00	18,000.00	18,000.00
Website	17.99	166.00	17.99	2,000.00
Total DISI	11,535.39	10,040.00	65,785.16	73,000.00
SOBO				
Capital Improvements	0.00	1,166.00	6,820.00	7,000.00
Fixed Assets - Major Purchase	0.00	2,083.00	24,487.73	25,000.00
Maintenance and Supplies	1,679.36	1,250.00	20,662.50	15,000.00
Nursery Supplies & Equipment	0.00	1,666.00	10,362.39	20,000.00
Payroll Expenses				
Deductions	0.00		-300.00	
Health Insurance	1,251.73	2,100.00	11,399.62	25,200.00
Payroll Service	210.38	315.00	2,316.15	3,800.00
Payroll Tax Expense	10,014.72	4,666.00	85,425.68	56,000.00
Payroll Workers Comp Ins	736.00	2,100.00	3,805.00	25,200.00
Payroll Expenses - Other	23,684.19	14,150.00	180,331.71	169,800.00
Total Payroll Expenses	35,897.02	23,331.00	282,978.16	280,000.00
Cameras	56.08	8,333.33	17,366.04	50,000.00
Professional Services	9,520.00	16,666.66	42,284.00	200,000.00
Supplies for SOBO	0.00	416.00	4,591.44	5,000.00
Vehicle Related				
Pressure Washing	105.86	500.00	3,306.79	6,000.00
Gas	203.48	416.00	3,689.23	5,000.00

3:13 PM

Downtown Hayward Improvement Association

Profit & Loss Budget Performance

01/20/22

December 2021

Cash Basis

	Dec 21	Budget	Jan - Dec 21	YTD Budget
Vehicle Repair & Maintenance	0.00	333.00	414.00	4,000.00
Vehicle Related - Other	0.00		1,152.98	
Total Vehicle Related	309.34	1,249.00	8,563.00	15,000.00
Total SOBO	47,461.80	56,160.99	418,115.26	617,000.00
Contingency / Reserve	1,887.94	9,186.35	10,687.03	110,236.54
Uncategorized Expenses	0.00		223.61	
Total Expense	69,139.75	85,262.34	606,716.28	918,786.54
Net Income	-69,139.75	-35,625.34	-24,853.20	0.00

3:13 PM

Downtown Hayward Improvement Association

Profit & Loss Budget Performance

01/20/22

December 2021

Cash Basis

	<u>Annual Budget</u>
Income	
Assessment Income	
Delinquency	-40,000.00
Carry Forward	363,142.54
Assessment Income - Other	595,644.00
	<hr/>
Total Assessment Income	918,786.54
Total Income	<hr/> 918,786.54
Expense	
Administration	
Accounting Fees	4,000.00
Bank Charges	50.00
Insurance - Liability, D and O	8,000.00
Legal Fees	1,000.00
Office Supplies	2,000.00
Postage, Mailing Service	1,500.00
Printing and Copying	2,000.00
Rent	15,000.00
Staff Consulting (New City)	78,000.00
Telephone, Telecommunications	2,000.00
Utilities	3,000.00
Admin Contingency	2,000.00
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Total Administration	118,550.00
DISI	
Advertising	2,000.00
Annual Report	3,000.00
Branding & Signage	4,000.00
Outdoor Dining	10,500.00
PR / Social Media	12,000.00
Seasonal Displays	6,000.00
Special Events	
Downtown Holiday Giveaway	7,500.00
Light Up the Season	1,500.00
Mariachi Festival	1,500.00
Street Party	5,000.00
Special Events - Other	0.00
	<hr/>
Total Special Events	15,500.00
Staff Consulting (New City)	18,000.00
Website	2,000.00
	<hr/>
Total DISI	73,000.00
SOBO	
Capital Improvements	7,000.00
Fixed Assets - Major Purchase	25,000.00
Maintenance and Supplies	15,000.00
Nursery Supplies & Equipment	20,000.00
Payroll Expenses	
Deductions	
Health Insurance	25,200.00
Payroll Service	3,800.00
Payroll Tax Expense	56,000.00
Payroll Workers Comp Ins	25,200.00
Payroll Expenses - Other	169,800.00
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Total Payroll Expenses	280,000.00
Cameras	50,000.00
Professional Services	200,000.00
Supplies for SOBO	5,000.00
Vehicle Related	
Pressure Washing	6,000.00
Gas	5,000.00

