



Downtown Hayward Improvement Association – Board of Directors Meeting
Wednesday, October 5th, 2022, at 11:30 a.m.

Join Zoom Meeting:

<https://us02web.zoom.us/j/84896074747?pwd=a1BNM2dDQTlFVlg3QVVYSXArY3BwUT09>

Meeting ID: 848 9607 4747 | Passcode: 868890 | 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 August 3rd, 2022, Board Meeting Minutes *Action Item* **P. 4 - 8**
5. Report from the Nominations Committee for open seats to the Board, determination of qualifications by staff (*pending report from the City on payments*):
 - a. Nominations and recommendations from the Committee for appointment to the Board:
 - I. Property Owner Directors Nominated: *Action Item* **P. 9 - 17**
 - i. Alfred J. Antonini (22572 Main Street)
 - ii. Jessica Lobedan (777 B Street)
 - iii. Alexander Husary (22650 Main Street)
 - iv. Thomas Leung (938 B Street)
 - v. Dinesh Shah (926 B Street)
 - vi. Ben Schweng (22510 Foothill Blvd.)
 - II. Community At Large Directors Nominated: *Action Item*
6. Committee Reports
Executive Committee / Resti Zaballos Jr., President
 - a. Election of Officers for one-year terms:
 - I. Board President *Action Item*
 - II. Vice President *Action Item*
 - III. Secretary *Action Item*
 - IV. Treasurer *Action Item*
 - b. YTD Financial Report *Action Item* **P. 18 - 20**
 - c. Proposed FY2023 Annual Budget: Assign to Exec & Committee Chairs to develop and return in December with a finalized budget *Action Item*
 - d. NCA Management Transition Plan: Final Date December 31st, 2022:
Staff Requests Authorization to Issue RFP for District Administration *Action Item*

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Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair

- a. NexStreet Maintenance Report: Review
- b. DHIA Agreement w/ BACS on Increased Outreach Downtown: Update
- c. B Street Fall Landscaping Program

District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair

- | | |
|--|------------|
| a. Olive Status Report: Review | P. 21 - 24 |
| b. New B Street Historical Banner Designs: Update | P. 25 - 30 |
| c. Event Proposal: Downtown President's Ball at Veteran's Memorial Building <i>Action Item</i> | P. 31 - 32 |

Land Use Committee / Bill Matheson, Chair

- | | |
|--|------------|
| a. Vendor Interest in Exploring Fiber Connectivity in Downtown | |
| b. EV Charging Station Program Downtown | P. 33 - 35 |

7. Other New Business

8. 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 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 Minutes
Wednesday, August 3rd, 2022 - 2:00 p.m.
Zoom Virtual Board meeting**

Present: Ben Schweng, Thomas Leung, Sara Buizer, Resti Zaballos, Derrick Larson,

Absent: Alfredo Rodriguez, Tobias Lieberman, Bill Matheson, Dinesh Shah

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 2:10	No action taken
2. Continuing AB 361 virtual meetings	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	The Board discussed continuing to meet virtually due to the spread of BA5 variant of COVID. The decision to continue to meet virtually was approved by consensus.
3. Public Comment	Dominic discussed having the new CEO of the Chamber serve as a new Board member replacing Kim Huggett. Sara stated that the City Council is wanting to have a report from DHIA staff. After discussion, the date was set for September 27 th , at 5 p.m. to have Dominic and Marco present to the full city council. New developments in Downtown were reported by Sara and Dominic and include the following: a. The Karate Fitness Center on Main;	No action taken

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	<p>b. Some construction work being done on Main and C Street;</p> <p>c. Issues regarding Main and Maple have been resolved;</p> <p>d. Main and B is submitting plans to the City;</p> <p>e. The Salvation Army building is being transformed into the Food Hall;</p> <p>f. Lincoln Landing is promoting their new Sports Center;</p> <p>Ben stated that many businesses, due to break-ins are seeking roll down doors at night to protect their glass. Ben said that the City will not permit these types of doors which leave many businesses vulnerable. Either roll up doors or scissor gates should be allowed. Sara responded that she was not sure that installation of such security gates are not allowable. She will check to see if it is part of the city codes</p>	
4. Approval of the June 15 th , 2022 Board meeting minutes	The Board meeting minutes from June 15 th were reviewed.	Sara moved and Thomas seconded approval of the amended minutes. The minutes were approved unanimously.
4. Committee Reports		
<p><u>Executive Committee:</u> Resti Zaballos</p> <p>a. YTD Financial Report</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. Marco, Dominic and Resti stated that some funds needed to be moved out of Contingency/Reserve and placed in the DISI budget to offset the new PR contract. The reallocations on the budget would be as follows:</p> <ol style="list-style-type: none"> 1. \$25,500 to be reallocated from Contingency/reserve to Special Events; 2. \$24,000 from C/R to the PR/Social Media contract; 3. \$10,000 to fixed assets for new equipment in the SOBO budget. 4. <p>Total transfer between categories would total \$59,500. Discussion followed.</p>	<p>a. Resti moved and Ben seconded approval of the budget report with the reallocation of \$59,500 out of Contingency reserve to the DISI and SOBO budgets. The motion was approved unanimously.</p>

<p>b. Current Board Vacancies</p> <p>c. NCA/Chamber Potential Partnership for Daily Admin</p> <p>d. Appointment of Annual Nominations Committee & Annual Meeting Date</p>	<p>b. Dominic reported that Catherine Ralston, Kim Huggett and Jeff Jurow were no longer on the Board. Jeff is too busy and is considering appointing his property manager to the Board, but that hasn't been done yet. Therefore, we currently have 9 Board members, meaning 5 is needed for a quorum. New potential Board members include Nick Yoo, a property owner and Renee and Sonia, tenants in the district. Board nominations will be upcoming soon.</p> <p>c. Marco reported that Dominic and he will be talking to Frank, the new CEO, about working with New City America to help manage the district on a day to day basis. This relationship and scope still need to be worked out.</p> <p>d. Appointment of Annual Board Nominations Meeting. Under the bylaws, the President is to appoint two property owners to serve on the Annual nominations committee. The Nominations Committee is charged with sending out notices to all property owners in the district and determine if they are motivated to serve on the Board. The Annual Board meeting date as discussed and the date of October 5th at 11:30 was selected. This will be a zoom meeting. Discussion followed. After discussion, Thomas and Sara agreed to serve on the Nominations Committee with Resti to process and review the applications.</p>	<p>b. No action taken</p> <p>c. No action taken</p> <p>d. Resti moved that he, Thomas and Sara work on the Nominations Committee and that the Annual Nominations meeting would be held on Wednesday, October 5th, 2022 at 11:30. Sara seconded the motion. The motion was approved unanimously.</p>
<p><u>Sidewalk Operations Committee</u></p> <p>a. NexStreet Maintenance Report</p> <p>b. DHIA Agreement w/ BACS on Increased Outreach Downtown</p>	<p>a. Dominic presented the monthly maintenance report provided by NexStreet and broke down the series of hotspots reflected in the included heat map.</p> <p>b. Dominic reported he is waiting to hear back on the finalization of the City's contract with BACS, which would allow the DHIA supplementary agreement with BACS for increased downtown services to proceed. Dominic will reach out to his contacts at the City to inquire on the latest with the early sample agreement sent over in June.</p>	<p>a. All issues will be discussed at the Committee level.</p>

<p>c. Downtown Muni Parking Lot Cleaning</p> <p>d. New Big Belly Receptacles to be Placed in Downtown</p> <p>e. New Landscaping Vendor for Downtown Hanging Baskets</p> <p>f. Proposal for Up-lighting of B Street Tree Branches</p>	<p>c. Due to time constraints, this item was tabled for further discussion at the Committee level. See page 11-12 in packet for more info.</p> <p>d. Due to time constraints, this item was tabled for further discussion at the Committee level. See page 13 in packet for more info.</p> <p>e. Due to time constraints, this item was tabled for further discussion at the Committee level. See page 14 in packet for more info.</p> <p>f. Due to time constraints, this item was tabled for further discussion at the Committee level. See page 15-17 in packet for more info.</p>	
<p><u>District Identity:</u></p> <p>a. Olive Status Report</p> <p>b. New B Street Historical Banners</p> <p>c. Heritage Park Programming Meeting</p> <p>d. Downtown Hayward Business Video Series</p>	<p>a. Due to time constraints, this item was tabled for further discussion at the Committee level. See page 18-20 in packet for more info.</p> <p>b. Due to time constraints, this item was tabled for further discussion at the Committee level. See page 21-32 in packet for more info.</p> <p>c. Due to time constraints, this item was tabled for further discussion at the Committee level.</p> <p>d. Due to time constraints, this item was tabled for further discussion at the Committee level. See page 33 in packet for more info. This quote was only for reference.</p>	<p>a. All issues will be discussed at the Committee level.</p>
<p><u>Land Use:</u></p> <p>a. Main Street Complete Street</p> <p>b. New Developments Downtown</p>	<p>a. Due to time constraints, this item was tabled for further discussion at the Committee level.</p> <p>b. Due to time constraints, this item was tabled for further discussion at the Committee level.</p>	<p>a. All issues will be discussed at the Committee level.</p>

