



Downtown Hayward Improvement Association
District Identity & Streetscape Improvement Committee

Thursday, February 17, 2022, at 3:00 p.m.

Zoom Virtual Meeting

<https://us02web.zoom.us/j/83350741514?pwd=NGFWTGJdTCybVh2dkhSblF5SMXhEQT09>

Meeting ID: 833 5074 1514 | Passcode: 344222 | Call-In:(669)900-9128

- 1) Roll Call & Zoom Etiquette / Catherine Ralston, Chair
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 directed 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-Minute Max Per Person)
- 4) Approval of November 10, 2021, Minutes *Action Item*
- 5) Committee Updates:
 - a. FY21-22 Annual Report Draft
 - b. New Big Belly Cans Slated for Q3 Deployment Downtown
 - c. B Street Quarterly Banner Themes
 - d. New Downtown Event Interest
 - e. DHIA Year-End Social Media Report
 - f. DHIA Public Relations/Social Media RFP *Action Item*
- 6) Next Meeting:
- 7) Adjournment *Action Item*

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas outside of the building that the meetings are being held. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at least 48 hours prior to the meeting. For more information on the upcoming Committee or Interim Board of Directors meeting, please call Monica Montes at 888 356-2726.

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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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
District Identity & Streetscape Improvements (DISI) Committee
Wednesday, November 10th, 2021 – 1:00 p.m.
Meeting held via zoom**

Present: Catherine Ralston (Chair), Kim Huggett, Resti Zaballos, Bill Matheson, Sara Buizer, Dinesh Shah (by phone),

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Committee Chair Catherine Ralston called the meeting to order at 1:03 p.m. Introductions were made.	No action taken
2. Public Comments, announcements	Catherine announced the Together for Hayward Gift Card program has launched and is being actively promoted through City channels. Dominic LiMandri stated he will pass on the information to the DHIA contracted social media manager.	
3. Review of Meeting Minutes from August 27th, 2021	Dominic presented minutes from the Committee meeting on August 13 th , 2021, for member review. Committee members took time to review the minutes as presented.	Motion to approve the August 27th minutes as presented was made by Sara Buizer and seconded by Catherine Ralston. Motion passed unanimously.
4. Review of FY20-21 Budget: Update	Dominic presented the YTD budget P&L Budget Performance included in the agenda packet.	
5. Committee Updates: a) B Street Banner	a) Dominic gave an update on the status of the Welcome Home Banners	

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<p>Program</p> <p>b) DHIA Social Media Status Report</p> <p>c) Downtown Seasonal Displays & Décor</p> <p>d) Downtown Lighting Improvements: B Street</p> <p>e) Need to Promote Downtown Vacant/Properties</p> <p>f) FY21-22 Committee Budget Priorities</p>	<p>printing and installation. The newly designed banners are expected to be delivered any day and will be installed as soon as they arrive. Committee members suggested Dominic tap local colleges or art organizations for design ideas regarding future banner programs.</p> <p>b) The Social Media reports for August and September were reviewed. Audience growth on Facebook and Instagram has been modest but steadily increasing. Dominic expects the Holiday Giveaway Program managed by the Chamber to help boost engagement and following in the holiday season.</p> <p>c) Dominic announced he's preparing seasonal décor plans for B Street to be implemented early December. In addition to garland and seasonal banners, staff will also be looking into hiring a holiday window painter to spruce up empty storefronts in downtown. Dominic will report back to the Committee Chair when he has a solid quote from a vendor.</p> <p>d) Dominic presented an overview of a lighting proposal he's included in the agenda packet. A California company, Pro-Cal Lighting has assembled a quote at Dominic's request to replace the current strand lighting lining B Street with a programmable LED product that would add more dynamic lighting to downtown thoroughfares. While the DHIA has no current allocation for this project, staff is aware of relevant county/state grants that could be pursued to offset large capital expenses. Committee members requested Dominic send the group example footage of the lights in action in other destinations and/or districts.</p> <p>e) A recent assessment of the B Street corridor by staff has highlighted the high number of commercial vacancies that exist between Foothill & Watkins, as well as the high number of empty parcels in the downtown area. Staff will look into the feasibility of running</p>	
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	<p>an insert in the San Francisco Business Times to promote the downtown hayward commercial leasing and development market.</p> <p>f) Staff will be assessing allocations for FY21-22 DISI budget priorities based on the previous fiscal year Committee performance. Final Committee budget allocations will be presented at the December Board meeting.</p>	f) No Action was Taken
6. Other	No other business was presented by Committee Members.	
7. Next DISI Committee Meeting	No Future Meeting was set. The Committee will meet as needed or requested by the Committee Chair.	Adjourned 1:57p.m.

