



Downtown Hayward Improvement Association  
District Identity & Streetscape Improvement Committee  
Friday, November 18<sup>th</sup>, 2022, at 11:00 a.m.

Zoom Virtual Meeting:

<https://us06web.zoom.us/j/2748817126?pwd=Ky9XVnFjMXpSQm1MU3RuN3drVkQ3Zz09>

Meeting ID: 274 881 7126 | Passcode: 758496 | Call-In +1 669 444 9171

- 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 P. 2  
*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 June 29, 2022, Meeting Minutes Action Item P. 3 - 5
- 5) Committee Updates:
  - a. Olive Status Report / Matthew Van Court & Cree Jones
  - b. Downtown Events Master Calendar / Dominic LiMandri
  - c. Downtown Holiday Banners / Dominic Action Item P. 6
  - d. DHIA FY23-24 DISI Budget Priorities Action Item P. 7 - 8
- 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  
Wednesday, June 29<sup>th</sup>, 2022 – 3:00 p.m.  
Meeting held via zoom**

**Present:** Catherine Ralston, Resti Zaballos, Bill Matheson, Alfredo Rodriguez, Sara Buizer,

**Guests:** April, Renee Rettig, Frances Sagapolu

**Staff/Contractors:** 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>	Committee Chair Catherine Ralston called the meeting to order at 3:03 p.m.	<b>No action taken</b>
<b>2. Continuing of Virtual Meetings Pursuant to AB361</b>	Consideration to continue meeting virtually pursuant to AB361.	<b>Sara Buizer motioned to approve the Committee continue meeting virtually, pursuant to AB361. Catherine Ralston seconded the motion. Motion passes unanimously.</b>
<b>3. Public Comment, announcements</b>	No public comment was made at this time.	
<b>4. Approval of the March 25<sup>th</sup>, 2022 Minutes</b>	Dominic presented minutes from the Committee meeting on March 25 <sup>th</sup> , 2022, minutes for member review.	<b>Bill Matheson motioned to approve the minutes as presented. Resti Zaballos seconded the motion. Motion passes unanimously.</b>

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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<p><b>5a. Committee Updates</b></p> <p><b>a. Review of YTD Committee Budget</b></p> <p><b>b. Olive Status Report</b></p> <p><b>c. Downtown Events Calendar</b></p> <p><b>d. B Street Historic Banner Designs</b></p> <p><b>e. Downtown</b></p>	<p>a. Dominic presented the YTD Committee budget report for member review. Dominic pointed to annotated portion of the DISI budget where staff was suggesting reallocations to reflect the current contract commitments for PR and Social Media. Feedback from Committee members suggested reallocating funds from the overall budget contingency reserve to pay for line-item overages in DISI, rather than reallocate existing funds dedicated to events.</p> <p>b. Matthew with Olive Creative Strategies presented the Olive Monthly Status Report recapping the most recent promotions and highlights of downtown hayward in the regional media and press.</p> <p>c. Dominic stated that due to the pandemic variants and fluctuating case numbers, Q1 and Q2 downtown events didn't materialize as anticipated. Dominic inquired with Committee members on which events are likely to be hosted in downtown in the coming months. The DHIA has a line-item allocation for special events that is largely untapped.</p> <p>d. Dominic presented the selection list of images to be used for the historical banner program. Staff will work with the Committee Chair to further refine this list to 15 images that will go to print.</p> <p>e. Dominic updated the Committee</p>	<p><b>Action was tabled for a future meeting.</b></p>
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<b>Hayward Video Interview Series</b>	members on his efforts to collaborate with CSUEB on creating a downtown-specific video series that highlights local downtown businesses. The intention would be to use these clips and videos on Social Media to promote the downtown operators and drive commercial traffic.	
<b>6. Next Meeting</b>	No future meeting was set at the time. The Committee will meet as needed.	
<b>7. Adjournment</b>	Meeting adjourned at 4:05 p.m.	

**Minutes taken by Dominic Li Mandri, District Manager**

Sierra Installations, Inc.  
P.O. Box 9871  
Fresno, CA 93794 US  
+1 5598341122  
sierrainstall@yahoo.com

# 2021 Invoice: 2022 Quote is Pending

Invoice

**BILL TO**

Downtown Hayward Improvement  
Association  
22654 Main Street  
Hayward, CA. 94541

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
210267	11/15/2021	\$5,260.00	12/01/2021	Net 10	

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
		Change Out Of Banners For The City Of Hayward, CA. - "Logo" Banners To The "Holiday" Banners And The "Holiday" Banners To The "Logo" Banners.			
	1009	Change Out Of Logo Banners To The Holiday Banners			
	1010	Single Banners (Changeout)	63	40.00	2,520.00
	1010	Double Banners (Changeout)	2	55.00	110.00
		Change Out Of Holiday Banners To The Logo Banners			
		Removal:			
	1009	Single Banners (Changeout)	63	40.00	2,520.00
	1010	Double Banners (Changeout)	2	55.00	110.00