Next Board Meeting	The next meeting of the Board of Directors will be held as a zoom meeting on Wednesday, October 5 th , 2022 at 11:30 a.m. via zoom. This will be the Annual Nominations meeting for the Board.	No action taken
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Minutes taken by Marco Li Mandri, Administrator



August 19th, 2022

To: Downtown Hayward Community Benefit District Property Owners

SUBJECT: Fourth Annual Nominations to the Hayward Improvement Association (DHIA) Board of Directors, Annual meeting to be held on Wednesday, October 5th, 2022 at 11:30 a.m. via zoom video meeting

Dear Downtown Hayward Community Benefit District (CBD) Property Owner:

The Downtown Hayward Improvement Association is the public benefit, non-profit District Management Corporation which is under contract with the City of Hayward to disburse the revenues of the CBD on behalf of the property owners in the District. The Association has been operating since early 2019 with an all-volunteer Board of Directors and officers.

With over 400 new residential units opening up at Lincoln Landing (the old Mervyn's headquarters site), and another 300 units approved and now beginning construction, we see the Downtown turning the corner. All of these new residents should put greater demand on the retail and commercial spaces on Foothill, A, B and C Streets in the next year or two. This will represent the greatest influx of multi-residential development in Downtown's history.

We continue to be greatly affected by the impact of the COVID 19 Virus and its recent Variant and have done our best to keep the district and our tenants alive. To say the least, this has been incredibly challenging for everyone, and we believe that coming out of COVID will give us new opportunities to redefine Downtown.

This fourth annual nominations process is an open process and all interested property owners, who are current on their Downtown Hayward CBD assessment payments, are encouraged to participate. The Annual meeting to consider nominees to the Board will be held on Wednesday, October 5th, 2022, at 11:30 a.m. conducted via Zoom, based upon the restrictions for gatherings in public.

Please keep in mind that in nominating yourself or others to the Board, this is a **working** Board of Directors. Volunteer Board members are required to:

1. *Be current on the CBD assessments for the most current fiscal year, (FY 21-22).*
2. *Actively participate in one of the Committees of the Board, (please see attached)*
3. *Help raise funds for the Board and its activities.*
4. *Support the goals and policies of the Board.*
5. *Attend all regular Board meetings.*

We do not seek nominees to fill a seat; we seek active committee and Board members from the Downtown CBD property owners who seek to rapidly improve the commerce, image and amenities of Downtown Hayward.

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Please take a moment to fill out the attached nominations form. You may nominate yourself to the Board.

Schedule for First Downtown Hayward Improvement Association Annual Election Meeting:

Nomination Letters Distributed to Property Owner Week of August 22nd, 2022

Nominations due to Nominations Committee: Friday, September 23rd, 2022, by 4 p.m.

Annual Elections Meeting Held: Wednesday, October 5th, 2022 at 11:30 a.m.
held via zoom video conferencing in all probability as a virtual meeting

The nomination forms are due to the Downtown Hayward Improvement Association office at 22654 Main Street by Friday, September 23rd, at 4:00 p.m. Nominations received after that date might not be considered for selection to the Board. Nominations may be dropped off, mailed, scanned and e-mailed or faxed to the office.

If you have any questions regarding this process, please call our Executive Director, Marco Li Mandri, at 888 356-2726. Thank you for your ongoing efforts to improve Downtown Hayward District for everyone involved.

Sincerely

Sara Buizer
Secretary
Downtown Hayward Improvement Association

Resti Zaballos
President
Downtown Hayward Improvement Association

Marco Li Mandri
Executive Director
Downtown Hayward Improvement Association

ATTACHMENTS

***Downtown Hayward Improvement Association (DHIA)
Board of Directors Committee Structure***

<i>Proposed DHIA Committee</i>	Functions and Duties
<i>Executive Committee</i> Chair: Resti Zaballos, President	Oversees staff and district administration and consulting contracts, corporate finances, insurance, grants, development of budget, Board agendas and meetings, correspondences, outreach, bylaws and Board policies, relations with the City Manager's office, political reps and public agencies, Board elections, fundraising, etc. Oversees annual election of Board members. Consists of all of the officers of the corporation
<i>Sidewalk Operation, Beautification and Order (SOBO)</i> Chair: Sara Buizar	Oversees maintenance and security service provider contracts involved in the improvement of the public rights of way, including sidewalk sweeping, steam cleaning, landscaping, personnel and non-personnel expenses. Coordinates with existing private security companies hired by private property owners within the district. Relations with HPD.
<i>District Identity and Streetscape Improvements (DISI)</i> Chair: Alfredo Rodriguez	Projects would include those that market and promote the District or promote positive aspects of Downtown Hayward. Those issues may include: branding of the district, public relations, newsletter, development of a new logo, special events, website development and maintenance, banner program, streetscape issues including landscaping <i>design</i> , tree selection, street light standards, holiday decorations, visual linkages, new public spaces projects, improvements to public spaces in the district, district walking maps, brochures, social media, pedestrian signage from the train station, twitter and Facebook management, management of news racks, etc.
<i>Land Use</i> Chair: Bill Matheson	Parking, transportation, mobility, planning, zoning, BART rail station, review of new developments, FARs, Downtown Community Plan review, width of sidewalks, alcohol permits and outdoor dining encroachments, review of new tenant improvements and its impact, street relationship, etc.
<i>Task Forces</i>	Set up as needed for temporary review of specific projects outside of scope of current Committees. Created by Board action and advisory to the Board.



Downtown Hayward Improvement Association Board of Directors Nomination Form – 2022

Address of Property owned or represented: _____

Owner or Authorized Representative Name _____ (Print)

Are you currently on the Board of Directors: Yes ___ No ___

Are you currently serving on a Committee of the Board? Yes ___ No ___

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?

Yes ___ No ___

Would you like to nominate yourself to the Board for a property owner seat commencing October 2021 and serving for 2 years?

Yes ___ No ___

Name of nominee: _____

Address or property owned of nominee: _____

Your name (as owner or representative): _____
(Sign name)

Date signed: _____

Eligibility verified/Assessments current (done by staff) _____

The Annual meeting to consider nominees to the Board will be held on Wednesday, October 5th, 2022 at 11:30 a.m. VIA A VIDEO ZOOM CALL BASED UPON THE PUBLIC GATHERING MANDATES AS WELL AS THE ONGOING SPREAD OF THE VARIANT OF THE COVID 19 VIRUS.

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**Downtown Hayward Improvement Association Board of Directors
Nomination Form – 2022**

Address of Property owned or represented: 22572 Main St. Hayward CA 94541

Owner or Authorized Representative Name Alfred J. Antonini (Print)

Are you currently on the Board of Directors: Yes ___ No X

Are you currently serving on a Committee of the Board? Yes ___ No X

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?
Yes X No ___

Would you like to nominate yourself to the Board for a property owner seat commencing October 2021 and serving for 2 years?
Yes X No ___

Name of nominee: Alfred J. Antonini

Address or property owned of nominee: 22572 Main St. Hayward CA 94541

Your name (as owner or representative): Alfred Antonini
(Sign name)

Date signed: September 14, 2022

Eligibility verified/Assessments current (done by staff) _____

The Annual meeting to consider nominees to the Board will be held on Wednesday, October 5th, 2022 at 11:30 a.m. VIA A VIDEO ZOOM CALL BASED UPON THE PUBLIC GATHERING MANDATES AS WELL AS THE ONGOING SPREAD OF THE VARIANT OF THE COVID 19 VIRUS.

