



**Downtown Hayward Improvement Association – Board of Directors Meeting**  
 Wednesday, August 3<sup>rd</sup>, 2022, at 2:00 p.m.

Join Zoom Meeting:

<https://us02web.zoom.us/j/86799393873?pwd=aVdML2pWQVFYWkRsVUgwU3NHY2VkQT09>

Meeting ID: 867 9939 3873 | Passcode: 794609 | Call-In: (669) 900-9128

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* **P. 3**  
 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 June 15<sup>th</sup>, 2022, Board Meeting Minutes *Action Item* **P. 4 - 7**
  
5. Committee Reports
  - Executive Committee / Resti Zaballos Jr., President
    - a. YTD Financial Report *Action Item* **P. 8**
    - b. Current Board Vacancies
    - c. NCA/Chamber Potential Partnership for On-Site Daily Administrative Duties
    - d. Appointment of Annual Nominations Committee & Annual Meeting Date *Action Item* **P. 9 - 10**
  
  - Sidewalks Operations, Beautification & Order Committee / Sara Buizer
    - a. NexStreet Maintenance Report: Review
    - b. DHIA Agreement w/ BACS on Increased Outreach Downtown: Update
    - c. Downtown Municipal Parking Lot Cleaning Proposal: Update **P. 11 - 12**
    - d. New Big-belly Receptacles to be Placed in Downtown: Review **P. 13**
    - e. New Landscaping Vendor for Downtown Hanging Baskets: Update **P. 14**
    - f. Proposal for Up-lighting of B Street Tree Branches: Review *Action Item* **P. 15 -17**
  
  - District Identity & Streetscape Improvement Committee / Alfredo Rodriguez
    - a. Olive Status Report: Review **P. 18 - 20**
    - b. New B Street Historical Banner Selections: Review *Action Item* **P. 21 - 32**
    - c. Heritage Park Programming Meeting: Update
    - d. Downtown Hayward Business Video Series: Update **P. 33**
  
  - Land Use Committee / Bill Matheson, Chair
    - a. Main Street Complete Street: Update
    - b. New Developments Downtown

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

**22654 Main Street • Hayward, CA 94541**

6. Other New Business

7. Next 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 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](mailto: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**  
**Wednesday, June 15<sup>th</sup>, 2022 - 2:00 p.m.**  
**Zoom Video Board meeting**

**Present:** Ben Schweng, Thomas Leung, Sara Buizer, Resti Zaballos, Derrick Larson, Alfredo Rodriguez, Tobias Lieberman, Bill Matheson

**Absent:** Jeff Jurow, Catherine Ralston, Kim Huggett

**Guests:** Nick Clayton, David Bowlby (Main and Maple)

**Staff:** Marco Li Mandri, Dominic Li Mandri/New City America, Matthew Van Court (Olive Creative Strategies)

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Introductions of all present were made. Resti Zaballos, President, called the zoom Board together at 2:01 PM	<b>No action taken</b>
<b>2. Continuing AB 361 virtual meetings</b>	As per the Governor's executive order allowing for meeting virtually while the COVID virus is still lingering, the Board considered continuing to meet virtually until things appear safe enough to meet in public	<b>Sara moved and Bill seconded continuing with virtual meetings as allowable under AB 361. The motion was approved unanimously</b>
<b>3. Public Comment</b>	Alfredo mentioned that there was concern in the business district regarding break-ins. He stated PD knows and were trying to see if it was one person.	<b>No action taken</b>
<b>4. Approval of the March 28<sup>th</sup> Board meeting minutes</b>	The Board meeting minutes from March 28 <sup>th</sup> were reviewed. One correction was that Bill was absent at that meeting	<b>Alfredo moved and Dinesh seconded approval of the amended minutes. The minutes were approved unanimously.</b>

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

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<p><b>5. Land Use Committee: Main and Maple project</b></p>	<p>(Item moved up on agenda)          Marco and Dominic had invited David Bolby and Nick Clayton from the Main and Maple project to talk to the Board about their pending approval with the Planning Commission on the Main and Maple project. They reported that the project, as currently envisioned includes:          -7100 sq feet of retail;          -314 rental units,          -1.3 spaces of parking per unit in a parking structure holding 422 parking spaces;          -will be 5 stories tall when completed          -will include 27 studios, 126 one bedroom, 138 two bedroom and 23 three bedroom, units          -6 % of the units will be affordable, 19 total affordable, w/ 16 being very low income          -they have been outreaching to the surrounding community to address any concerns. A lengthy discussion followed.</p> <p>They presented to the Planning Commission earlier in the month and will be presenting again in later in July. They are hoping to have the project approved in July. With Lincoln Landing, this will bring almost 900 new units to Downtown, resulting in potentially 1200-1300 new residents.</p>	<p>This was not an action item but the Board endorsed proceeding with the project by consensus.</p>
<p><b>4. Committee Reports</b></p>		
<p><b><u>Executive Committee:</u></b>  <b>Resti Zaballos</b></p> <p><b>a. Budget report for 2022</b></p> <p><b>b. Board resignations</b></p> <p><b>c. Action not to increase assessments in FY 23</b></p>	<p>a. Marco and Dominic went over the YTD budget report. Last fiscal year's carry forward is allowing the district to take new initiatives. Discussion followed.</p> <p>b. Dominic reported that Catherine Ralston will be leaving the City at the end of June and therefore will resigning from the Board. Her resignation letter was attached. Also, Kim Huggett is retiring from the Chamber and will also be resigning from the Board as their rep.</p> <p>c. Marco reported that every year at this time, the Board needs to vote on whether or not to increase the annual assessments. His recommendation was that due to the large carry forward from last year, due to COVID, there was not need for an</p>	<p>a. Sara moved and Thomas seconded approval of the budget report. The motion was approved unanimously.</p> <p>b. No action taken</p> <p>c. Resti moved and Alfredo seconded not increasing the assessments for FY 23. The motion was approved unanimously.</p>