BALANCE DUE

**\$5,260.00**

8:00 AM

## Downtown Hayward Improvement Association

## Profit &amp; Loss Budget Performance

11/15/22

October 2022

Cash Basis

	Oct 22	Budget	Jan - Oct 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	569,497.95	496,370.00	595,644.00
<b>Total Assessment Income</b>	0.00	49,637.00	569,497.95	816,836.00	916,110.00
<b>Total Income</b>	0.00	49,637.00	569,497.95	816,836.00	916,110.00
<b>Expense</b>					
<b>Administration</b>					
Accounting Fees	0.00	333.00	1,450.00	3,334.00	4,000.00
Bank Charges	0.00	4.00	0.00	42.00	50.00
Insurance - Liability, D and O	0.00	666.00	11,510.92	6,668.00	8,000.00
Legal Fees	0.00	250.00	6,262.00	2,500.00	3,000.00
Office Supplies	268.49	166.00	415.95	1,668.00	2,000.00
Postage, Mailing Service	33.85	41.00	634.14	418.00	500.00
Printing and Copying	0.00	125.00	0.00	1,250.00	1,500.00
Rent	1,200.00	1,250.00	12,000.00	12,500.00	15,000.00
Staff Consulting (New City)	0.00	6,500.00	65,000.00	65,000.00	78,000.00
Telephone, Telecommunications	0.00	291.00	2,025.00	2,918.00	3,500.00
Utilities	223.93	166.00	1,668.10	1,668.00	2,000.00
Admin Contingency	0.00	83.00	365.00	834.00	1,000.00
<b>Total Administration</b>	1,726.27	9,875.00	101,331.11	98,800.00	118,550.00
<b>DISI</b>					
Advertising	337.54	583.00	2,030.57	5,834.00	7,000.00
Annual Report	0.00	166.00	0.00	1,668.00	2,000.00
Branding & Signage	0.00	333.00	3,107.98	3,334.00	4,000.00
DISI Unallocated	0.00		2,500.00		
Outdoor Dining	0.00	416.00	0.00	4,168.00	5,000.00
PR / Social Media	0.00	4,500.00	34,775.00	45,000.00	54,000.00
Seasonal Displays	0.00	875.00	0.00	8,750.00	10,500.00
<b>Special Events</b>					
Mariachi Festival	0.00	0.00	1,500.00	0.00	0.00
Street Party	0.00	0.00	5,000.00	0.00	0.00
Special Events - Other	0.00	3,416.00	0.00	34,168.00	41,000.00
<b>Total Special Events</b>	0.00	3,416.00	6,500.00	34,168.00	41,000.00
Staff Consulting (New City)	0.00	1,500.00	15,000.00	15,000.00	18,000.00
Website	0.00	83.00	14.95	834.00	1,000.00
<b>Total DISI</b>	337.54	11,872.00	63,928.50	118,756.00	142,500.00
<b>SOBO</b>					
Fixed Assets - Major Purchase	0.00	1,666.00	0.00	16,668.00	20,000.00
Maintenance and Supplies	782.10	1,666.00	8,637.45	16,668.00	20,000.00
Nursery Supplies & Equipment	0.00	1,666.00	0.00	16,668.00	20,000.00
<b>Payroll Expenses</b>					
Health Insurance	0.00	1,250.00	3,346.13	12,500.00	15,000.00
Payroll Service	0.00	200.00	1,218.13	2,000.00	2,400.00
Payroll Tax Expense	0.00	6,666.00	23,466.17	66,668.00	80,000.00
Payroll Workers Comp Ins	648.00	1,250.00	6,478.00	12,500.00	15,000.00
Payroll Expenses - Other	23,319.94	15,500.00	180,445.59	155,000.00	186,000.00
<b>Total Payroll Expenses</b>	23,967.94	24,866.00	214,954.02	248,668.00	298,400.00
Cameras	66.08	4,166.00	570.80	41,668.00	50,000.00
Professional Services	0.00	16,666.00	71,296.00	166,668.00	200,000.00
Supplies for SOBO	0.00	416.00	111.74	4,168.00	5,000.00
<b>Vehicle Related</b>					
Pressure Washing	0.00	500.00	1,831.90	5,000.00	6,000.00
Gas	245.00	416.00	2,679.56	4,168.00	5,000.00
Vehicle Repair & Maintenance	0.00	333.00	652.64	3,334.00	4,000.00
Vehicle Related - Other	0.00		317.54		
<b>Total Vehicle Related</b>	245.00	1,249.00	5,481.64	12,502.00	15,000.00
<b>Total SOBO</b>	25,061.12	52,361.00	301,051.65	523,678.00	628,400.00
Contingency / Reserve	0.00	2,221.60	0.00	22,216.80	26,660.00
<b>Total Expense</b>	27,124.93	76,329.60	466,311.26	763,450.80	916,110.00
<b>Net Income</b>	<b>-27,124.93</b>	<b>-26,692.60</b>	<b>103,186.69</b>	<b>53,385.20</b>	<b>0.00</b>

8:01 AM  
11/15/22  
Cash Basis

**Downtown Hayward Improvement Association**  
**Balance Sheet**  
As of November 15, 2022

	Nov 15, 22
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking at First Republic Ban	425,472.04
<b>Total Checking/Savings</b>	425,472.04
<b>Total Current Assets</b>	425,472.04
<b>Fixed Assets</b>	
Accumulated Depreciation	-36,146.00
Fixed Assets	56,287.33
<b>Total Fixed Assets</b>	20,141.33
<b>TOTAL ASSETS</b>	<b>445,613.37</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
<b>Payroll Liabilities</b>	
Federal Tax	-936.93
State Tax	936.93
<b>Total Payroll Liabilities</b>	0.00
<b>Total Other Current Liabilities</b>	0.00
<b>Total Current Liabilities</b>	0.00
<b>Total Liabilities</b>	0.00
<b>Equity</b>	
Unrestricted Net Assets	360,607.82
Net Income	85,005.55
<b>Total Equity</b>	445,613.37
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>445,613.37</b>