



Downtown Hayward Improvement Association – Board of Directors Meeting
 Wednesday, December 7th, 2022, at 11:00 a.m.

Join Zoom Meeting:

<https://us06web.zoom.us/j/2748817126?pwd=Ky9XVnFjMXpSQm1MU3RuN3drVkJkQ3Zz09>

Meeting ID: 274 881 7126 | Passcode: 758496 | Call-In: (669) 444-9171

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 October 5th, 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 - 10
 - b. Proposed FY23 Annual Budget *Action Item* P. 11
 - c. District Management Transition Plan: Recommendation by the Executive Committee to Extend the RFP Response Deadline to December 30th, 2022 *Action Item*
 - d. NCA Management Timeline: Transition out by January 31st, 2023

 - Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair
 - a. NexStreet Maintenance Report: Review
 - b. DHIA Agreement w/ BACS on Increased Outreach Downtown: Update

 - District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair
 - a. Olive Status Report: Review P. 12 - 13
 - b. Downtown Holiday Banners & Street Décor
 - c. Downtown Holiday Busker Program P. 14

 - Land Use Committee / Bill Matheson, Chair
 - a. Point-to-point Fiber Connectivity in Downtown

6. Other New Business

7. Next Meeting: _____

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541

8. Adjournment

Action Item

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.

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
ANNUAL BOARD OF DIRECTORS MEETING
 Wednesday, October 5th, 2022, 11:30 a.m.
 Zoom Video Board meeting

Present: Sara Buizer, Thomas Leung, Ben Schweng, Derrick Larson, Alfredo Rodriguez, Alexander Husary, Toby Lieberman, Jessica Lobedan

Absent: Dinesh Shah, Resti Zaballos, Bill Matheson

Guests: Frank Ferral, Hayward Chamber of Commerce

Staff: Marco Li Mandri, Dominic Li Mandri (New City America staff), Matthew Van Court, Cree Jones, Jennifer Van Staufenberg (Olive), Matt Allen, Gilbert Moreno (NexStreet)

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Introductions of all present were made. Sara Buizar, the Vice President, called the zoom Board together at 11:35	No action taken
2. Approval of AB 361, on continuing virtual meetings	The Board must act each meeting to provide for hybrid or virtual meetings of the Board based upon the Governor's executive orders	Sara moved and Thomas seconded continuing virtual Board and Committee meeting due to the continued health impact of COVID. The motion was approved unanimously.
3. Community/Public Comment/City Announcements	Frank Ferral from the Hayward Chamber of Commerce introduced himself. The Chamber had a successful street party/Mariachi festival at City Hall in September	No Action Taken
4. Approval of the August 3rd 2022,	The minutes of the August 3 rd , 2022 Board of Directors meeting were reviewed.	Derrick moved and Alfredo seconded

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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Board of Directors meeting minutes		approval of the August 3 rd , 2022 Board of Directors minutes. The minutes were approved unanimously
5. Report from Nominations Committee		
a. Nominations Committee report	<p>The Annual Board meeting is being held at this meeting. Letters were sent out to all CBD property owners encouraging them to join the Board or a Committee to be involved in the DHIA. Various Board members were up for election for a new two year term. They included:</p> <p>Property owner seats:</p> <ol style="list-style-type: none"> 1. Antony Antoninii 2. Jessica Lobedon 3. Alex Husary (Jeff Jurow) 4. Thomas Leung 5. Dinesh Shah 6. Ben Schwang <p>Community At Large reps: None</p>	Sara moved and Alfredo seconded approval of the six property owner Board members for another two-year term. The motion was approved unanimously
6. Committee Reports		
<p><u>Executive Committee:</u></p> <p>a. Officer Elections</p> <p>b. YTD Financial Report</p>	<p>As is written in the bylaws, officers of the DHIA are to be elected annually at the Annual meeting. The officers serve one year terms, with no restrictions on term limits. The following people were nominated to serve as officers for FY 2023:</p> <p>President: Resti Zaballos Vice President: Sara Buizer Secretary: Thomas Leung Treasurer: Ben Schweng</p> <p>b. Marco gave an updated on the year-to-date budget. Discussion followed. Marco stated that anyone who had questions about the budget could reach out to him and he could go over it.</p>	<p>Sara moved that all of the officers be re-appointed for one-year terms in the coming year. Al seconded the motion. The motion for the various officers was approved unanimously.</p> <p>Derrick moved and Sara seconded approving the year-to-date budget report.</p>

