



**Downtown Hayward Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
Friday, August 27th, 2021, 11:30 AM
Zoom Link Sent Out**

AGENDA

1. Call to Order & Introductions: Sara Buizer
2. Public Comment, announcements
3. Review of the Meeting Minutes from June 21st, 2021
4. Review of FY20-21 DISI Budget: Update
5. Committee Updates:
 - a) Outdoor Dining on Main Street: Update
 - b) B Street Banner Program: Review of Designs
 - c) Downtown Events Fall 2021
 - d) Downtown Seasonal Displays & Décor
6. Other
7. Next Committee Meeting: _____
8. Adjournment

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

22650 Main Street • Hayward, CA 94541



**Downtown Hayward Improvement Association
District Identity & Streetscape Improvements (DISI) Committee
Monday, June 21st, 2021 – 11:00 a.m.
Meeting held via zoom**

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

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 Sara Buizer called the meeting to order at 11:02 a.m. Introductions were made.	No action taken
2. Public Comments, announcements	The City will be organizing a reopening celebratory event in downtown to mark the end of the state-mandatory restrictions relating to the COVID-19 pandemic. More detail provided in Item 4d.	
3. Review of FY20-21 DISI Budget: Update	The YTD DISI Budget was presented as found in the agenda packet. DISI-related expenses are still within budget and are progressing as projected.	
4. Committee Updates: a) FY20-21 Annual Report Completed b) Outdoor Dining on Main Street: c) B Street Banner Program: d) July 10 th Reopening Celebration: e) Partnership Proposals for Events in	a) District Manager Dominic LiMandri announced the FY20-21 Annual Report is being finalized and expect to go-to print in the coming week. b) Dominic updated Committee members on the progress of designing the outdoor dining platforms to be piloted on Main Street. Due to the uncertainty around the accessibility of Main Street between A & C Streets on account of the Main Street Complete Streets project, Committee members by consensus instructed staff to halt any further work	e) By Consensus: Committee Members reallocated \$10,000 in funds from the "Unallocated" DISI budget line item, and \$5,500 from the "Outdoor Dining" line item to the "Special Events"

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<p>Downtown</p>	<p>on the design of the outdoor dining platforms until more clarity is given from the City of Hayward on what the implementation timeline is expected to be. Discussion followed.</p> <p>c) Dominic presented the parameters of the potential B Street Banner program to the Committee. On B Street, between Watkins and Foothill Boulevard, there are approximately 12 decorative light poles that currently host smaller banners. The idea is to design seasonal banners to freshen up the B Street experience and contribute to a more dynamic atmosphere, as per the season or some other program. Dominic presented several potential themes, and the Committee members remarked how content more streamlined and neutral was most desirable. Discussion ensued.</p> <p>d) The City of Hayward will be organizing a Reopening Celebratory Event in downtown on July 10th to mark the end of the California CoVID-19 Business Restrictions. The City of Hayward is planning to close B street between Foothill and Mission Blvd., as well as Main Street between A & C Street. The City will be organizing vendors and booths locally. The DHIA will be providing maintenance support for site prepping and social media support.</p> <p>e) Hayward Chamber of Commerce President & CEO Kim Huggett presented the proposed sponsorship opportunity to the DHIA DISI Committee. The Chamber is proposing a promotional partnership with the DHIA across 4 events occurring in Q3-Q4. For a detailed description of each event, please refer to the agenda packet. Discussion ensued.</p>	<p>line item, for a new total allocation of \$15,500 under “Special Events” in the DISI budget. Each event will be funded according to the proposed amount from the new “Special Events” line item. Motion approved by consensus.</p>
<p>5. Other</p>	<p>No other items were presented by Committee Members.</p>	
<p>Next DISI Committee Meeting</p>	<p>Next DISI Committee Meeting was set for August 3rd 2021</p>	