Minutes taken by Dominic Li Mandri, District Manager



HAYWARD
CHAMBER *of*
COMMERCE

22561 Main Street
Hayward, CA 94541
(510) 537-2424 • Fax (510) 940-0153

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QUOTE

Service to:		Invoice No.
Downtown Hayward Improvement Association 22654 Main Street Hayward, CA 94541		2022-003
		Ordered by: Dominic Li Mandri Phone: (619)241-1900 Email: dominic@newcityamerica.com

Qty	Item Description	Rate	Discount	Total
2021 FY - 8 Page Annual Report Production				
250	Printing, folding, binding			\$650.00
	Mailing Service (\$100) + Postage			tbd
1	Graphic Design & Production			\$950.00
Total				\$1,600.00

 HAYWARD	CITY OF HAYWARD SPECIAL EVENT PERMIT	APPLIED: 02/07/2022 ISSUED: 02/07/2022 EXPIRES: 09/24/2022 FEE TOTAL: 2944.00
	APPLICATION NUMBER: 202200682	

OWNER NAME: City of Hayward	APPLICANT NAME: Vic's World Inc., DBA The Bistro
PHONE NUMBER: 510-583-4730 (Public Works)	PHONE NUMBER: 510-209-9077
ADDRESS: 777 B Street Hayward, CA 94541-5007	ADDRESS: 1001 B STREET HAYWARD, CA 94541

SPECIAL EVENT NAME: Beer Tasting and Competition Event as part of SF Beer Week 2022

TIME AND PLACE OF EVENT: Event shall officially take place as described below from 11:00 AM to 5:00 PM on Main Street between B Street and C Street. Use of the Public Right-of-Way is permitted as follows:

- 1) Saturday, February 12, 2022 from 5:00 AM to 7:00 PM
- 2) Saturday, April 2, 2022 from 5:00 AM to 7:00 PM
- 3) Saturday, September 24, 2022 from 5:00 AM to 7:00 PM


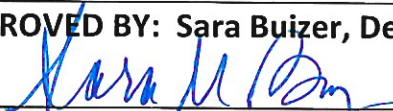
This Special Event permit is valid for the day(s) as noted above for the Specific Event within the City of Hayward right-of-way only. The Event shall conform to the City of Hayward Municipal Code and attached Standard and Special Conditions.

Special Conditions of Approval:

1. **Traffic Control:** Street closures (Attachment A) will be setup by City of Hayward staff.
2. **Crowd Management:** Event organizer will be responsible for crowd control and security.
3. **ABC:** Separate Alcohol Beverage Control (ABC) license is required. Contact Kristina Vonnegut for more information by email at Gabrielle.Wright@hayward-ca.gov or by phone at 510-293-7013.

Standard Conditions of Approval: (See Attached)

THE APPLICANT HEREBY AGREES TO COMPLY WITH ALL OF THE APPLICABLE SECTIONS OF THE CITY OF HAYWARD MUNICIPAL CODE, STANDARD SPECIFICATIONS, AND ALL CONDITIONS ATTACHED TO THIS APPROVAL.

EVENT: Special Event - Beer Fest - Feb 12, Apr 2, Sept 24	APPLICANT/EVENT ORGANIZER: 
In consideration of the granting of this permit and other goods and valuable consideration thereof, the applicant and owner intending to be legally bound, does hereby for the applicant and owner, and heirs, executors, administrators and assigns of the applicant/owner agree to indemnify and hold harmless the City of Hayward, the members of the City Council and their agents, servants and employees and each of them, from and against liability for injury to or death of persons, and/or the liability for damage to property arising from any and all work herein permitted or, incidental thereto or which may arise from the failure of the permittee to perform the obligations of the permittee, with respect to maintenance.	
APPROVED BY: Sara Buizer, Deputy Development Services Director 	DATE: 2/9/22