3:13 PM

Downtown Hayward Improvement Association

Profit & Loss Budget Performance

01/20/22

December 2021

Cash Basis

	<u>Annual Budget</u>
Vehicle Repair & Maintenance Vehicle Related - Other	4,000.00
Total Vehicle Related	<u>15,000.00</u>
Total SOBO	617,000.00
Contingency / Reserve Uncategorized Expenses	110,236.54
Total Expense	<u>918,786.54</u>
Net Income	<u><u>0.00</u></u>

3:14 PM

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
January 2022

01/20/22

Cash Basis

	Jan 22	Budget	Jan 22	YTD Budget
Income				
Assessment Income				
Delinquency	0.00	-20,000.00	0.00	-20,000.00
Carry Forward	0.00	370,000.00	0.00	370,000.00
Assessment Income - Other	0.00	49,637.00	0.00	49,637.00
Total Assessment Income	0.00	399,637.00	0.00	399,637.00
Total Income	0.00	399,637.00	0.00	399,637.00
Expense				
Administration				
Accounting Fees	0.00	337.00	0.00	337.00
Bank Charges	0.00	6.00	0.00	6.00
Insurance - Liability, D and O	855.88	674.00	855.88	674.00
Legal Fees	0.00	250.00	0.00	250.00
Office Supplies	0.00	174.00	0.00	174.00
Postage, Mailing Service	0.00	49.00	0.00	49.00
Printing and Copying	0.00	125.00	0.00	125.00
Rent	1,200.00	1,250.00	1,200.00	1,250.00
Staff Consulting (New City)	6,500.00	6,500.00	6,500.00	6,500.00
Telephone, Telecommunications	225.00	299.00	225.00	299.00
Utilities	0.00	174.00	0.00	174.00
Admin Contingency	0.00	87.00	0.00	87.00
Total Administration	8,780.88	9,925.00	8,780.88	9,925.00
DISI				
Advertising	0.00	587.00	0.00	587.00
Annual Report	0.00	174.00	0.00	174.00
Branding & Signage	0.00	337.00	0.00	337.00
Outdoor Dining	0.00	424.00	0.00	424.00
PR / Social Media	0.00	2,500.00	0.00	2,500.00
Seasonal Displays	0.00	875.00	0.00	875.00
Special Events	0.00	1,299.00	0.00	1,299.00
Staff Consulting (New City)	1,500.00	1,500.00	1,500.00	1,500.00
Website	0.00	87.00	0.00	87.00
Total DISI	1,500.00	7,783.00	1,500.00	7,783.00
SOBO				
Fixed Assets - Major Purchase	0.00	837.00	0.00	837.00
Maintenance and Supplies	0.00	1,674.00	0.00	1,674.00
Nursery Supplies & Equipment	0.00	1,674.00	0.00	1,674.00
Payroll Expenses				
Health Insurance	1,430.47	1,250.00	1,430.47	1,250.00
Payroll Service	179.89	200.00	179.89	200.00
Payroll Tax Expense	0.00	6,674.00	0.00	6,674.00
Payroll Workers Comp Ins	736.00	1,250.00	736.00	1,250.00
Payroll Expenses - Other	0.00	15,500.00	0.00	15,500.00
Total Payroll Expenses	2,346.36	24,874.00	2,346.36	24,874.00
Cameras	0.00	4,174.00	0.00	4,174.00
Professional Services	19,296.00	16,674.00	19,296.00	16,674.00
Supplies for SOBO	0.00	424.00	0.00	424.00
Vehicle Related				
Pressure Washing	1,314.49	500.00	1,314.49	500.00
Gas	0.00	424.00	0.00	424.00
Vehicle Repair & Maintenance	99.68	337.00	99.68	337.00
Total Vehicle Related	1,414.17	1,261.00	1,414.17	1,261.00
Total SOBO	23,056.53	51,592.00	23,056.53	51,592.00
Contingency / Reserve	0.00	9,643.00	0.00	9,643.00
Total Expense	33,337.41	78,943.00	33,337.41	78,943.00