Minutes taken by Dominic Li Mandri, District Manager

4:22 PM

08/26/21

Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
July 2021

	Jul 21	Budget	Jan - Jul 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	189,244.47	49,637.00	562,249.96	347,459.00	595,644.00
Total Assessment Income	189,244.47	49,637.00	562,249.96	670,601.54	918,786.54
Total Income	189,244.47	49,637.00	562,249.96	670,601.54	918,786.54
Expense					
Administration					
Accounting Fees	0.00	333.00	1,450.00	2,335.00	4,000.00
Bank Charges	0.00	4.00	8.00	30.00	50.00
Insurance - Liability, D and O	0.00	666.00	7,498.28	4,670.00	8,000.00
Legal Fees	0.00	83.00	120.00	585.00	1,000.00
Office Supplies	74.98	166.00	1,032.97	1,170.00	2,000.00
Postage, Mailing Service	0.00	125.00	87.96	875.00	1,500.00
Printing and Copying	0.00	166.00	0.00	1,170.00	2,000.00
Rent	1,200.00	1,250.00	8,400.00	8,750.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	45,500.00	45,500.00	78,000.00
Telephone, Telecommunications	225.00	166.00	2,551.32	1,170.00	2,000.00
Utilities	0.00	250.00	664.94	1,750.00	3,000.00
Admin Contingency	72.00	166.00	731.00	1,170.00	2,000.00
Total Administration	8,071.98	9,875.00	68,044.47	69,175.00	118,550.00
DISI					
Advertising	0.00	166.00	647.00	1,170.00	2,000.00
Annual Report	0.00	250.00	0.00	1,750.00	3,000.00
Branding & Signage	0.00	333.00	375.00	2,335.00	4,000.00
Outdoor Dining	0.00	875.00	2,735.00	6,125.00	10,500.00
PR / Social Media	925.00	1,000.00	8,775.00	7,000.00	12,000.00
Seasonal Displays	0.00	500.00	4,570.00	3,500.00	6,000.00
Special Events					
Downtown Holiday Giveaway	0.00	0.00	0.00	0.00	7,500.00
Light Up the Season	0.00	0.00	0.00	0.00	1,500.00
Mariachi Festival	0.00	0.00	0.00	0.00	1,500.00
Street Party	0.00	2,500.00	0.00	2,500.00	5,000.00
Special Events - Other	0.00	0.00	3,500.00	0.00	0.00
Total Special Events	0.00	2,500.00	3,500.00	2,500.00	15,500.00
Staff Consulting (New City)	1,500.00	1,500.00	10,500.00	10,500.00	18,000.00
Website	0.00	166.00	0.00	1,170.00	2,000.00
Total DISI	2,425.00	7,290.00	31,102.00	36,050.00	73,000.00
SOBO					

4:22 PM

08/26/21

Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
July 2021

	Jul 21	Budget	Jan - Jul 21	YTD Budget	Annual Budget
Capital Improvements	0.00	1,170.00	6,820.00	1,170.00	7,000.00
Fixed Assets - Major Purchase	0.00	2,083.00	4,897.00	14,585.00	25,000.00
Maintenance and Supplies	1,469.23	1,250.00	8,443.35	8,750.00	15,000.00
Nursery Supplies & Equipment	500.00	1,666.00	500.00	11,670.00	20,000.00
Payroll Expenses					
Deductions	0.00		-300.00		
Health Insurance	3,476.97	2,100.00	9,950.97	14,700.00	25,200.00
Payroll Service	148.13	315.00	1,476.91	2,225.00	3,800.00
Payroll Tax Expense	10,014.82	4,666.00	50,232.96	32,670.00	56,000.00
Payroll Workers Comp Ins	0.00	2,100.00	599.00	14,700.00	25,200.00
Payroll Expenses - Other	20,838.23	14,150.00	98,032.23	99,050.00	169,800.00
Total Payroll Expenses	34,478.15	23,331.00	159,992.07	163,345.00	280,000.00
Cameras	0.00	8,333.35	8,918.80	8,333.35	50,000.00
Professional Services	0.00	16,666.66	22,649.00	116,666.70	200,000.00
Supplies for SOBO	990.00	416.00	4,063.75	2,920.00	5,000.00
Vehicle Related					
Pressure Washing	0.00	500.00	2,081.73	3,500.00	6,000.00
Gas	422.83	416.00	2,252.56	2,920.00	5,000.00
Vehicle Repair & Maintenance	0.00	333.00	414.00	2,335.00	4,000.00
Vehicle Related - Other	118.85		584.22		
Total Vehicle Related	541.68	1,249.00	5,332.51	8,755.00	15,000.00
Total SOBO	37,979.06	56,165.01	221,616.48	336,195.05	617,000.00
Contingency / Reserve	0.00	9,186.35	12.60	64,304.79	110,236.54
Total Expense	48,476.04	82,516.36	320,775.55	505,724.84	918,786.54
Net Income	140,768.43	-32,879.36	241,474.41	164,876.70	0.00