	increase.	
<p><b><u>SOBO Committee</u></b></p> <p>a. New Committee Chair Nomination</p> <p>b. NexStreet Status Report: Update</p> <p>c. Increased Downtown Homeless Outreach</p> <p>d. Downtown Municipal Parking Lot Concerns</p>	<p>a. Dominic stated that the Committee needed a chair now that Resti is the President. Sara Buizer volunteered to serve as chair.</p> <p>b. Dominic gave an update on Nexstreet and the work they are doing in replacement of the previous maintenance crew. Dominic also shared his screen to demo the work-flow app used by NexStreet to illustrate their YTD cleaning efforts in Downtown Hayward and stated that this new report is part of their ongoing program. The report was well received.</p> <p>c. Dominic reported on the ongoing arrangement he's facilitating with the City to dedicate increased homeless outreach services in downtown via the Navigation Center contracted vendor (Bay Area Community Services). Dominic is waiting to hear back from the City's Community Services division on the pilot program timeline.</p> <p>d. Dominic reported that he is has submitted to the City a proposal to expand the DHIA maintenance operations into Municipal Lots #1-3 to create a more consistent system for cleaning City parking lots. Dominic is waiting to hear back from the City Manager's Office and Maintenance Services Department.</p>	<p>a. Resti moved that Sara serve as the Chair of the SOBO Committee. The appointment was approved by consensus.</p> <p>b. c. d. No action taken</p>
<p><b><u>DISI Committee:</u></b></p> <p>a. New DISI Committee Chair</p> <p>b. Olive PR Report</p> <p>c. Juneteenth event</p>	<p>a. Dominic mentioned that with Catherine's departure, that the DISI Committee would need a new Chair. Alfredo volunteered to serve as Committee Chair.</p> <p>b. Matthew Van Court from Olive Creative Strategies presented the Monthly Status Report covering this past month's PR coverage. Matthew also briefly recapped the social media gains this past month.</p> <p>c. Dominic mentioned that City</p>	<p>a. Resti moved and Bill seconded that Alfredo be appointed as Chair of the Committee. The motion was approved unanimously.</p> <p>b. No action taken</p> <p>c. Alfredo moved and</p>

	Councilmember Angela Andrews had requested support for the upcoming Juneteenth event. The event will be this upcoming weekend and staff is recommending a \$2,500 underwrite from the DHIA Special Events budget line item.	Thomas seconded underwriting the Juneteenth event with a \$2,500 contribution. The motion was approved unanimously.
<p><b><u>Land Use Committee:</u></b></p> <p><b>a. Updates</b></p>	<p>Marco, Sara and Dominic gave the following updates on new developments in Downtown:</p> <ul style="list-style-type: none"> <li>- Main and B street owners have a new proposal for the site that would be mixed use and have 5 stories. That would be the first of hopefully many mixed use developments along B Street</li> <li>- Arts Crab shack has now been demolished and will become a new dispensary for Downtown. They are getting their permits now.</li> <li>- The old City Hall RFP has been delayed and not date set for identification of this site as surplus land;</li> <li>- On the BART property directly north of the station, Tobi did not think that this was the first cycle of development for BART's rfp process. Sara thought it might be a higher priority due to previous analysis done by BART.</li> <li>- Derrick reported on the progress of Lincoln Landing. They are actively leasing apartments and commercial in Phase 1 as of now and their grand opening will be on July 15<sup>th</sup>. Phase 2 will begin leasing in October. The Lincoln Landing development may bring up to 1,000 new residents to Downtown.</li> </ul>	<b>No action was taken on any of the items</b>
<b>Next Board Meeting</b>	The next meeting of the Board of Directors will be held as a zoom meeting on Wednesday, August 3 <sup>rd</sup> at 2 p.m. via zoom	