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**Downtown Hayward Improvement Association Board of Directors
Nomination Form – 2022**

Address of Property owned or represented: City Hall, 777 B Street

Owner or Authorized Representative Name Jessica Lobedan (Print)

Are you currently on the Board of Directors: Yes No

Are you currently serving on a Committee of the Board? Yes No

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?

Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing October 2021 and serving for 2 years?

Yes No

Name of nominee: Jessica Lobedan

Address or property owned of nominee: City Hall, 777 B Street

Your name (as owner or representative): *JL*
(Sign name)

Date signed: 9/23/22

Eligibility verified/Assessments current (done by staff) _____

The Annual meeting to consider nominees to the Board will be held on Wednesday, October 5th, 2022 at 11:30 a.m. VIA A VIDEO ZOOM CALL BASED UPON THE PUBLIC GATHERING MANDATES AS WELL AS THE ONGOING SPREAD OF THE VARIANT OF THE COVID 19 VIRUS.

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Downtown Hayward Improvement Association Board of Directors Nomination Form – 2022

Address of Property owned or represented: B Street Apartments at 22650 Main Street, Hayward, CA 94541

Owner or Authorized Representative Name: Alexander Joseph Husary – Property Manager

Are you currently on the Board of Directors: No
Are you currently serving on a Committee of the Board? No

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?

Yes

Would you like to nominate yourself to the Board for a property owner seat commencing October 2021 and serving for 2 years?

Yes

Name of nominee: Alexander Joseph Husary

Address or property owned of nominee: Same as above

Your name (as owner or representative): Alexander Husary

Date signed: 9/29/22

Eligibility verified/Assessments current (done by staff) _____

The Annual meeting to consider nominees to the Board will be held on Wednesday, October 5th, 2022 at 11:30 a.m. VIA A VIDEO ZOOM CALL BASED UPON THE PUBLIC GATHERING MANDATES AS WELL AS THE ONGOING SPREAD OF THE VARIANT OF THE COVID 19 VIRUS.

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**Downtown Hayward Improvement Association Board of Directors
Nomination Form – 2022**

Address of Property owned or represented: 938 B Street, STE A, Hayward, CA 94541

Owner or Authorized Representative Name Thomas Leung (Print)

Are you currently on the Board of Directors: Yes No


Are you currently serving on a Committee of the Board? Yes No

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?
Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing October 2021 and serving for 2 years?
Yes No

Name of nominee: Thomas Leung

Address or property owned of nominee: 938 B Street, STE A, Hayward, CA 94541

Your name (as owner or representative): 
(Sign name)

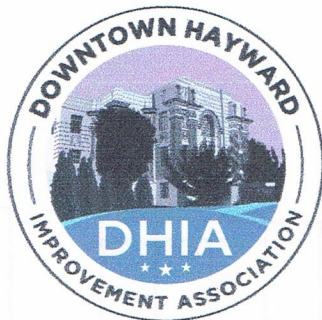
Date signed: 9/28/2022

Eligibility verified/Assessments current (done by staff) _____

The Annual meeting to consider nominees to the Board will be held on Wednesday, October 5th, 2022 at 11:30 a.m. VIA A VIDEO ZOOM CALL BASED UPON THE PUBLIC GATHERING MANDATES AS WELL AS THE ONGOING SPREAD OF THE VARIANT OF THE COVID 19 VIRUS.

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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**Downtown Hayward Improvement Association Board of Directors
Nomination Form – 2022**

Address of Property owned or represented: 926 B Street, Hayward, CA 94544

Owner or Authorized Representative Name Dinesh Shah (Print)

Are you currently on the Board of Directors: Yes X No

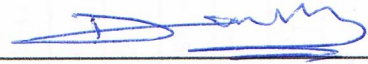
Are you currently serving on a Committee of the Board? Yes No X

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?
Yes X No

Would you like to nominate yourself to the Board for a property owner seat commencing October 2021 and serving for 2 years?
Yes X No

Name of nominee: Dinesh Shah

Address or property owned of nominee: 926 B Street, Hayward, CA 94544

Your name (as owner or representative): Dinesh Shah 
(Sign name)

Date signed: 9/28/22

Eligibility verified/Assessments current (done by staff) _____

The Annual meeting to consider nominees to the Board will be held on Wednesday, October 5th, 2022 at 11:30 a.m. VIA A VIDEO ZOOM CALL BASED UPON THE PUBLIC GATHERING MANDATES AS WELL AS THE ONGOING SPREAD OF THE VARIANT OF THE COVID 19 VIRUS.

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2:36 PM

09/30/22

Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
August 2022

	Aug 22	Budget	Jan - Aug 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	569,497.95	397,096.00	595,644.00
Total Assessment Income	0.00	49,637.00	569,497.95	717,562.00	916,110.00
Total Income	0.00	49,637.00	569,497.95	717,562.00	916,110.00
Expense					
Administration					
Accounting Fees	0.00	333.00	1,450.00	2,668.00	4,000.00
Bank Charges	0.00	4.00	0.00	34.00	50.00
Insurance - Liability, D and O	0.00	666.00	11,510.92	5,336.00	8,000.00
Legal Fees	2,054.00	250.00	4,468.00	2,000.00	3,000.00
Office Supplies	0.00	166.00	134.97	1,336.00	2,000.00
Postage, Mailing Service	129.85	41.00	429.59	336.00	500.00
Printing and Copying	0.00	125.00	0.00	1,000.00	1,500.00
Rent	1,200.00	1,250.00	9,600.00	10,000.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	52,000.00	52,000.00	78,000.00
Telephone, Telecommunications	225.00	291.00	1,800.00	2,336.00	3,500.00
Utilities	250.63	166.00	1,395.02	1,336.00	2,000.00
Admin Contingency	0.00	83.00	365.00	668.00	1,000.00
Total Administration	10,359.48	9,875.00	83,153.50	79,050.00	118,550.00
DISI					
Advertising	273.48	583.00	1,439.54	4,668.00	7,000.00
Annual Report	0.00	166.00	0.00	1,336.00	2,000.00
Branding & Signage	500.00	333.00	1,232.98	2,668.00	4,000.00
DISI Unallocated	0.00		2,500.00		
Outdoor Dining	0.00	416.00	0.00	3,336.00	5,000.00
PR / Social Media	5,925.00	4,500.00	25,775.00	36,000.00	54,000.00
Seasonal Displays	0.00	875.00	0.00	7,000.00	10,500.00
Special Events					
Mariachi Festival	1,500.00	0.00	1,500.00	0.00	0.00
Street Party	5,000.00	0.00	5,000.00	0.00	0.00
Special Events - Other	0.00	3,416.00	0.00	27,336.00	41,000.00
Total Special Events	6,500.00	3,416.00	6,500.00	27,336.00	41,000.00
Staff Consulting (New City)	1,500.00	1,500.00	12,000.00	12,000.00	18,000.00
Website	0.00	83.00	14.95	668.00	1,000.00
Total DISI	14,698.48	11,872.00	49,462.47	95,012.00	142,500.00
SOBO					
Fixed Assets - Major Purchase	0.00	1,666.00	0.00	13,336.00	20,000.00

2:36 PM

09/30/22

Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
August 2022

	Aug 22	Budget	Jan - Aug 22	YTD Budget	Annual Budget
Maintenance and Supplies	1,899.73	1,666.00	7,457.60	13,336.00	20,000.00
Nursery Supplies & Equipment	0.00	1,666.00	0.00	13,336.00	20,000.00
Payroll Expenses					
Health Insurance	0.00	1,250.00	3,346.13	10,000.00	15,000.00
Payroll Service	0.00	200.00	1,218.13	1,600.00	2,400.00
Payroll Tax Expense	0.00	6,666.00	23,466.17	53,336.00	80,000.00
Payroll Workers Comp Ins	1,944.00	1,250.00	6,478.00	10,000.00	15,000.00
Payroll Expenses - Other	24,026.33	15,500.00	133,805.71	124,000.00	186,000.00
Total Payroll Expenses	25,970.33	24,866.00	168,314.14	198,936.00	298,400.00
Cameras	56.08	4,166.00	448.64	33,336.00	50,000.00
Professional Services	0.00	16,666.00	71,296.00	133,336.00	200,000.00
Supplies for SOBO	0.00	416.00	111.74	3,336.00	5,000.00
Vehicle Related					
Pressure Washing	0.00	500.00	1,831.90	4,000.00	6,000.00
Gas	330.00	416.00	1,993.43	3,336.00	5,000.00
Vehicle Repair & Maintenance	-392.06	333.00	582.29	2,668.00	4,000.00
Vehicle Related - Other	0.00		317.54		
Total Vehicle Related	-62.06	1,249.00	4,725.16	10,004.00	15,000.00
Total SOBO	27,864.08	52,361.00	252,353.28	418,956.00	628,400.00
Contingency / Reserve	0.00	2,221.60	0.00	17,773.60	26,660.00
Total Expense	52,922.04	76,329.60	384,969.25	610,791.60	916,110.00
Net Income	-52,922.04	-26,692.60	184,528.70	106,770.40	0.00