ORIGINAL-FILE

APPLICANT

REVENUE

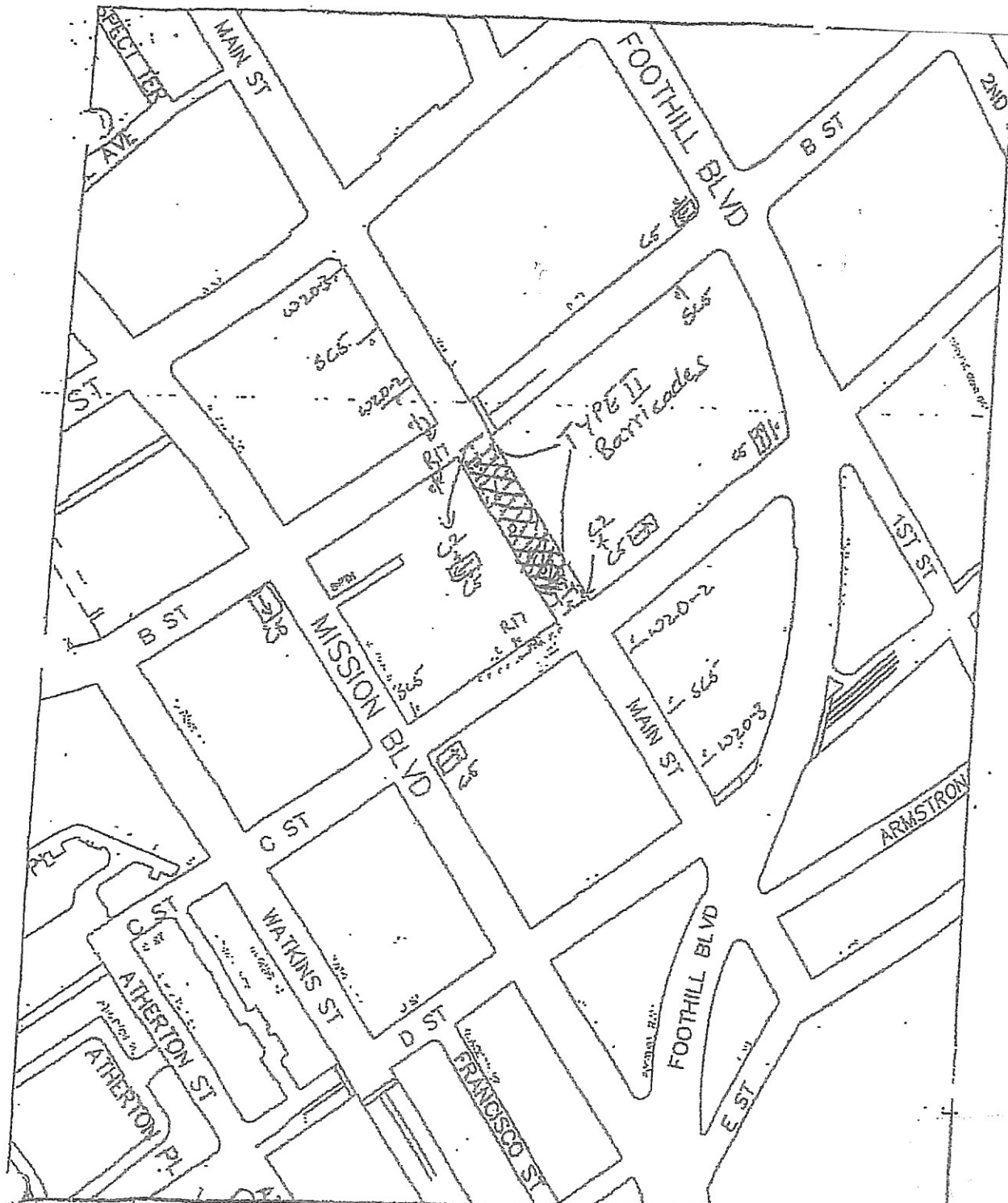
INSPECTOR

PEP1 EN 202200682

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FOR FEBRUARY 12
 APRIL 2
 SEPTEMBER 24

Attachment A: Traffic Control & Site Plan



CITY OF HAYWARD ENGINEERING DIVISION			BISTRO - FEB DETOUR PLAN	DWG NO.
DRAWN BY: 07	DATE	SCALE N.E.E.		FILED
APPROVED BY: 14	APPROVED		SIL	
REV	DATE	BY	ENGINEER	DR. F. B. BROWN

Dominic Li Mandri

From: Laura Ronca <info@yogasociale.com>
Sent: Monday, December 27, 2021 5:10 PM
To: Dominic Li Mandri
Subject: Yoga Sociale on B street with some ideas!