Minutes taken by Marco Li Mandri, Administrator

1:16 PM

## Downtown Hayward Improvement Association

07/28/22

## Profit &amp; Loss Budget Performance

Cash Basis

June 2022

	Jun 22	Budget	Jan - Jun 22	YTD Budget	Annual Budget
<b>Income</b>					
<b>Assessment Income</b>					
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	297,822.00	595,644.00
<b>Total Assessment Income</b>	0.00	49,637.00	386,924.64	618,288.00	916,110.00
<b>Total Income</b>	0.00	49,637.00	386,924.64	618,288.00	916,110.00
<b>Expense</b>					
<b>Administration</b>					
Accounting Fees	0.00	333.00	1,450.00	2,002.00	4,000.00
Bank Charges	0.00	4.00	0.00	26.00	50.00
Insurance - Liability, D and O	0.00	666.00	11,510.92	4,004.00	8,000.00
Legal Fees	2,314.00	250.00	2,414.00	1,500.00	3,000.00
Office Supplies	12.49	166.00	134.97	1,004.00	2,000.00
Postage, Mailing Service	85.35	41.00	232.66	254.00	500.00
Printing and Copying	0.00	125.00	0.00	750.00	1,500.00
Rent	1,200.00	1,250.00	7,200.00	7,500.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	39,000.00	39,000.00	78,000.00
Telephone, Telecommunications	225.00	291.00	1,350.00	1,754.00	3,500.00
Utilities	132.61	166.00	760.15	1,004.00	2,000.00
Admin Contingency	0.00	83.00	365.00	502.00	1,000.00
<b>Total Administration</b>	10,469.45	9,875.00	64,417.70	59,300.00	118,550.00
<b>DISI</b>					
Advertising	320.00	583.00	1,066.00	3,502.00	7,000.00
Annual Report	0.00	166.00	0.00	1,004.00	2,000.00
Branding & Signage	0.00	333.00	732.98	2,002.00	4,000.00
Outdoor Dining	0.00	416.00	0.00	2,504.00	5,000.00
PR / Social Media	9,925.00	2,500.00	19,850.00	15,000.00	30,000.00
Seasonal Displays	0.00	875.00	0.00	5,250.00	10,500.00
Special Events	0.00	1,291.00	0.00	7,754.00	15,500.00
Staff Consulting (New City)	1,500.00	1,500.00	9,000.00	9,000.00	18,000.00
Website	0.00	83.00	14.95	502.00	1,000.00
<b>Total DISI</b>	11,745.00	7,747.00	30,663.93	46,518.00	93,000.00
<b>SOBO</b>					
Fixed Assets - Major Purchase	0.00	833.00	0.00	5,002.00	10,000.00
Maintenance and Supplies	135.93	1,666.00	4,881.64	10,004.00	20,000.00
Nursery Supplies & Equipment	0.00	1,666.00	0.00	10,004.00	20,000.00
<b>Payroll Expenses</b>					
Health Insurance	0.00	1,250.00	3,346.13	7,500.00	15,000.00
Payroll Service	113.84	200.00	1,113.53	1,200.00	2,400.00
Payroll Tax Expense	463.97	6,666.00	23,466.17	40,004.00	80,000.00
Payroll Workers Comp Ins	669.00	1,250.00	2,877.00	7,500.00	15,000.00
Payroll Expenses - Other	19,156.06	15,500.00	82,143.60	93,000.00	186,000.00
<b>Total Payroll Expenses</b>	20,402.87	24,866.00	112,946.43	149,204.00	298,400.00
Cameras	56.08	4,166.00	336.48	25,004.00	50,000.00
Professional Services	0.00	16,666.00	71,296.00	100,004.00	200,000.00
Supplies for SOBO	8.74	416.00	111.74	2,504.00	5,000.00
<b>Vehicle Related</b>					
Pressure Washing	105.62	500.00	1,831.90	3,000.00	6,000.00
Gas	319.91	416.00	1,309.43	2,504.00	5,000.00
Vehicle Repair & Maintenance	0.00	333.00	974.35	2,002.00	4,000.00
Vehicle Related - Other	0.00		317.54		
<b>Total Vehicle Related</b>	425.53	1,249.00	4,433.22	7,506.00	15,000.00
<b>Total SOBO</b>	21,029.15	51,528.00	194,005.51	309,232.00	618,400.00
Contingency / Reserve	0.00	7,180.00	0.00	43,080.00	86,160.00
<b>Total Expense</b>	43,243.60	76,330.00	289,087.14	458,130.00	916,110.00
<b>Net Income</b>	<b>-43,243.60</b>	<b>-26,693.00</b>	<b>97,837.50</b>	<b>160,158.00</b>	<b>0.00</b>



## Section 2. Qualifications

Members of the Board shall possess the following qualifications:

- A) *Property Owner Directors* shall be owners of real property within the boundaries of the Downtown Hayward Community Benefit District (the "District"), who have made full payment of all District assessments due for the previous and current fiscal years, or the duly appointed authorized representative (as defined in these Bylaws) of such owner.
- B) *Community at Large Directors* shall be persons who a) own and operate a business located on property located within the boundaries of the District, or the duly appointed authorized representative (as defined in these Bylaws) of such owner and operator; b) are community members who reside within the boundaries of the District; c) are individuals who do not reside or operate a business within the District boundaries but who show a high degree of interest and concern for the welfare of the District and who understand its connection to the community at large, and who the Board believes may assist the Corporation to fulfill its goals as a public benefit Corporation.
- C) A group of stakeholders consisting of the persons set forth in Exhibit "A" attached to these Bylaws and who have placed their signatures on Exhibit "A", is hereby-appointed upon the execution of these Bylaws as an interim Board of Directors to oversee creation and functioning of the Corporation including the adoption of the Articles of Incorporation, the Bylaws of the Corporation, an initial governance plan, and the election of the First Board of Directors. The interim Board shall serve until they have elected a fully qualified Board of Directors in accordance with these Bylaws.

## Section 3. Nomination and Election

Not less than forty-five (45) days before the date set forth for the Annual meeting of the Directors, the President shall appoint at least three (3) Directors, at least two of whom shall be Property Owner Directors, as the Nominating Committee to solicit nominees for consideration for election as Directors. The names so proposed, by the Committee shall be presented to the Board at its Annual meeting. The Nominations Committee shall include the President and at least two other Directors.