2:39 PM

Downtown Hayward Improvement Association

Balance Sheet

As of September 30, 2022

09/30/22

Cash Basis

	<u>Sep 30, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking at First Republic Ban	472,736.60
Total Checking/Savings	<u>472,736.60</u>
Total Current Assets	472,736.60
Fixed Assets	
Accumulated Depreciation	-36,146.00
Fixed Assets	56,287.33
Total Fixed Assets	<u>20,141.33</u>
TOTAL ASSETS	<u>492,877.93</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Federal Tax	-936.93
State Tax	936.93
Total Payroll Liabilities	<u>0.00</u>
Total Other Current Liabilities	<u>0.00</u>
Total Current Liabilities	<u>0.00</u>
Total Liabilities	0.00
Equity	
Unrestricted Net Assets	360,607.82
Net Income	132,270.11
Total Equity	<u>492,877.93</u>
TOTAL LIABILITIES & EQUITY	<u>492,877.93</u>



Downtown Hayward Improvement Association Board Meeting

Wednesday, October 5, 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

Celebrate Mexican Heritage, Food & Art During the 12th Annual Mariachi Festival in Downtown Hayward

SECURED COVERAGE

- **9/30 secured broadcast coverage on KTVU 2 (Mornings at 9 a.m.)**
 - Segment highlighting the Mariachi Festival in Downtown Hayward featuring an interview with Raymundo Coronado about the mariachi group and event, along with a performance by them
- **9/30 secured broadcast coverage on KTVU 2 (Mornings at 9 a.m.)**
 - Teaser for upcoming segment on the Mariachi Festival
- **9/27 secured online coverage on Wild 94.9**
 - Article promoting the upcoming Mariachi Festival, with some brief details on what attendees can enjoy including live mariachi and Folklorico
- **9/27 secured online coverage on 91.1 The Breeze**
 - Article promoting the upcoming Mariachi Festival, with some brief details on what attendees can enjoy including live mariachi and Folklorico
- **9/27 secured online coverage on STAR 101.3**
 - Article promoting the upcoming Mariachi Festival, with some brief details on what attendees can enjoy including live mariachi and Folklorico
- **9/27 secured online coverage on 106.1 KMEL**
 - Article promoting the upcoming Mariachi Festival, with some brief details on what attendees can enjoy including live mariachi and Folklorico
- **9/27 secured online coverage on 80s+ 103.7**
 - Article promoting the upcoming Mariachi Festival, with some brief details on what attendees can enjoy including live mariachi and Folklorico
- **9/27 secured online coverage on KRON 4**

- Article highlights the mariachi festival in Downtown Hayward which will feature live music, dancing, margaritas, street bites, and a taco eating contest
- **9/27 secured online coverage on News Break**
 - Syndicated KRON 4 article that highlights the mariachi festival in Downtown Hayward which will feature live music, dancing, margaritas, street bites, and a taco eating contest
- **9/27 secured online coverage on Patch (Castro Valley)**
 - Article features the 12th Annual Mariachi Festival in Downtown Hayward featuring music, dance, food, drinks and traditional Mexican entertainment
- **9/27 secured online coverage on SF Station**
 - Article highlights the Annual Mariachi Festival featuring Mariachi Mexicanisimo de Raymundo Coronado, a taco eating contest, and other fun activities for the whole family

Lincoln Landing Announces Leasing for Largest Multi-Family Community in Downtown Hayward

SECURED INTEREST

- **SF Chronicle**
 - Would like to do a story on Lincoln Landing and downtown Hayward in general. Would like to walk around and talk to a bunch of people including Dominic, developers, neighbors, retailers, planners etc. to learn more about downtown, its history, and what's happening
- **The Registry SF**
 - \$395 for full article on announcement. Article will appear on every page of the site with great visibility
- **Bay Area News Group**
 - Will be sharing story with editorial business department

PITCHING

- **Celebrate Mexican Heritage, Food & Art During the 12th Annual Mariachi Festival in Downtown Hayward**
 - Local Online
 - Local TV
 - Local Radio
- **Lincoln Landing Announces Leasing for Largest Multi-Family Community in Downtown Hayward**
 - Local Online
 - Local TV
 - Local Radio

WRITING

- Celebrate Mexican Heritage, Food & Art During the 12th Annual Mariachi Festival in Downtown Hayward pitch

SOCIAL MEDIA

Highlights/Recap:

- Gained **394** new followers across all platforms
- Garnered over **56K** impressions across all platforms

- Garnered over **1.9K** total engagements across all platforms

Upcoming:

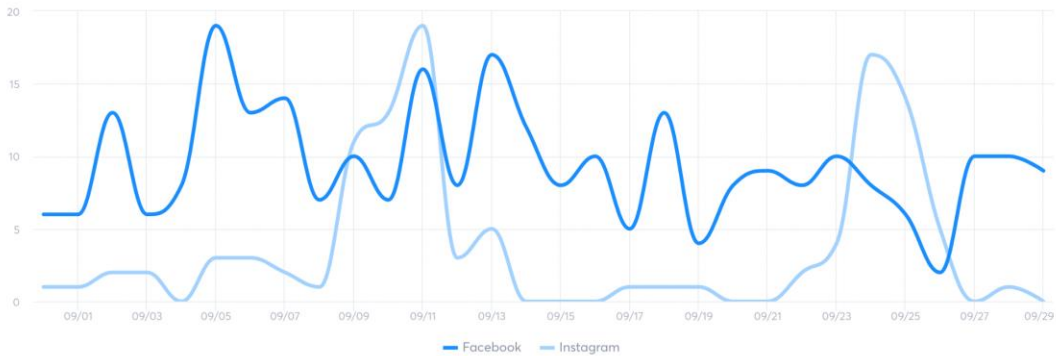
- Continue to highlight and engage with local businesses
- Support events happening in downtown

Social Media Statistics: Last 30 days as of Sept 30

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
DHIA	112	1709	808	21378
Downtown Hayward Improvement Association	282	2048	1112	34222

Audience growth Aggregated

Number of fans/followers gained during the selected period



Facebook	282
Instagram	112
New Fans/Followers	394

The total audience is
3,757 Fans
 representing a variation of **+11.3%**
 compared to Jul 31, 2022 - Aug 30, 2022

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Sep 22, 2022 • DHIA
Happy first day of Fall, Hayward! 🍂🌟
🍎 What fall festivities are you most...
 📈 Reach 733
 💬 Comments 6
 ❤️ Likes 95
 💾 Saves 0
 📊 Engagement 101



Sep 20, 2022 • DHIA
"A book is a dream you hold in your hands." 📖🌟
📚 Pick up your next drea...
 📈 Reach 713
 💬 Comments 4
 ❤️ Likes 90
 💾 Saves 2
 📊 Engagement 96



Sep 15, 2022 • DHIA
Step up your sneaker game! 🏃👟
@AssistBayArea is locally-owned an...
 📈 Reach 803
 💬 Comments 2
 ❤️ Likes 75
 💾 Saves 1
 📊 Engagement 78

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Image

Sep 1, 2022 • Downtown Hayward Improvement Association

Be transported to another land at this beautiful oasis right here in Downto...

👂 Reach 1,140

📊 Engaged users 147

👁️ Clicks 10

👁️ Other clicks 88



Image

Sep 3, 2022 • Downtown Hayward Improvement Association

Delicious, indeed! 🍰📍 @marleystreats #DowntownHaywar...

👂 Reach 794

📊 Engaged users 73

👁️ Clicks 6

👁️ Other clicks 53



Image

Sep 9, 2022 • Downtown Hayward Improvement Association

You can have your cake and eat it too. 🍰 Have a super sweet weekend! 📍...

