



Downtown Hayward Improvement Association
District Identity & Streetscape Improvement Committee
Wednesday, June 29th, 2022, at 3:00 p.m.

Zoom Virtual Meeting:

https://us02web.zoom.us/j/83741165858?pwd=Mc81oRCWZpA5al_LNn01pN2YCKi93.1

Meeting ID: 837 4116 5858 | Passcode: 585932 | Call-In +1 669 900 9128

- 1) Roll Call & Zoom Etiquette / Committee Chair Alfredo Rodriquez
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 March 25, 2022, Meeting Minutes *Action Item*

- 5) Committee Updates:
 - a. Review of YTD Committee Budget / Dominic LiMandri *Action Item*
 - b. Olive Status Report / Matthew Van Court, Olive Creative Strategies
 - c. Downtown Events Calendar / Dominic LiMandri
 - d. B Street Historic Banner Designs / Dominic LiMandri
 - e. Downtown Hayward Video Interview Series / Dominic LiMandri

- 6) Other Business

- 7) Next 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

22654 Main Street • Hayward, CA 94541

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 Improvement (DISI) Committee
Meeting Minutes
Friday, March 25th, 2022 – 2:00 p.m.
Meeting held via zoom**

Present: Catherine Ralston, Resti Zaballos, Bill Matheson, Alfredo Rodriguez, Kim Huggett

Absent: N/A

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 2:01 p.m.	No action taken
2. Continuing of Virtual Meetings Pursuant to AB361	Consideration to continue meeting virtually pursuant to AB361.	Catherine Ralston motioned to approve the Committee continue meeting virtually, pursuant to AB361. Kim Huggett seconded the motion. Motion passes unanimously.
3. Public Comment, announcements	No public comment was made at this time.	
4. Approval of the February 17th, 2022 Minutes	Dominic presented minutes from the Committee meeting on February 17 th , 2022, minutes for member review.	Kim Huggett motioned to approve the minutes as presented. Catherine Ralston seconded the motion. Motion passes unanimously.
5a. Downtown Hayward PR/SM RFP Responses	Dominic provided an overview of the status of the current DHIA Social Media	

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<p>a. Status of Current Vendor Services</p>	<p>coverage, the RFP process for outside services and the responses received to date.</p> <p>The previous vendor the DHIA had been contracting with via the Chamber to manage the DHIA social media channels is no longer able to provide district services due to unrelated circumstances. As a result, at this time the DHIA has no active management of its social media channels, aside from the Chamber occasionally providing support. At the February Committee meeting, Committee members authorized the issuing of a Request for Proposals (RFP) for District PR/SM Services.</p> <p>The RFP for District PR/SM Services was issued in late February for a two-week period and posted on both the International Downtown Association and California Downtown Association websites. After the two-week period, only one response was received, from Olive Creative Strategies.</p>	
<p>b. Olive Creative Strategies Proposal for District PR/SM Services</p>	<p>Dominic presented the lone proposal received in response to the RFP issued for District PR/SM Services. Olive Creative Strategies has extensive experience working in the Community Benefit District industry and has represented multiple non-profit clients all over California. Olive's proposal did come in slightly over budget, but the Committee budget as a whole is trending under-budget and can afford to reallocate approved funds within the Committee budget if need be. Discussion followed.</p>	<p>Bill Matheson motioned to accept the Olive Proposal for District PR/SM Services as presented. Catherine Ralston seconded the motion. Motion carries unanimously.</p>
<p>6. Next Meeting</p>	<p>No future meeting was set at the time. The Committee will meet as needed.</p>	
<p>7. Adjournment</p>	<p>Meeting adjourned at 2:27 p.m.</p>	