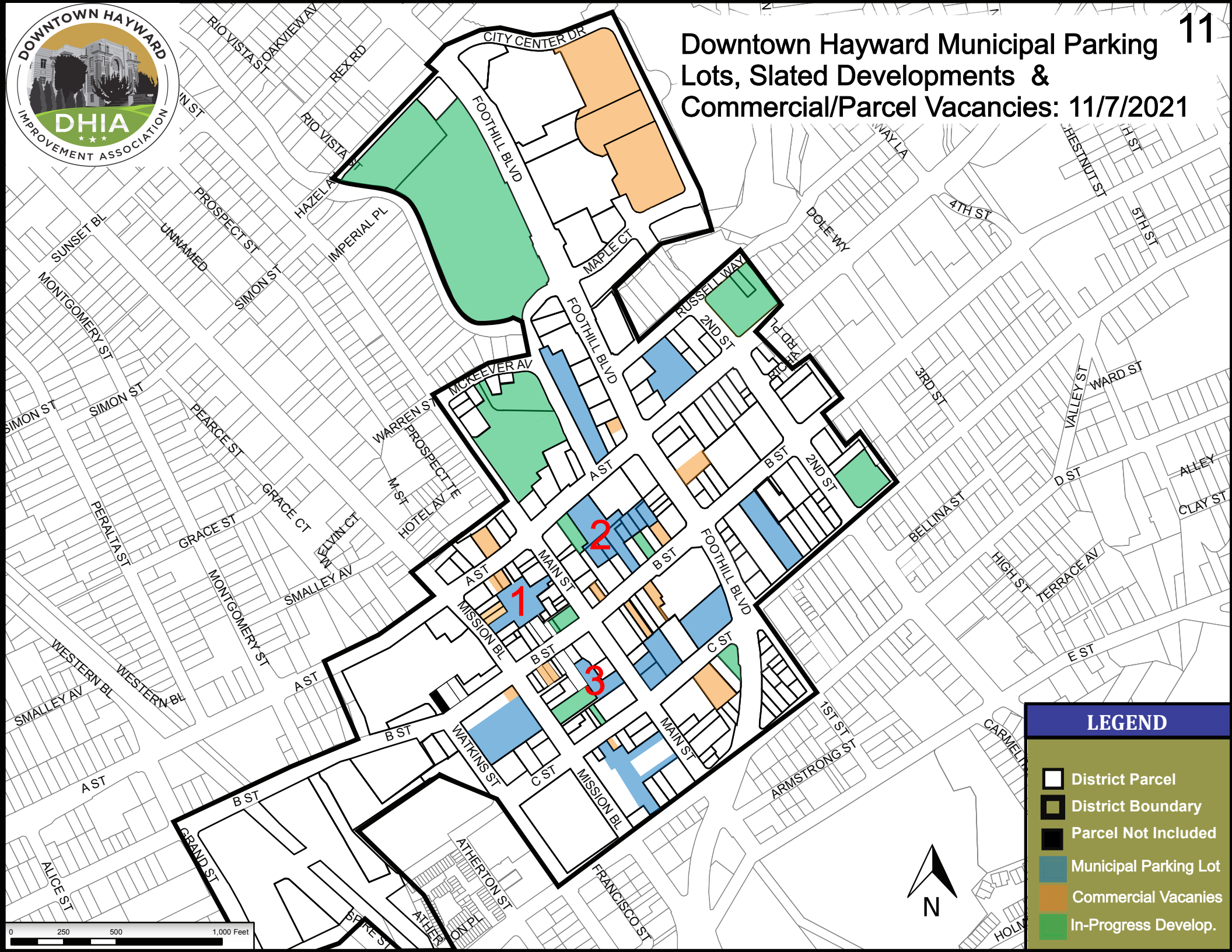
The Nominations Committee shall provide nomination forms to all eligible property owners and Directors. The nomination forms shall be mailed out at least thirty (30) days prior to the date set for the annual meeting. A due date of at least twenty (20) days prior to the annual meeting date shall be stated as the deadline for submitting nominations to the Nominations Committee;

- A) The nominees, who have been deemed to be qualified, consistent with these Bylaws shall be presented to the Board for consideration of election to the Board at its annual meeting.

- B) At the annual meeting the Directors may vote to accept some or all of the nominees submitted by the Nominations Committee. The election of Directors shall comply with the allocation provided in Section 1 of this Article 4.

Nominations may not be made from the floor but only in accordance with the procedures set forth in this Section 3 or such other procedures as may be determined by the Board.

# Downtown Hayward Municipal Parking Lots, Slated Developments & Commercial/Parcel Vacancies: 11/7/2021



**LEGEND**

- District Parcel
- District Boundary
- Parcel Not Included
- Municipal Parking Lot
- Commercial Vacancies
- In-Progress Develop.