👂 Reach 719

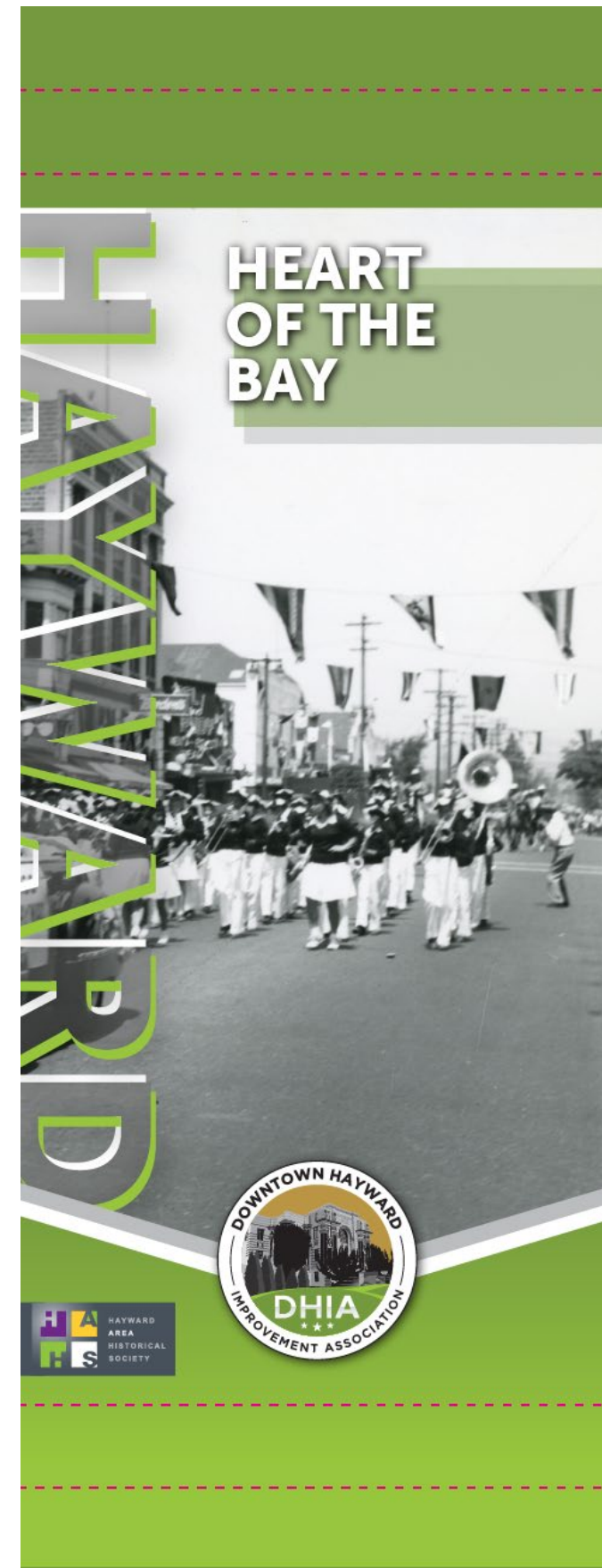
📊 Engaged users 59

👁️ Clicks 3

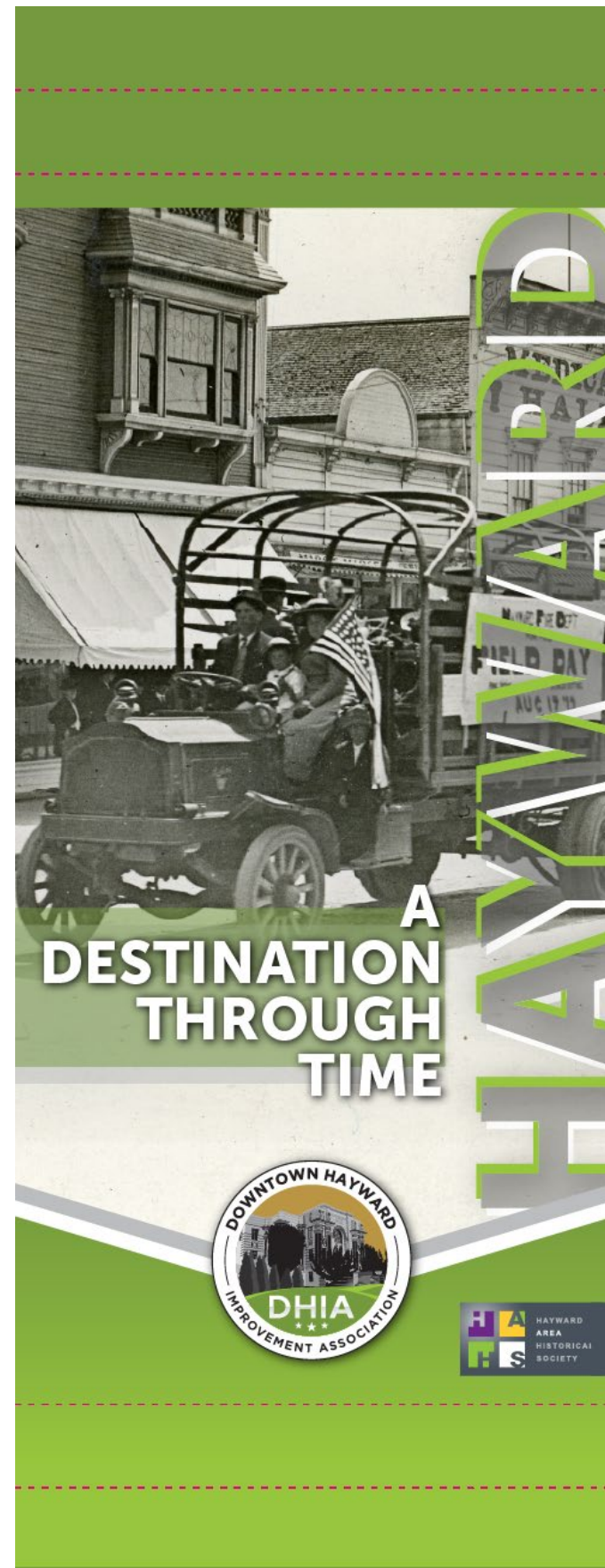
👁️ Other clicks 34



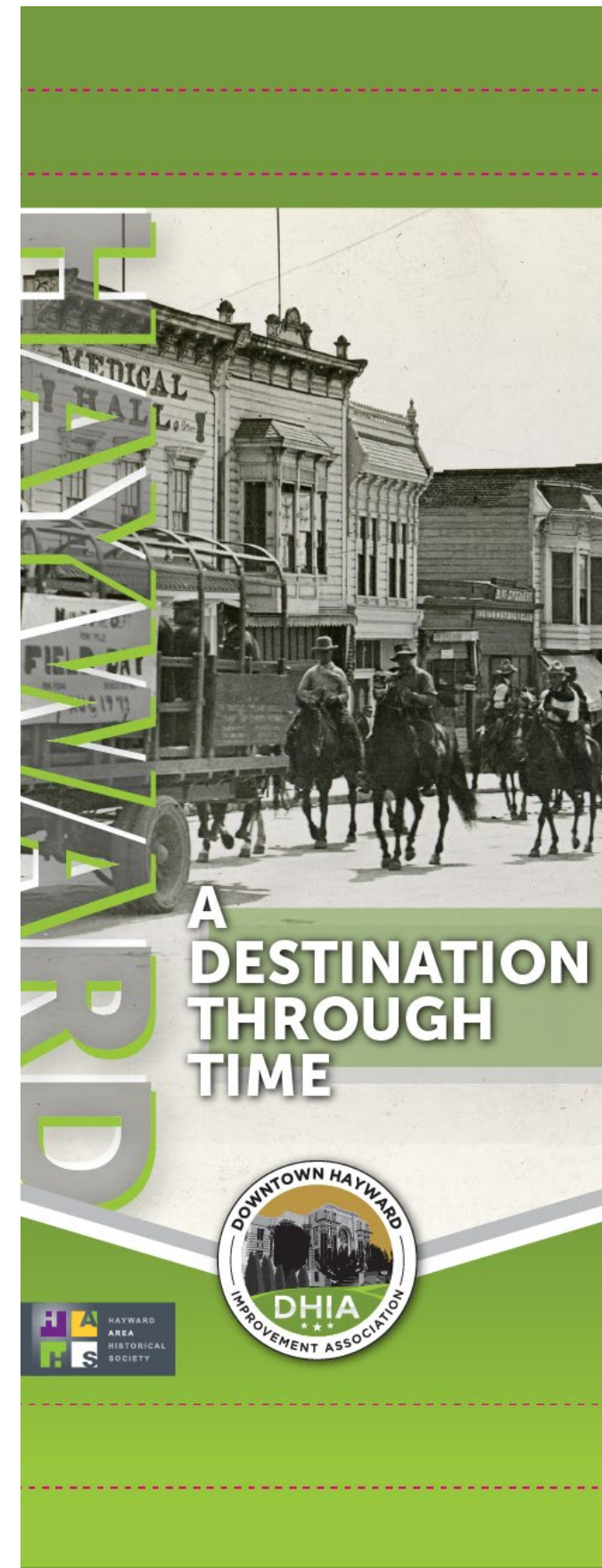
03 SIDE A



03 SIDE B



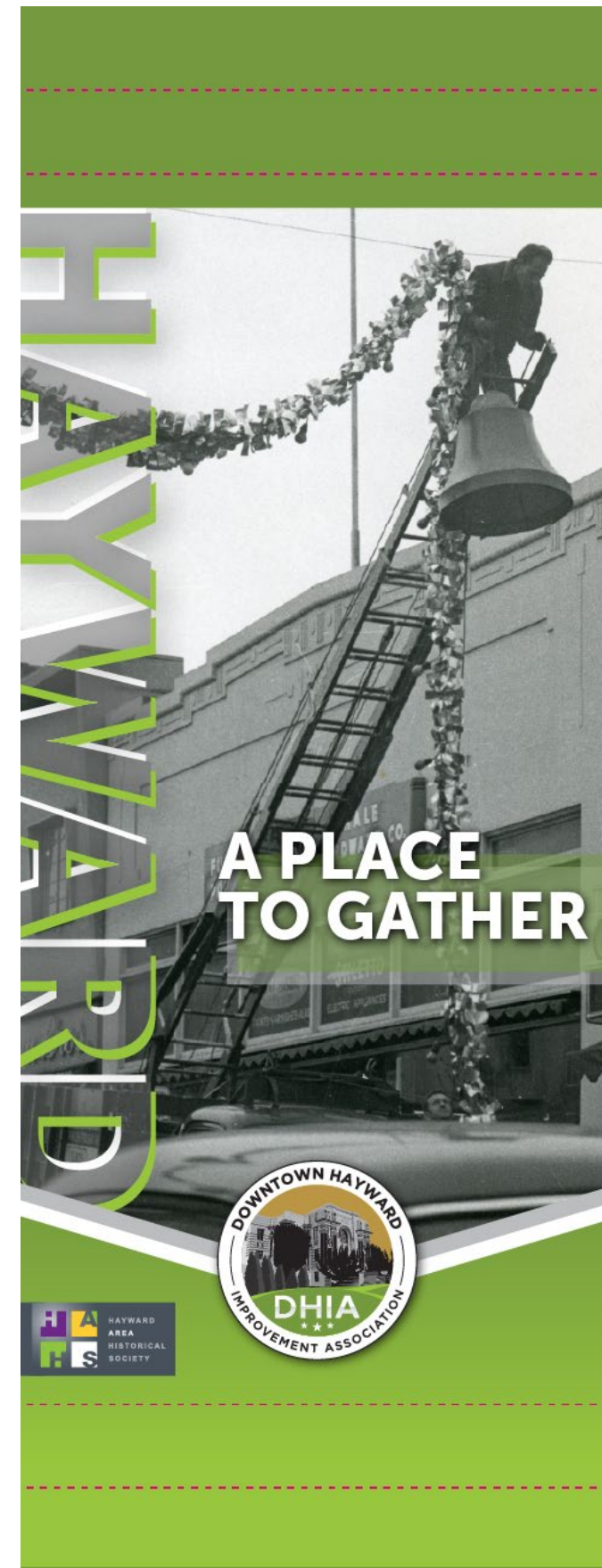
04 SIDE A



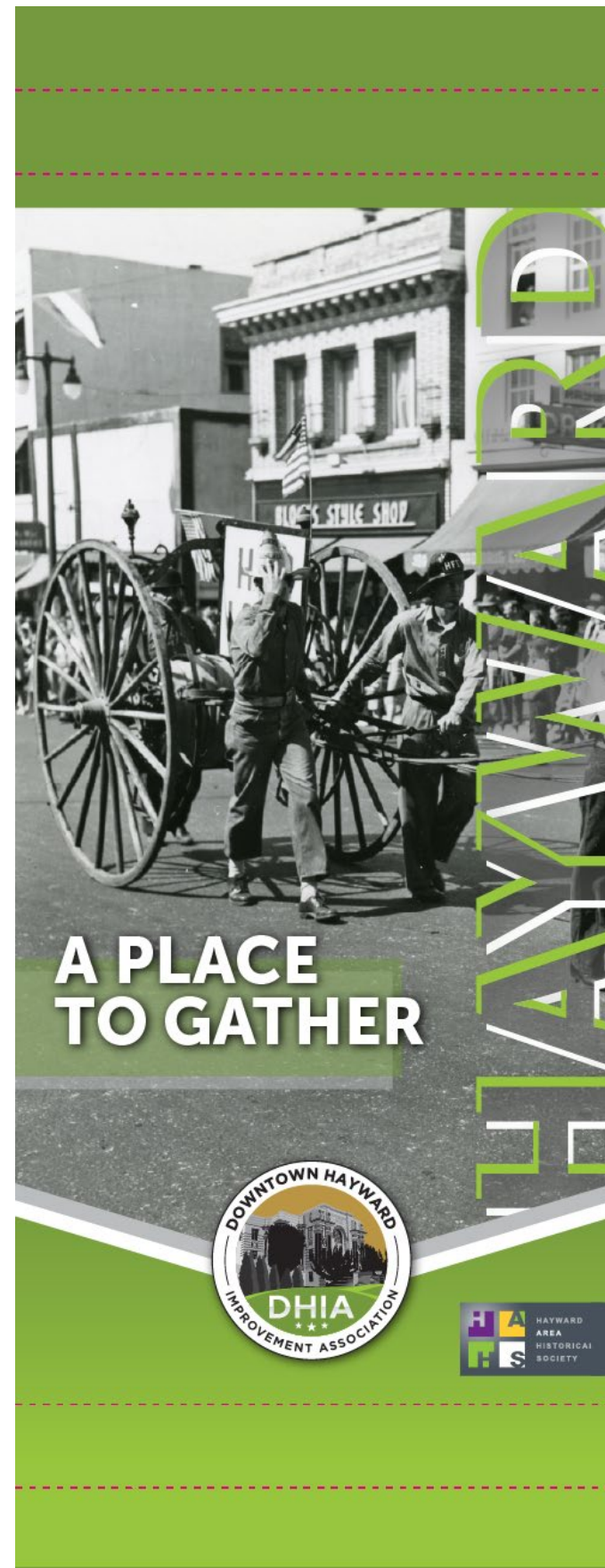
04 SIDE B



08 SIDE A



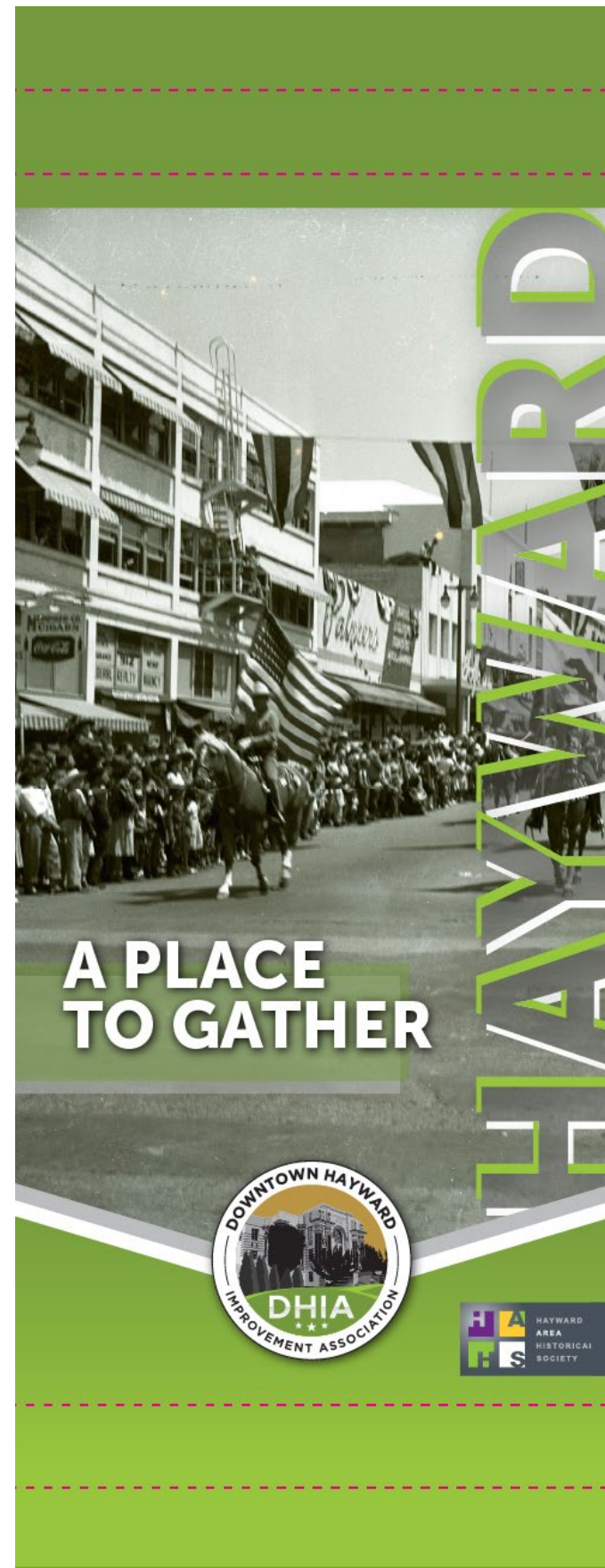