Hello Dominic,

nice to connect to you. My name is Laura Ronca and I am the co-owner of the new Yoga Studio in B street.

I would like to ask you a brief meeting because I have some nice ideas I would like to share to create a healthy lifestyle city event.

Would you be available next week?

My best regards,

Laura Ronca

Social Media Report 01/22

Caroline S. Sandoval, Social Media Manager

Summary

I started our January posts with an acknowledgment of CA Restaurant Month featuring logos of our downtown restaurants and continued to focus on restaurants throughout the month. In the past, I would feature one business at a time but this month I started to feature multiples to see if it increased our engagement. While people responded well to the posts, I didn't see any change in engagement that I could attribute to featuring multiple businesses in one post BUT the posts were not ineffective so I see it as just another format to use moving forward. I am not thrilled with our Facebook response so I am looking into what needs to be changed or altered to enhance engagement.

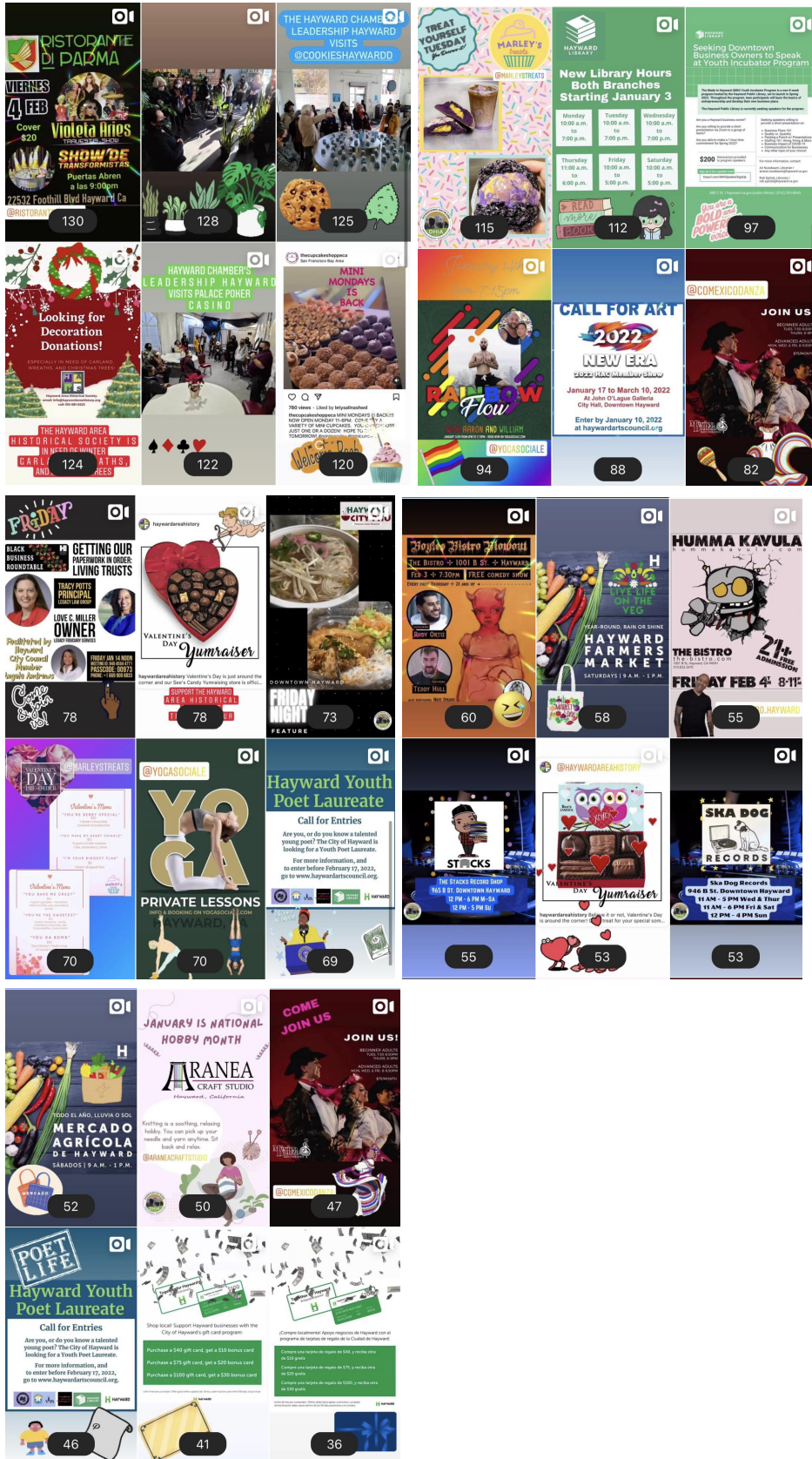
Overall Metrics for [Facebook](#): New Page Likes = 5 Post Reach = 1271 Post Engagement = 328