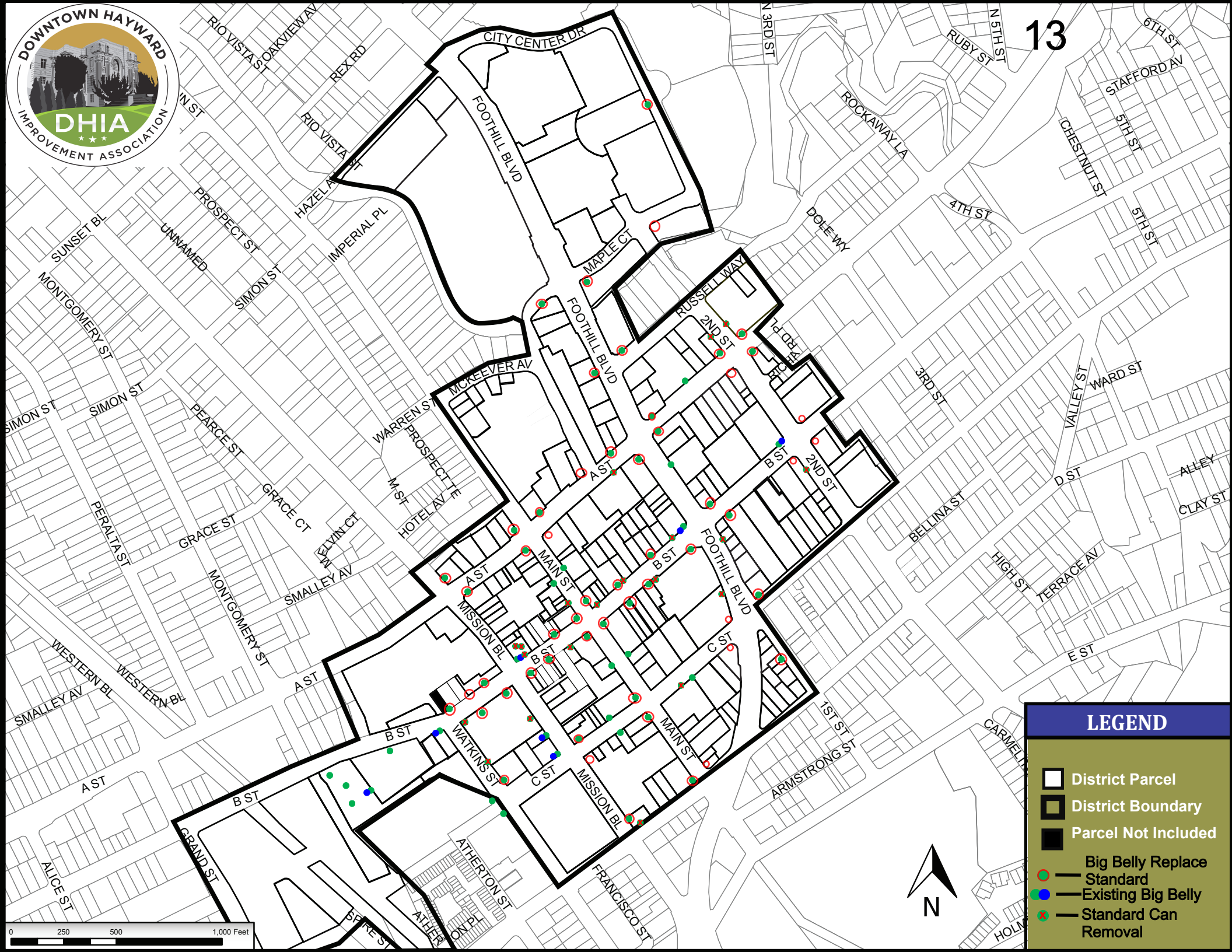


NexStreet

Hayward DHIA proposal for parking lots 1-3 and the elevator

		Full Time Ambassador
	Rate Per Hour	\$ 21.50
	Hours a week	40
	Weeks Per Year	52
	Salary	\$ 44,720.00
	Vacation	\$ 2,270
	Sick	\$ 2,508
	Medical Insurance	\$ 2,682
	Dental Insurance	\$ 368
	Vision Insurance	\$ 150
	Retirement Benefits	\$ 1,411
	Performance Bonus	\$ 2,688
	Worker's Comp	\$ 5,160
	Payroll Taxes	\$ 5,375
	Payroll Processing	\$ 500
	Uniforms	\$ 300
	Radios	
	Tools	
	Supplies	
	Administration Fee	\$ 4,450
		<u>\$ 72,582</u>
5.60%	COLA 2022	\$ 76,647
10%	PM	\$ 84,312
	# of employees	2
	Total Variable Costs per position	\$ 168,623.32





### LEGEND

- District Parcel
- District Boundary
- Parcel Not Included
- Big Belly Replace Standard
- Existing Big Belly
- Standard Can Removal