3:14 PM
01/20/22
Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
January 2022

	<u>Jan 22</u>	<u>Budget</u>	<u>Jan 22</u>	<u>YTD Budget</u>
Net Income	<u>-33,337.41</u>	<u>320,694.00</u>	<u>-33,337.41</u>	<u>320,694.00</u>

3:14 PM

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
January 2022

01/20/22

Cash Basis

	<u>Annual Budget</u>
Income	
Assessment Income	
Delinquency	-20,000.00
Carry Forward	370,000.00
Assessment Income - Other	595,644.00
Total Assessment Income	<u>945,644.00</u>
Total Income	945,644.00
Expense	
Administration	
Accounting Fees	4,000.00
Bank Charges	50.00
Insurance - Liability, D and O	8,000.00
Legal Fees	3,000.00
Office Supplies	2,000.00
Postage, Mailing Service	500.00
Printing and Copying	1,500.00
Rent	15,000.00
Staff Consulting (New City)	78,000.00
Telephone, Telecommunications	3,500.00
Utilities	2,000.00
Admin Contingency	1,000.00
Total Administration	<u>118,550.00</u>
DISI	
Advertising	7,000.00
Annual Report	2,000.00
Branding & Signage	4,000.00
Outdoor Dining	5,000.00
PR / Social Media	30,000.00
Seasonal Displays	10,500.00
Special Events	15,500.00
Staff Consulting (New City)	18,000.00
Website	1,000.00
Total DISI	<u>93,000.00</u>
SOBO	
Fixed Assets - Major Purchase	10,000.00
Maintenance and Supplies	20,000.00
Nursery Supplies & Equipment	20,000.00
Payroll Expenses	
Health Insurance	15,000.00
Payroll Service	2,400.00
Payroll Tax Expense	80,000.00
Payroll Workers Comp Ins	15,000.00
Payroll Expenses - Other	186,000.00
Total Payroll Expenses	<u>298,400.00</u>
Cameras	50,000.00
Professional Services	200,000.00
Supplies for SOBO	5,000.00
Vehicle Related	
Pressure Washing	6,000.00
Gas	5,000.00
Vehicle Repair & Maintenance	4,000.00
Total Vehicle Related	<u>15,000.00</u>
Total SOBO	618,400.00
Contingency / Reserve	115,694.00
Total Expense	<u>945,644.00</u>

3:14 PM
01/20/22
Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
January 2022

	<u>Annual Budget</u>
Net Income	<u><u>0.00</u></u>



609 G Street
Modesto, CA 95354

Estimate

Date	Estimate #
1/21/2022	1169

Name / Address
Downtown Hayward Improvement 22654 Main St Hayward, CA 94541

Ship To
Downtown Hayward Improvement 22654 Main St Hayward, CA 94541

Customer Phone: (619) 241-1900	Customer Name: Dominic LiMandri
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HotsyPacific Rep: NS	Terms: COD
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Item	Description	Qty	Rate	Total
	HOTSY 1075BE ON TRAILER SN: 103002			
Non Stock Part	MISC PLUMBING/FITTINGS	1	200.00	200.00T
Non Stock Part	TRAILER, SINGLE AXLE 13' TOTAL LENGTH	1	8,900.00	8,900.00T
FRT-W	FREIGHT- WEST	1	400.00	400.00T
JS	JOB SUPPLIES, Teflon tape, disposable gloves, pipe dope, shop rags, carb cleaner, etc.	1	7.70	7.70T
HW	HAZARDOUS WASTE DISPOSAL	1	5.35	5.35T
ZZ68	SHOP LABOR WEST - HOTSY FOR REPAIR AND SWAPPING TRAILER	18	120.00	2,160.00
	SWAP TRAILERS AND SET UP ALL COMPONENTS. TRAILER WOULD TAKE ABOUT 3 WEEKS TO GET HERE FROM ORDER DATE.			
	City of Hayward		10.75%	1,022.65

Total	\$12,695.70
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Signature _____

Social Media Report 12/21

Caroline S. Sandoval, Social Media Manager

Summary

December gave me the opportunity to help promote holiday events, toy drives, holiday deals, and holiday hours. I was able to post for the Hayward Police and Hayward Fire department's Toy Drive and Elisa Marquez and Angela Andrew's Holiday Drive in honor of Safe Toys and Gifts Month. In addition, events and Programs such as Santacon, Light Up the Season, Together for Hayward Gift Card Program, and the Downtown Hayward Holiday Giveaway were featured.