H HAYWARD

WELCOME HOME

#WelcomeHomeHayward

This vertical banner features a photograph of a busy farmers market stall. In the foreground, a man in a grey long-sleeved shirt and a woman in a purple bucket hat are examining fresh produce, including large green leafy vegetables and purple eggplants. The background shows other market stalls under white and blue canopies with various people. The top of the banner has a solid green background with a white 'H' and the word 'HAYWARD' in white. The bottom has a white 'WELCOME HOME' and the hashtag '#WelcomeHomeHayward' on a green background. Dashed red lines are visible at the top and bottom of the image area.

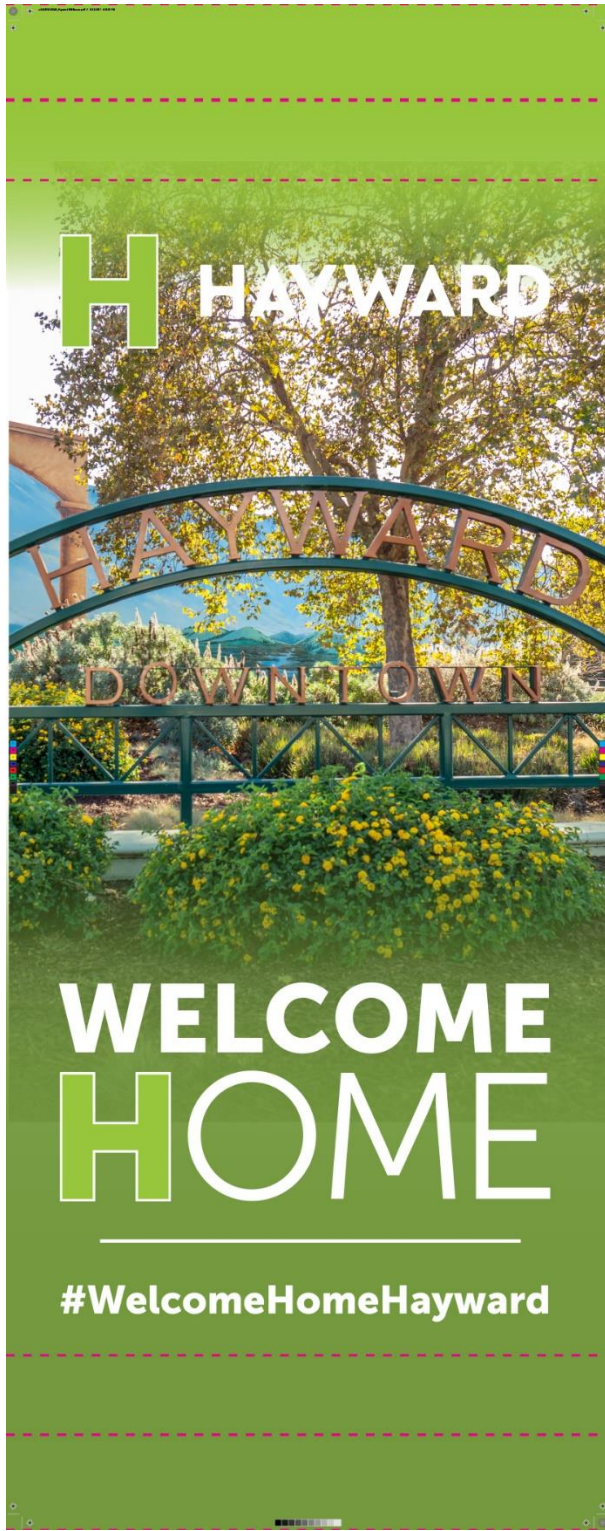


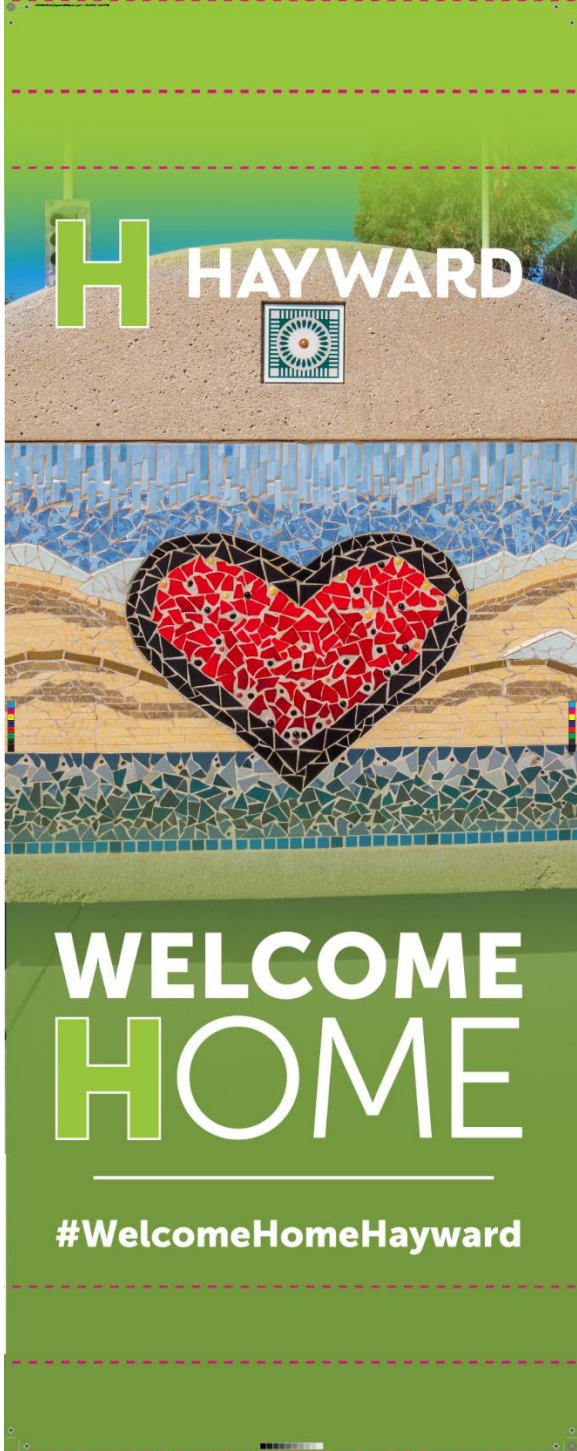
H HAYWARD

WELCOME HOME

#WelcomeHomeHayward

This vertical banner features a photograph of a street scene. In the foreground, a group of people is seated at an outdoor cafe with a black metal railing, looking towards the camera. A large tree with green leaves is on the left. In the background, there are brick buildings, a blue awning, and a blue banner that says 'The South San Joaquin Area'. The top of the banner has a solid green background with a white 'H' and the word 'HAYWARD' in white. The bottom has a white 'WELCOME HOME' and the hashtag '#WelcomeHomeHayward' on a green background. Dashed red lines are visible at the top and bottom of the image area.





- 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