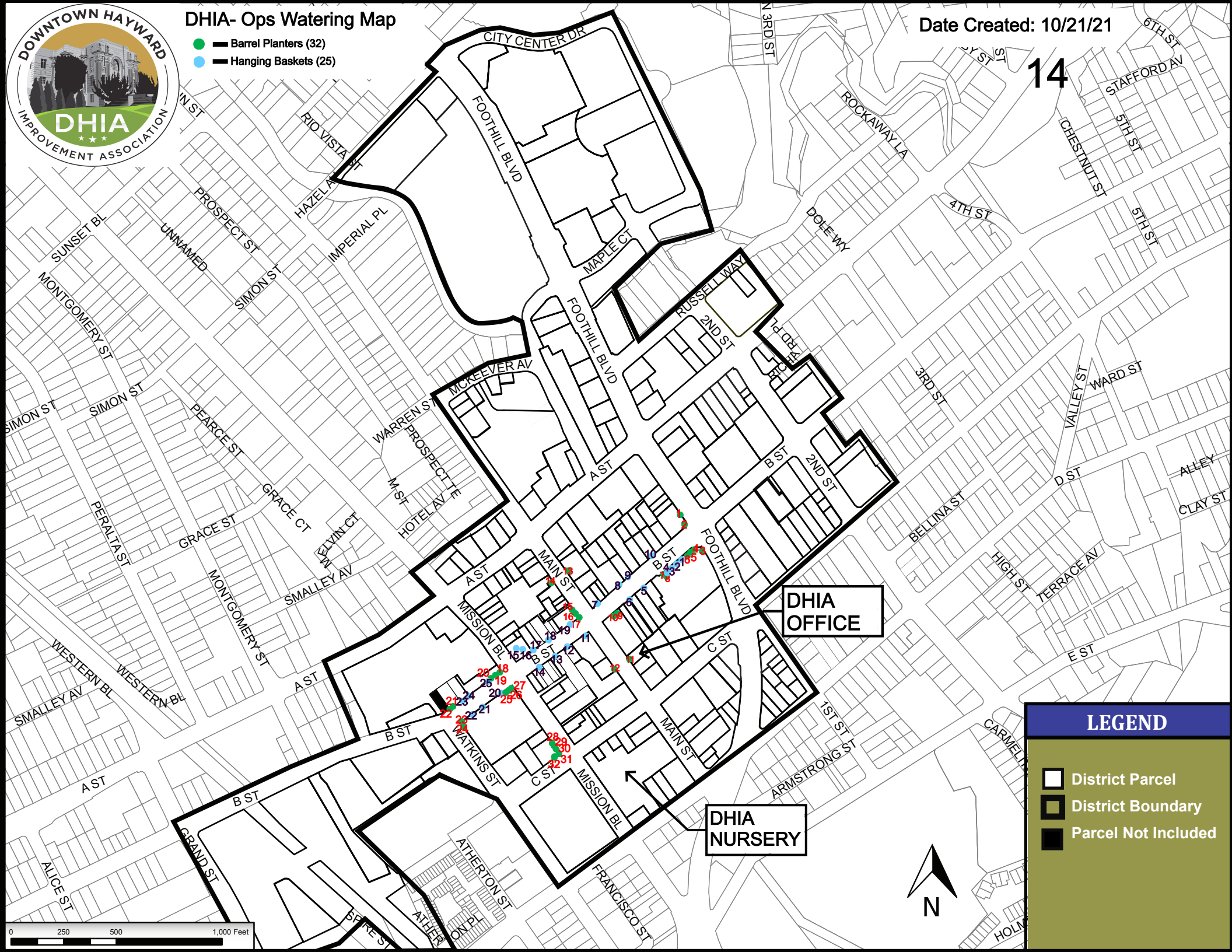


# DHIA- Ops Watering Map

- Barrel Planters (32)
- Hanging Baskets (25)

Date Created: 10/21/21

# 14



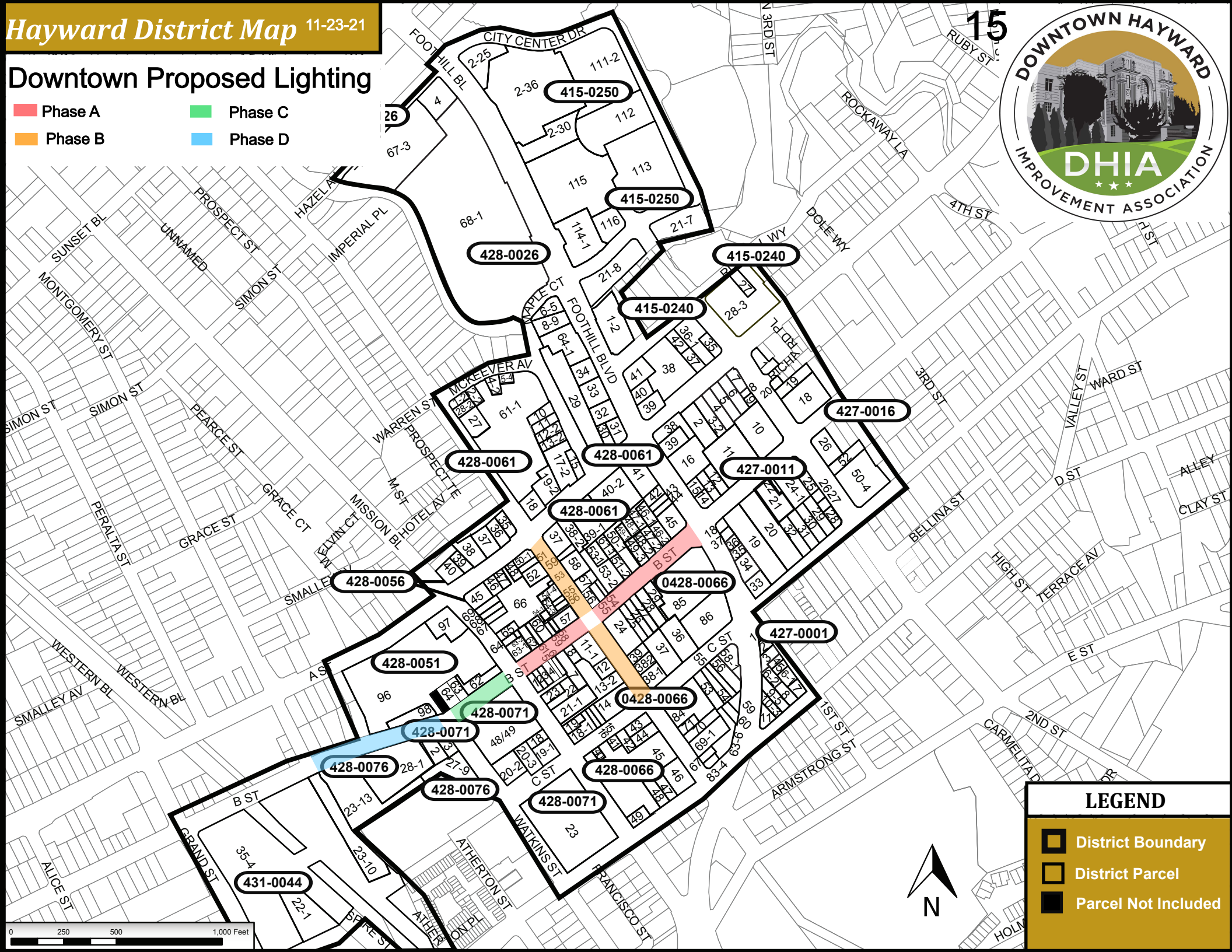
### LEGEND

- District Parcel
- ▬ District Boundary
- Parcel Not Included



# Downtown Proposed Lighting

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



**LEGEND**

- District Boundary
- District Parcel
- Parcel Not Included

San Francisco Holiday Lighting, Inc  
 526 Robin Drive  
 Corte Madera, CA 94925  
 +1 4156830250  
 Charlotte@SFHolidayLighting.com  
 www.sfholidaylighting.com



## Proposal

### ADDRESS

Downtown Hayward Improvement  
 Association  
 Contact: Dominic LiMandri  
 619-241-1900  
 dominic@newcityamerica.com