Minutes taken by Dominic Li Mandri, District Manager

7:46 AM

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
May 2022

06/23/22

Cash Basis

	May 22	Budget	Jan - May 22	YTD Budget	Annual Budget
Income					
Assessment Income					
Delinquency	0.00	0.00	0.00	-20,000.00	-20,000.00
Carry Forward	0.00	0.00	0.00	340,466.00	340,466.00
Assessment Income - Other	0.00	49,637.00	386,924.64	248,185.00	595,644.00
Total Assessment Income	0.00	49,637.00	386,924.64	568,651.00	916,110.00
Total Income	0.00	49,637.00	386,924.64	568,651.00	916,110.00
Expense					
Administration					
Accounting Fees	0.00	333.00	1,450.00	1,669.00	4,000.00
Bank Charges	0.00	4.00	0.00	22.00	50.00
Insurance - Liability, D and O	6,515.04	666.00	11,510.92	3,338.00	8,000.00
Legal Fees	0.00	250.00	100.00	1,250.00	3,000.00
Office Supplies	0.00	166.00	122.48	838.00	2,000.00
Postage, Mailing Service	85.44	41.00	147.31	213.00	500.00
Printing and Copying	0.00	125.00	0.00	625.00	1,500.00
Rent	1,200.00	1,250.00	6,000.00	6,250.00	15,000.00
Staff Consulting (New City)	0.00	6,500.00	32,500.00	32,500.00	78,000.00
Telephone, Telecommunications	225.00	291.00	1,125.00	1,463.00	3,500.00
Utilities	114.63	166.00	627.54	838.00	2,000.00
Admin Contingency	0.00	83.00	365.00	419.00	1,000.00
Total Administration	8,140.11	9,875.00	53,948.25	49,425.00	118,550.00
DISI					
Advertising	261.00	583.00	746.00	2,919.00	7,000.00 - \$5,000
Annual Report	0.00	166.00	0.00	838.00	2,000.00
Branding & Signage	0.00	333.00	732.98	1,669.00	4,000.00
Outdoor Dining	0.00	416.00	0.00	2,088.00	5,000.00 - \$5,000
PR / Social Media	9,000.00	2,500.00	9,925.00	12,500.00	30,000.00 + \$25,000
Seasonal Displays	0.00	875.00	0.00	4,375.00	10,500.00 - \$10,000
Special Events	0.00	1,291.00	0.00	6,463.00	15,500.00 - \$5,000
Staff Consulting (New City)	0.00	1,500.00	7,500.00	7,500.00	18,000.00
Website	0.00	83.00	14.95	419.00	1,000.00
Total DISI	9,261.00	7,747.00	18,918.93	38,771.00	93,000.00
SOBO					
Fixed Assets - Major Purchase	0.00	833.00	0.00	4,169.00	10,000.00
Maintenance and Supplies	891.31	1,666.00	4,745.71	8,338.00	20,000.00
Nursery Supplies & Equipment	0.00	1,666.00	0.00	8,338.00	20,000.00
Payroll Expenses					
Health Insurance	0.00	1,250.00	3,346.13	6,250.00	15,000.00
Payroll Service	56.92	200.00	999.69	1,000.00	2,400.00
Payroll Tax Expense	392.22	6,666.00	23,002.20	33,338.00	80,000.00
Payroll Workers Comp Ins	0.00	1,250.00	2,208.00	6,250.00	15,000.00
Payroll Expenses - Other	18,680.66	15,500.00	62,987.43	77,500.00	186,000.00
Total Payroll Expenses	19,129.80	24,866.00	92,543.45	124,338.00	298,400.00
Cameras	56.08	4,166.00	280.40	20,838.00	50,000.00
Professional Services	2,000.00	16,666.00	71,296.00	83,338.00	200,000.00
Supplies for SOBO	103.00	416.00	103.00	2,088.00	5,000.00
Vehicle Related					
Pressure Washing	62.00	500.00	1,788.28	2,500.00	6,000.00
Gas	245.00	416.00	989.52	2,088.00	5,000.00
Vehicle Repair & Maintenance	89.63	333.00	974.35	1,669.00	4,000.00
Vehicle Related - Other	0.00		317.54		
Total Vehicle Related	396.63	1,249.00	4,069.69	6,257.00	15,000.00
Total SOBO	22,576.82	51,528.00	173,038.25	257,704.00	618,400.00
Contingency / Reserve	0.00	7,180.00	0.00	35,900.00	86,160.00
Total Expense	39,977.93	76,330.00	245,905.43	381,800.00	916,110.00
Net Income	-39,977.93	-26,693.00	141,019.21	186,851.00	0.00

Dominic Li Mandri

From: Matthew Van Court
Sent: Monday, June 20, 2022 1:57 PM
To: Dominic Li Mandri
Cc: Jennifer von Stauffenberg; 'Cree Jones'; Kim Major
Subject: Media Hits 6/18 | Juneteenth Festival

Hi Dominic,

Hope you had a great weekend! Please see broadcast coverage secured over the weekend for the Juneteenth Festival on KTVU.

On Friday, they gave a preview of the event and highlighted how the festival commemorates the holiday and supports minority-owned businesses in Downtown Hayward.

- [KTVU \(News at 4 p.m.\)](#)
- [KTVU \(News at 11 p.m.\)](#)

On Saturday, they began the morning with a live look at the festival during set up followed by a later segment featuring an interview with Councilmember Angela Andrews who spoke about the event and holiday in more detail along with how the festival commemorates the holiday and supports minority-owned businesses in Downtown Hayward.

- [KTVU \(Mornings at 9 a.m.\)](#)
- [KTVU \(News at 10 p.m.\)](#)

On Sunday, they did a recap of the festival highlighting details about what attendees enjoyed along with an interview with Councilmember Angela Andrews who spoke about the event and the holiday in more detail along with how the festival commemorates the holiday and supports minority-owned businesses in Downtown Hayward.



- [KTVU \(Mornings at 7 a.m.\)](#)
- [KTVU \(Mornings at 9 a.m.\)](#)




Thank you,
Matthew






Matthew Van Court
Senior Account Executive
Olive Creative Strategies, Inc.