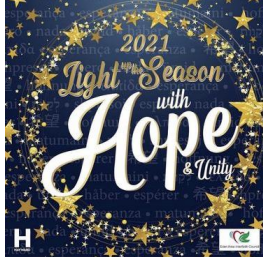
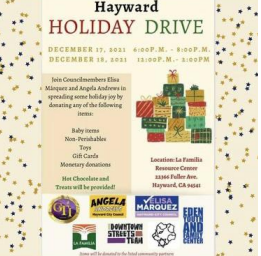
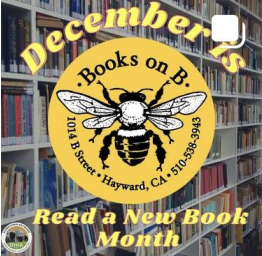
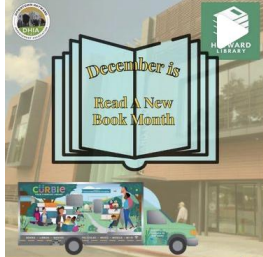
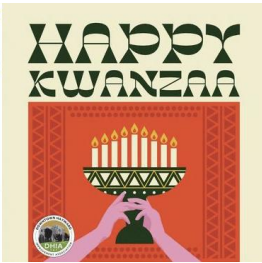
Unfortunately, I could not attend Santacon or Light Up the Season due to scheduling issues, but I made sure to share stories and posts, helping to promote the event. I have also been posting Holiday Greetings such as Merry Christmas and Happy Kwanzaa on behalf of everyone at DHIA. For New Years Eve I featured downtown restaurants that were open for New Years Eve Celebrations. I will make sure to send greetings each month there is a holiday. Happy New Year and Martin Luther King Jr. Day are coming up next.

Overall Metrics for [Facebook](#): New Page Likes = 4 Post Reach = 552 Post Engagement = 275