PROPOSAL # 2027  
 DATE 07/25/2022

DATE	ACTIVITY	AMOUNT
07/25/2022	<p><b>Labor and Materials</b>            PERMANENT INSTALL -- PHASE A</p> <p>46 trees on B St from Foothill to Mission            Branches only            LED 5mm warm white            Estimated use of 6 strands per tree (276 strands total)            cords, splitters, timers</p> <p>Remove old lights currently in on trees.            Wrap the trees -- branches only (or in cases of large trees, starting 8-10'            high on trunk) and going as high as reachable by ladder.            **No palm trees**</p> <p>Power should be available from previous outlets.</p>	18,725.00
07/25/2022	<p><b>Labor and Materials</b>            PERMANENT INSTALL -- PHASE B</p> <p>23 trees on Main St between A St and C St            Branches only            LED 5mm warm white            Estimated use of 6 strands per tree (138 strands total)            cords, splitters, timers</p> <p>Wrap the trees -- branches only (or in cases of large trees, starting 8-10'            high on trunk) and going as high as reachable by ladder.</p> <p>Power should be available from previous outlets.</p>	8,995.00
07/25/2022	<p><b>Labor and Materials</b>            PERMANENT INSTALL -- PHASE C</p> <p>13 trees on B St between Mission and Watkins            Branches only            LED 5mm warm white            Estimated use of 6 strands per tree (78 strands total)            cords, splitters, timers</p> <p>Remove old lights currently in on trees.            Wrap the trees -- branches only (or in cases of large trees, starting 8-10'            high on trunk) and going as high as reachable by ladder.</p> <p>Power should be available from previous outlets.</p>	5,349.00
07/25/2022	<p><b>Labor and Materials</b>            PERMANENT INSTALL -- PHASE D</p> <p>28 trees on B St between Watkins and Montgomery            Branches only            LED 5mm warm white</p>	10,920.00



DATE	ACTIVITY	AMOUNT
	<p>Estimated use of 6 strands per tree (168 strands total) cords, splitters, timers</p> <p>Wrap the trees -- branches only (or in cases of large trees, starting 8-10' high on trunk) and going as high as reachable by ladder.</p> <p>Power should be available from previous outlets.</p>	
07/25/2022	<p><b>Terms and Conditions</b> Pricing includes purchase of all lights and supplies, and labor for installation, including a service call within 30 days of installation due to error in workmanship (this excludes acts of vandalism, terrorism, or acts of God). If a boom lift is needed for a service call, an additional charge will be applied.</p> <p>Emailed approval of job is deemed by both parties to be binding. This proposal is valid for 24 hours from the date it was written. Customer hereby authorizes San Francisco Holiday Lighting to install all materials on said property as provided herein. Payments received after 30 days will incur a 10% late penalty. The client will be responsible for collections costs and attorneys' fees. Appointments canceled with less than 48 hours' notice will incur a 10% cancellation fee. Full price is charged for a same day cancellation or no access.</p> <p>We are licensed, bonded and insured.</p>	0.00
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	TOTAL	<b>\$43,989.00</b>

Accepted By

Accepted Date



# Downtown Hayward Improvement Association Board Meeting

Tuesday, August 2, 2022

## RECAP OVERVIEW

### STRATEGY & PLANNING:

- Facilitated internal weekly strategy meetings
- Conducted weekly conference calls
- Daily community management and engagement
- Monitored and adjusted social media strategy to reflect news and announcements
- Connected with videographer to discuss potential project and get quote

## Juneteenth Outdoor Fitness & Wellness Festival Returns to Downtown Hayward

### SECURED COVERAGE

- **6/19 secured broadcast coverage on KTVU (Mornings at 9 a.m.)**
  - 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
- **6/19 secured broadcast coverage on KTVU (Mornings at 7 a.m.)**
  - 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
- **6/18 secured broadcast coverage on KTVU (News at 10 p.m.)**
  - Segment on the festival 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
- **6/18 secured broadcast coverage on KTVU (Mornings at 9 a.m.)**
  - Live look at the festival during set up, sharing details about what to expect
- **6/17 secured broadcast coverage on KTVU (News at 11 p.m.)**
  - Previewed the event and highlighted how the festival commemorates the holiday and supports minority-owned businesses in Downtown Hayward
- **6/17 secured broadcast coverage on KTVU (News at 4 p.m.)**
  - Previewed the event and highlighted how the festival commemorates the holiday and supports minority-owned businesses in Downtown Hayward

## PITCHING

- **Experience Downtown Hayward as a Local | Insider's Guide**
  - Local Online
  - Local TV
  - Local Radio
- **Juneteenth Outdoor Fitness & Wellness Festival Returns to Downtown Hayward**
  - Local Online
  - Local TV
  - Local Radio
  - Media Alert

## WRITING

- Lincoln Landing Announces Leasing for Largest Multi-Family Community in Downtown Hayward  
Leading Revitalization of Community press release
- Experience Downtown Hayward as a Local | Insider's Guide pitch

## SOCIAL MEDIA

### Highlights/Recap:

- Gained **414** new followers across all platforms
- Garnered over **53K** impressions across all platforms
- Garnered over **1.7K** total engagements across all platforms