08 SIDE B



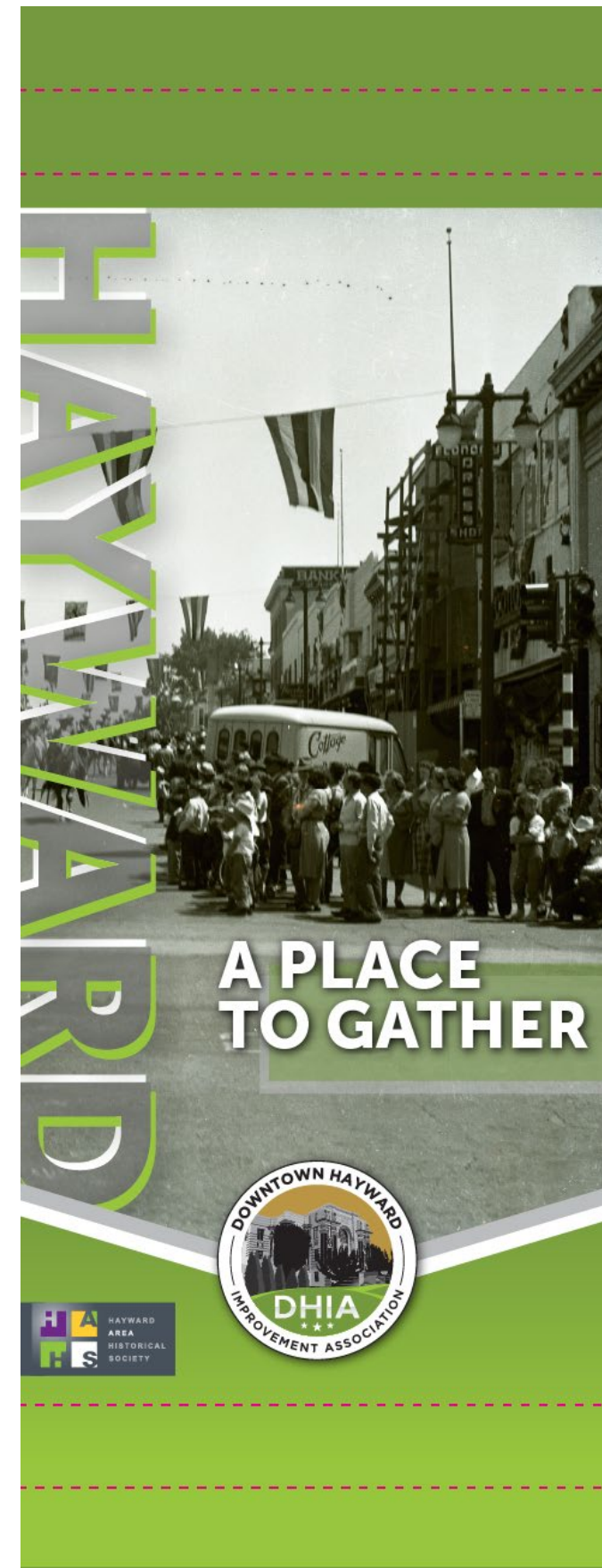
10 SIDE A



10 SIDE B



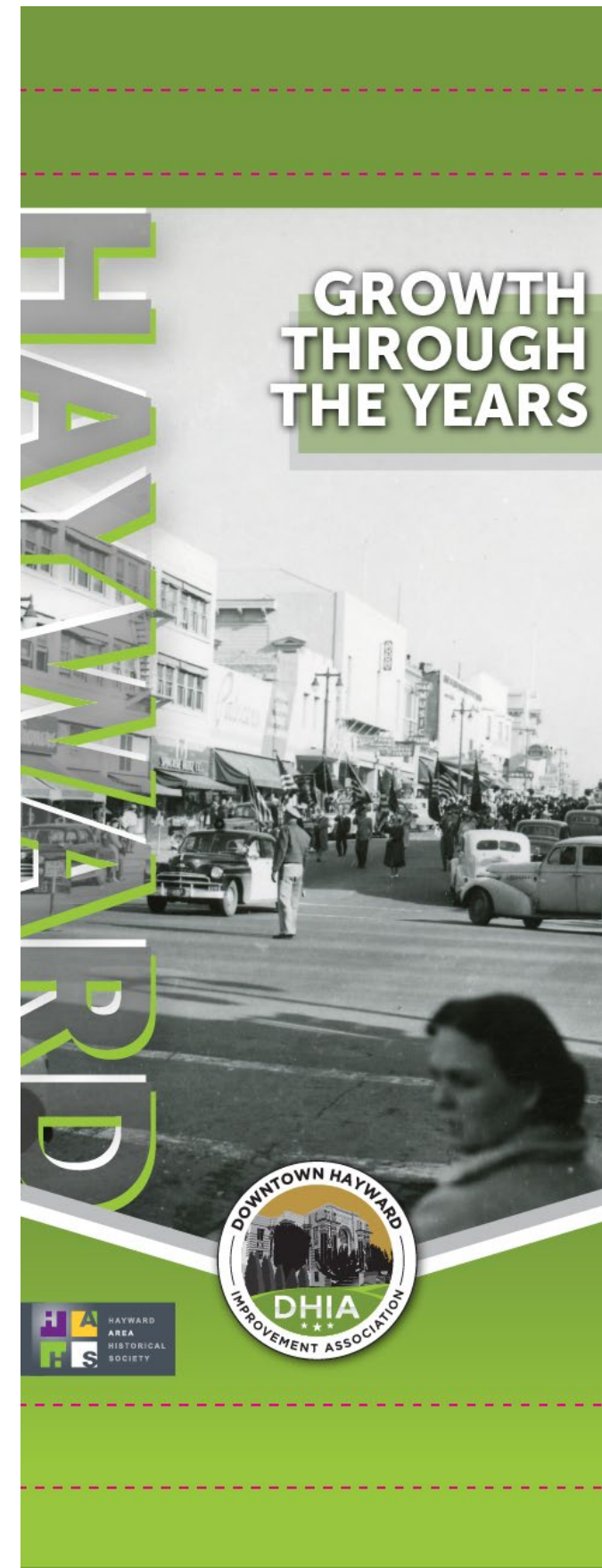
11 SIDE A



11 SIDE B



14 SIDE A



14 SIDE B

Dominic Li Mandri

From: Frank Ferral <Frank@hayward.org>
Sent: Wednesday, September 28, 2022 11:33 AM
To: Dominic Li Mandri
Subject: Sponsorship Opportunity
Attachments: Presidents Ball (7 5 in).png

Dominic,

Please consider the Downtown Hayward Improvement Association's sponsorship of the attached President's Ball, to be held at the Veteran's Memorial Building Downtown. The event will bring over 200 attendees to the downtown area to honor those who served (or serving) our country. The American Legion and the Chamber are partnering in this effort and request \$5,000 to help underwrite the event.