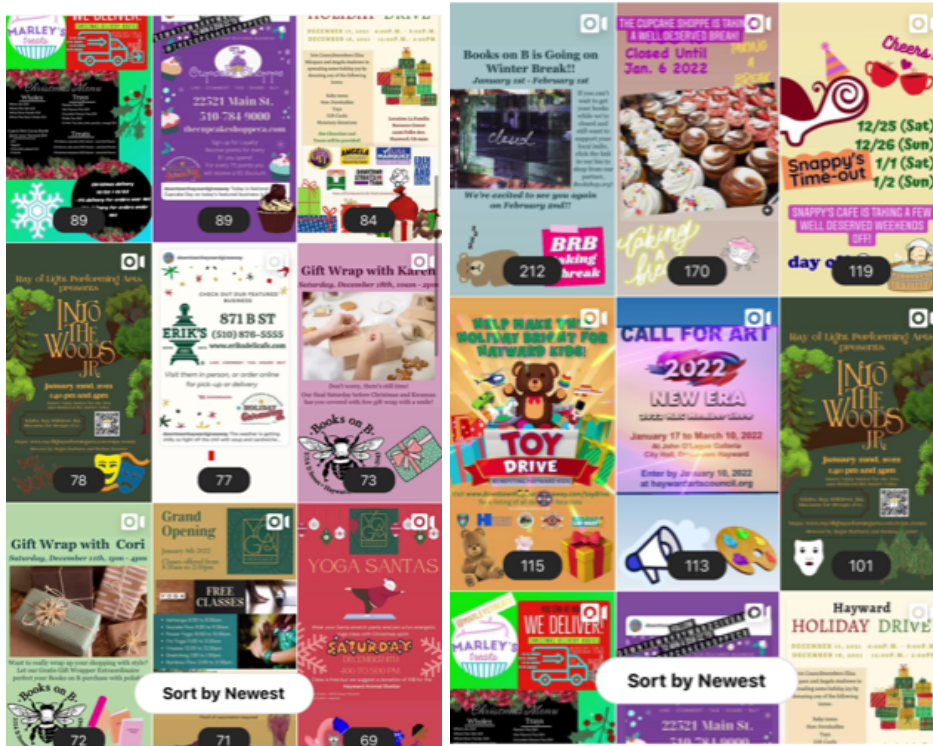
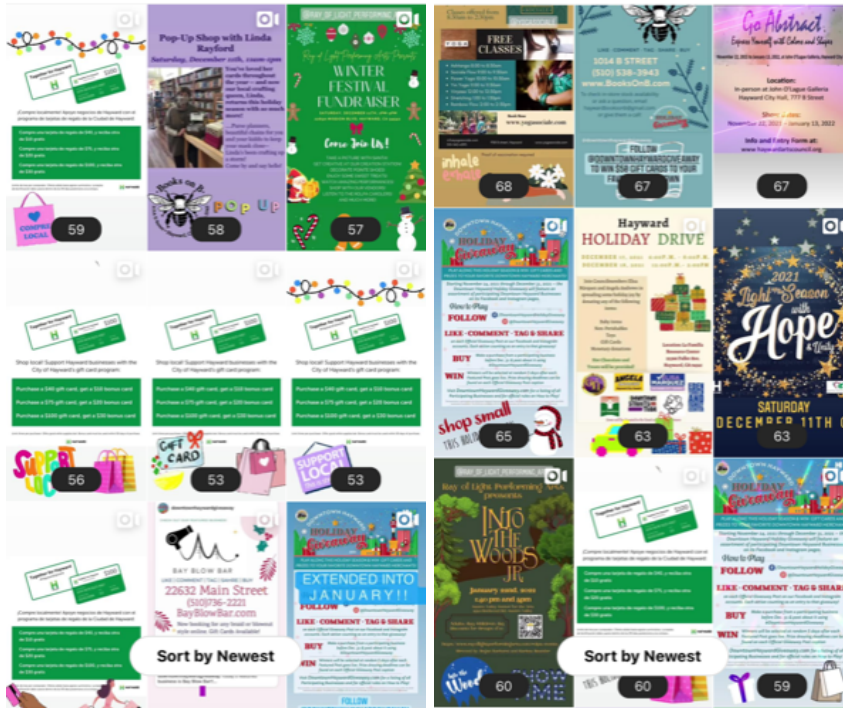
For [Instagram](#): New Followers = 32 Account Reach = 1503 Content Interactions = 162

Posts	FB Views	FB Likes	FB Shares	IG Reach	IG % non followers reached	IG Likes	IG Profile Visits
Together for Hayward Gift Card Promo	90	0	0	280	11%	24	8
Hippies Brew In Heritage Park	263	10	0	391	20%	49	3
Light up the Season with Hope Promo	79	0	0	361	9%	29	3
Safe Toy and Gifts Month: Hayward Holiday Drive	134	3	1	181	12%	5	0
Read A New Book Month: Books on B	195	5	2	406	10%	48	3
Safeway/Salvation Army Red Kettle campaign	121	4	0	374	9%	22	4
Holiday Giveaway Promo	66	0	0	283	10%	15	0
National Tea Day; T4 Tea for U	156	6	2	261	16%	22	3
Read a New Book Month: Library/Curbie	61	2	0	167	6%	4	3
Safe Toy and Gifts Month: HPD & HFD Toy Drive	91	0	2	247	10%	19	6
Thank You for Shopping Local	66	2	2	207	32%	6	0
Merry Christmas	152	8	0	219	6%	13	4
Happy Kwanzaa	142	4	1	229	10%	11	0
New Years Eve Downtown	91	2	5	569	16%	28	4

Posts



Stories



Next Month

January has a lot of National Focuses: Soup month, Hot Tea month, Teen Driving Awareness month, CBD month, Menudo month, and most importantly: CA Restaurant month. I plan to feature Bay Area Driving School, Hayward City Pho, Fat Boyz Taqueria, and any downtown restaurant I have yet to feature. January also has honorary days: Spaghetti Day, Tempura Day, Hot Pastrami Sandwich Day, National DJ Day, Croissant day, and Inspire your heart with Art day. In honor of Inspire your Heart with Art Day, I would like to feature the Hayward Arts Council and its two galleries downtown. There is plenty of room to do a Friday Night Feature and Treat Yourself Tuesday as well.