Ranking	Keyword	Image	Catalog Number	Link
	B St./Downtown		79.033.7289	https://haywardareahistory.pastperfectonline.com/photo/F4C98F76-470A-418C-9386-613526800026
	B St./Downtown		2008.006.029	https://haywardareahistory.pastperfectonline.com/photo/4B656355-9300-40D6-8C3C-402160639730

	B St./Downtown		79.033.4357	https://haywardareahistory.pastperfectonline.com/photo/47AAAF9F-CCB3-463A-A46C-526815467448
	B St./Downtown		79.033.4626	https://haywardareahistory.pastperfectonline.com/photo/A7BC2393-9126-43AB-9014-372443172677
	Bank Building		2019.001.139	https://haywardareahistory.pastperfectonline.com/photo/876DB643-AA0E-486C-9004-298670439811

	Green Shutter		2016.018.006	https://haywardareahistory.pastperfectonline.com/photo/728AA456-BC31-4DA8-B3AB-463760329980
	Green Shutter		2016.018.013	https://haywardareahistory.pastperfectonline.com/photo/1C06A570-97D3-4CA3-82B8-503206078110
	Mission Blvd.		2019.001.140	https://haywardareahistory.pastperfectonline.com/photo/32501920-2A3E-4F19-A0F8-168735996174




	B St./Main St.		2011.001.024	https://haywardareahistory.pastperfectonline.com/photo/87B8F550-B643-41CD-A680-362711031466
	Holiday Decorations		2011.001.003	https://haywardareahistory.pastperfectonline.com/photo/15B1EAE1-A2E7-4ECF-8EC1-557506933641
	C St./Main St.		2016.018.012	https://haywardareahistory.pastperfectonline.com/photo/55025E99-F0AD-4EBB-88C4-501371212271



	<p>Hayward Theater On Mission Blvd. Btwn A & B St.</p>		<p>79.033.1561</p>	<p>https://haywardareahistory.pastperfectonline.com/photo/17EA6D5B-BFFB-4E24-945C-909177769400</p>
	<p>B St./Mission Blvd.</p>		<p>2011.009.035</p>	<p>https://haywardareahistory.pastperfectonline.com/photo/1F1BC2E1-DE60-423E-A084-214929331365</p>
	<p>B St./Mission Blvd.</p>		<p>2011.001.019</p>	<p>https://haywardareahistory.pastperfectonline.com/photo/4A0D83CD-09C2-4F37-821F-760599386854</p>


	A St./Foothill Blvd.		79.033.0060	https://haywardareahistory.pastperfectonline.com/photo/72D99833-8790-438D-BD6E-711543702600
	C St./Foothill Blvd.		79.033.2225	https://haywardareahistory.pastperfectonline.com/photo/FB4792CB-73D0-49E5-A7E9-334163954840
	Mission Blvd.		79.033.0016	https://haywardareahistory.pastperfectonline.com/photo/850B2A90-4BAE-48B7-95E4-385611055730

C St.		2019.032.006	https://haywardareahistory.pastperfectonline.com/photo/EF4639BE-0DDF-47B5-882E-582891065066
B St. Holiday Decorations		79.033.0738	https://haywardareahistory.pastperfectonline.com/photo/BB67AC09-77C4-44DF-93A0-731677640841
B St./Downtown		79.033.6260	https://haywardareahistory.pastperfectonline.com/photo/5FFBB051-AF54-4062-B74C-336397783986

<p>Parade Downtown</p>		<p>2011.018.014</p>	<p>https://haywardareahistory.pastperfectonline.com/photo/80D9AE57-7108-4D09-AF58-405014228211</p>
<p>Parade Downtown</p>		<p>2011.018.016</p>	<p>https://haywardareahistory.pastperfectonline.com/photo/906BF4DC-5B6E-4CA2-A443-581215012919</p>
<p>Parade Downtown</p>		<p>2019.014.0201</p>	<p>https://haywardareahistory.pastperfectonline.com/photo/A6E91A7C-9F9D-4F92-8275-385170927940</p>

<p>Parade Downtown</p>		<p>2019.014.0096</p>	<p>https://haywardareahistory.pastperfectonline.com/photo/398E9C73-D9BA-43DD-A87E-871583240925</p>
<p>Bank of Haywards</p>		<p>79.033.3425</p>	<p>https://haywardareahistory.pastperfectonline.com/photo/32AAE6B6-A65E-4AEA-B049-650338697012</p>
<p>Odd Fellows Building</p>		<p>2011.001.050</p>	<p>https://haywardareahistory.pastperfectonline.com/photo/5C675724-43F4-4BA4-AA89-649147078667</p>

Bank Building		2011.001.070	https://haywardareahistory.pastperfectonline.com/photo/BEBECECE-60E2-4203-BC8C-559973478294
Bank of Italy		2011.001.067	https://haywardareahistory.pastperfectonline.com/photo/237E6FC4-8664-4FB5-A82E-962822563570
Parade Downtown		2010.001.892	https://haywardareahistory.pastperfectonline.com/photo/156BBA3D-6FD5-4727-B88D-110341403110

<p>Green Shutter</p>		<p>79.033.8650</p>	<p>https://haywardareahistory.pastperfectonline.com/photo/9F2B0A27-A70D-4C05-B8F3-833618347510</p>
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