Please let me know if you require any additional information. DHIA will receive a VIP table of eight, logo on the program, and on an ongoing video during the event.

Frank J. Ferral
President & CEO
Hayward Chamber of Commerce

PRESIDENT'S BALL

HONORING THOSE WHO SERVED

ALL PROCEEDS TO GO TO THE AMERICAN LEGION AND VETERAN ORGANIZATIONS



FRIDAY
21 OCTOBER | 5PM - 9PM

VETERANS MEMORIAL BUILDING,
22737 MAIN ST HAYWARD, CA 94541

TABLE OF 10	\$ 1,100
GENERAL ADMISSION	\$ 150
VETERANS	\$ 50
VETERANS IN CLASS A, DRESS BLUES OR UNIFORM OF THE DAY	\$ 25



FOR MORE INFORMATION EMAIL
FRANK@HAYWARD.ORG

SPONSORED BY



501 (C) 19
TAX ID# 946085102



September 7, 2022

Re: Electric Vehicle Fast Charging Stations Coming Soon to Downtown Municipal Parking Lots

Dear Downtown Business Owner,

The City of Hayward is working with our public power provider, East Bay Community Energy (EBCE), to build electric vehicle (EV) fast charging facilities in municipal parking lots and garages in downtown Hayward. EBCE is funding the development of these community amenities, which can charge an EV in approximately 20-50 minutes.

Siting EV charging facilities in our downtown parking lots and garages is expected to benefit you as a local business owner. The chargers are expected to bring more shoppers and diners downtown, both for those primarily intending to shop and dine and those intending to charge their vehicles. Studies show that the availability of EV charging can attract new customers, encourage customers to stay longer and lead to more repeat customers. Installing more fast-charging stations will also be particularly beneficial to our renters in the area, many of whom do not have access to at-home charging.

California aims to have 5 million EVs on the road by 2030 and the Bay Area is leading the way toward meeting this goal. Today, about 3,000 EVs are registered to drivers in Hayward, but this is projected to jump to about 11,000 by 2025. It is estimated that the City will need more than 150 additional fast chargers to support those EVs. Additionally, the State has mandated that all new passenger vehicles sold in California must be electric by 2035. Paired with the recently approved Inflation Reduction Act, which extends tax credits for new and used EVs, adoption is expected to grow exponentially in the next few years as zero-emission cars become affordable for many more drivers.

To meet the coming demand for convenient and affordable EV fast charging stations, the City and EBCE are exploring potential installation sites. Each installation would include 10 dual-port fast chargers capable of charging 20 EVs simultaneously. Per State law, the fast-charging stations will also include ADA accessible EV-only parking stalls, resulting in each project occupying up to 22 existing parking spaces.

The first confirmed project site will be the Cinema Place parking structure. Staff are seeking one to two additional locations and are currently considering Municipal Lots 1, 2, 4, 5, and 6 (see attached map). Once the site(s) are identified and engineering analysis is completed, development is expected to begin in mid to late 2023.



We'd like to hear from you as we begin this project. Please share your comments, questions, or concerns by emailing environment@hayward-ca.gov or attending one of the following meetings:

- September 20, 2022 @ 11:00 a.m. – Zoom meeting. Details at <https://hayward-ca.gov/EV1>
- September 22, 2022 @ 6:00 p.m. – Hayward City Hall, Conference Room 2A
- October 6, 2022 @ 4:30 p.m. – City Council Sustainability Committee meeting – Zoom link will be available at <http://www.hayward-ca.gov/csc-agendas>
- October 25, 2022 @ 7:00 p.m. – City Council meeting – Zoom link will be available at <https://www.hayward-ca.gov/council-agendas>

You may also submit any questions directly to me at 510-583-4770 or erik.pearson@hayward-ca.gov. We are excited to offer this amenity to our downtown patrons and look forward to hearing from you.

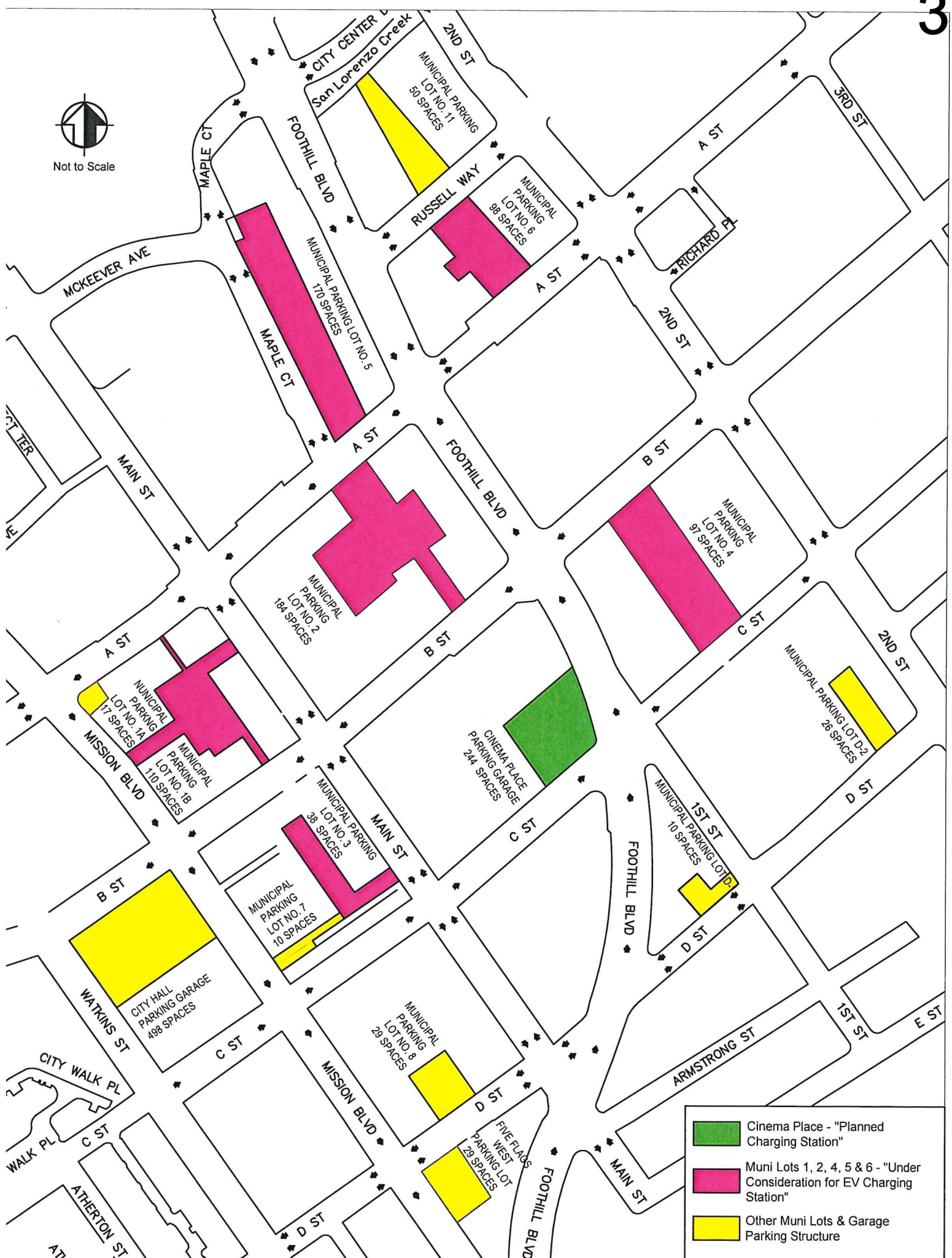
Sincerely,




A handwritten signature in blue ink, appearing to read 'Erik J. Pearson', with a stylized flourish at the end.

Erik J. Pearson, AICP
Environmental Services Manager



Not to Scale



	Cinema Place - "Planned Charging Station"
	Muni Lots 1, 2, 4, 5 & 6 - "Under Consideration for EV Charging Station"
	Other Muni Lots & Garage Parking Structure