### Upcoming:

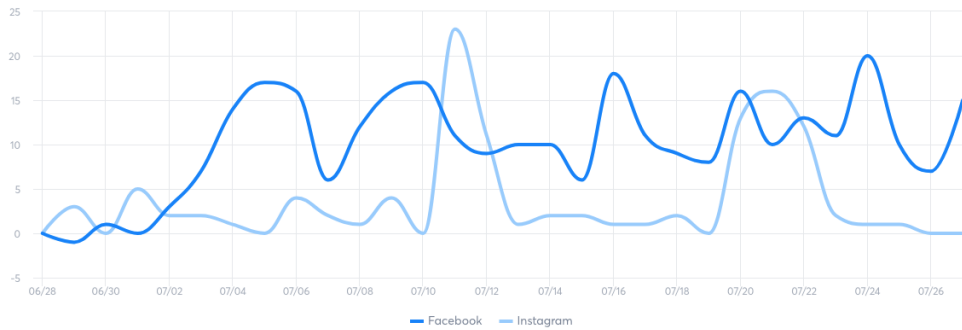
- Continue to highlight and engage with local businesses
- Support events happening in downtown

## Social Media Statistics: Last 30 days as of July 28

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 DHIA	112	1445	445	19467
 Downtown Hayward Improvement Association	302	1460	1257	33675

### Audience growth Aggregated

Number of fans/followers gained during the selected period



Facebook	302
Instagram	112
<b>New Fans/Followers</b>	<b>414</b>

The total audience is  
**2,905 Fans**

representing a variation of **+18.6%**  
compared to **May 28, 2022 - Jun 27, 2022**

### Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Jul 6, 2022 · DHIA

**Downtown Hayward is full of unique finds! Stop by @VintageAlley and...**

👁️ Reach	556
💬 Comments	0
❤️ Likes	52
📌 Saves	3
📊 Engagement	55



Jul 16, 2022 · DHIA

**Our favorite season? Patio season. 😊 Where are you headed this weekend...**

👁️ Reach	434
💬 Comments	0
❤️ Likes	41
📌 Saves	0
📊 Engagement	41



Jul 22, 2022 · DHIA

**The season is flourishing! Will we see you at the Hayward Farmers' Market...**

👁️ Reach	470
💬 Comments	1
❤️ Likes	39
📌 Saves	0
📊 Engagement	40

### Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Jul 6, 2022 · Downtown Hayward Improvement Association

**Downtown Hayward is full of unique finds! Stop by Vintage Alley and...**

👁️ Reach	1,857
📊 Engaged users	288
👉 Clicks	45
👉 Other clicks	152



Jul 26, 2022 · Downtown Hayward Improvement Association

**Why do you ❤️ Downtown Hayward?! Our organization is dedicated to...**

👁️ Reach	719
📊 Engaged users	56
👉 Clicks	6
👉 Other clicks	34



Jul 4, 2022 · Downtown Hayward Improvement Association

**Happy 4th of July, Hayward! 🇺🇸 #DowntownHayward #Hayward...**

👁️ Reach	645
📊 Engaged users	49
👉 Clicks	2
👉 Other clicks	18

**Dominic Li Mandri**

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**From:** Alfredo Rodriguez jr <bigalfredo56@yahoo.com>  
**Sent:** Friday, July 22, 2022 10:07 PM  
**To:** Dominic Li Mandri  
**Subject:** Re: B Street Historic Banners

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hey Dominic

I went over the pictures and I concentrated on the ones with the most action, still standing, and with some history. I was also wondering about the Veterans Memorial Building, it was opened for business in 1931 and there is a documentary being created as we speak with the building being a big part due to all the big city meetings being held there. It also hosted a lot of the downtown events like dances, including movie night for the community. A film and picture crew just spent 3 hours the three weeks ago.

Anyway let me know if you have any questions and tell me what you think.

I only entered the last 5 numbers on each of my picks.



00026 - B St.  
 39730 - B St.  
 72677 - B St downtown  
 31466 - B St./Main  
 33614 - Holiday decorations (can the yellow tag be removed)  
 69400 - Hayward theater on Mission  
 86854 - B St./ Mission Blvd.  
 55730 - Mission Blvd  
 40841 - B St. holiday decorations  
 82986 - B St. downtown  
 28211 - Parade downtown  
 12919 - Parade Downtown  
 27940 - Parade Downtown  
 78667 - Odd fellows building  
 63570 - Bank of Italy (this is were cookies is, correct)




On Wednesday, July 20, 2022 at 01:45:34 PM PDT, Dominic Li Mandri <dominic@newcityamerica.com> wrote:

Hi Alfredo,




I hope you're doing well!

I'm reaching out today to inquire on the final selection of historic photos for the new B Street Banner series. When you have a moment, please take some time to review the sample photographs and let me know your top 15 choices. Although

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


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



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





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

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

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




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


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

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





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

<p>Green Shutter</p>		<p>79.033.8650</p>	<p><a href="https://haywardareahistory.pastperfectonline.com/photo/9F2B0A27-A70D-4C05-B8F3-833618347510">https://haywardareahistory.pastperfectonline.com/photo/9F2B0A27-A70D-4C05-B8F3-833618347510</a></p>
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**Dominic Li Mandri**

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**From:** Matthew Van Court <matthew@olivecreativestrategies.com>  
**Sent:** Thursday, July 28, 2022 11:35 AM  
**To:** Dominic Li Mandri  
**Cc:** 'Cree Jones'  
**Subject:** Videography Quote | COLORBLIND

Hi Dominic,

Here is the quote I received from [COLORBLIND](#) that I mentioned on the call.

\$60-75K for 5 videos + social cut downs  
shot in 1 week (5 days)

That includes a 3-person crew, gear, pre-production, filming, editing, project management, revisions, travel etc.

Rough breakdown \$6/7K per day to film  
\$30K-ish to film for the week  
Edits - \$4K each - 1-2 min version plus cutdowns  
\$20K for 5 diff main stories

Misc. - travel costs for crew, gear costs etc.

As of now, soonest we could film is prob Sept or Oct.

Thanks,  
Matthew