For [Instagram](#): New Followers = 27 Account Reach = 1643 Content Interactions = 196

Posts



Stories



Next Month

February is Black History Month, and I know of three downtown organizations that have Black History Month Programs that I can promote. February also hosts Superbowl Sunday and Valentine's day, so I can use DHIA Stories to circulate flyers and offers and make a formal promotional post. Other days I am keeping in mind are Tortilla Chip Day, Wine Day, Global Movie Day, and Cherry Day, allowing me to promote downtown businesses and the Farmer's Market. Finally, I was made aware that a Fallafal Fire has officially opened, so I intend to create an "A little birdie told me" post to spread the word.



Downtown Hayward Improvement Association

REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS FIRM – PROPOSALS DUE March 4th, 2022

The Downtown Hayward Improvement (DHIA), a public benefit, non-profit corporation, which serves as the administrator of the Downtown Hayward Community Benefit District (CBD), is seeking a professional services contractor to provide public relations and social media for the Association and its activities.

The contract period shall commence on or around March 15th, 2022 and end on February 28th 2023, with options for renewal and extensions for up to a 3-year period. The contract amount shall not exceed XXXX (XXXX) per month for that period of time and could be adjusted based upon the level and quality of work performed.

The selected public relations firm shall be responsible for:

- Developing a strategic public relations, outreach, and advertising plan for the DHIA (in consultation with DHIA leadership)
- Promoting introduction of new public spaces in the Downtown district;
- Promoting special events and ongoing media relations for new development and business activities on behalf of the Association occurring in Downtown Hayward;
- Working with the DHIA staff on social media outreach efforts (i.e., Facebook, Twitter, Instagram, Pinterest, etc.);
- Working on the development of videos that promote the DHIA;
- Work with the web manager to regularly update the website;
- Developing relations with local and national print media and television media;
- Responding to the media about issues that might arise within the district;
- Providing talking points for media coverage; and
- Writing and distribute press releases on any issues affecting the DHIA, etc.
- Developing advertising placement;

The PR Firm will work directly with the Executive Director, his designee, the Chair of the District Identity Committee and the Committee as a whole.

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Interested parties responding to this proposal shall include past and existing work on business districts, CBDs or BIDs in the East Bay and Peninsula areas, including at least 3 references. PR firms within a 60-mile radius of Hayward shall be considered eligible for this RFP.

Four copies of a response, each in a sealed envelope, shall include a strategic plan outlining the scope of work listed above, and shall be submitted to the Association office by 5:00 p.m., March 4th, 2022 to:

Mr. Dominic Li Mandri, District Manager, Downtown Hayward Improvement Association

22654 Main Street, Hayward, CA 94541

Or e-mail to responses and proposals to:

Dominic LiMandri, District Manager at: dominic@newcityamerica.com,

PROPOSALS WITH ATTACHMENTS SHALL NOT EXCEED TEN PAGES

Any or all proposals may be rejected or accepted for any reason deemed appropriate by the Board of Directors. For more information, please contact

Dominic Li Mandri, District Manager to the Board,
at 510 556-1278.