<p>c. Proposed FY2023</p> <p>d. Proposal to issue an RFP for Administrative Services</p>	<p>c. The 2023 budget gross totals will be presented at the December 2022 Board meeting.</p> <p>The 2023 budgets will be reviewed by each Committee or directly by the Board at its December meeting. Numbers used in 2022 will give guidance on how to allocate funds, including the carry forward amount, at the December Board meeting. Discussion followed.</p> <p>d. Marco stated that staff was presenting to the Board the option of issuing an RFP for Administrative Services. He stated that with him and Dominic living in San Diego, and their inability to find a suitable staff member to help them administer the District, that the Board should look at any candidates that might fill the function that New City America has done in the last four years. Discussion followed. The RFP would be issued after this Board meeting and candidates would be presented to the Executive Committee and then the Board at the next meeting</p>	<p>Marco stated that once the carry forward amount from 2022 to 2023 was confirmed, that they would present this to the Board at the December Board meeting.</p> <p>Al moved and Derrick seconded having staff issue an RFP for administrative services. Staff and the Exec Committee will present responses at the next Board meeting.</p>
<p><u>Sidewalk Operations:</u> Chair: Sara Buizer</p> <p>a. NexStreet Maintenance Report</p> <p>b. DHIA Agreement with BACS</p>	<p>a. Dominic shared his screen to review the monthly JIA maintenance report supplied by NexStreet. The report was not included in the agenda packet due to a delay in receiving the report. Sara requested Dominic instruct NexStreet to have these reports prepared at the beginning of the month so they're included in the Board/Committee packet.</p> <p>b. Dominic provided an update on where negotiations were with the City and their homeless outreach vendor (BACS) regarding increased homeless outreach in downtown. The contract would be to supplement what outreach coverage is currently being provided by BACS in the downtown area.</p>	<p>No action taken</p>

<p>c. B Street Fall Landscaping Program</p>	<p>c. Dominic noted that the SOBO Committee is currently revamping its B Street Landscaping Program and is hoping to contract with a local vendor to replant the hanging baskets and barrel planters on B Street.</p>	
<p><u>District Identity:</u> Chair: Alfredo Rodriguez</p> <p>a. Olive Status Report</p> <p>b. New B Street Historical Banner Designs</p> <p>c. Event Proposal: Downtown President's Ball</p>	<p>a. Matthew from Olive Creative Strategies provided a summary of the recent PR/SM coverage</p> <p>b. Banners. Dominic discussed the problem of getting holiday banners up with the installation company</p> <p>c. Frank and Alfredo summarized the program for an upcoming event that's being hosted at the Main Street Veterans Hall. Alfredo requested a contribution from the DHIA to show support for the Veterans Ball event being organized by the Hayward Chamber.</p>	<p>a. No action taken</p> <p>b. No action taken</p> <p>c. The Board voted by consensus to donate \$3,000 to the Presidents Ball in support of the Hayward Veterans.</p>
<p><u>Land Use Committee</u> Chair: Bill Matheson</p> <p>a. Vendor Interest In Exploring Fiber Connectivity in Downtown</p> <p>b. EV Charging Station Program in Downtown</p>	<p>Nothing to Report</p>	
<p>7. Other New Business</p>	<p>No new business announced.</p>	<p>No Action Taken</p>
<p>Next Board Meeting</p>	<p>The next meeting of the Board of Directors will be held on Wednesday, December 7th at 11:00 am via zoom.</p>	

Minutes taken by Marco Li Mandri, Executive Director

9:24 AM

12/02/22

Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
November 2022

	Nov 22	Budget	Jan - Nov 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	20,646.14	49,637.00	590,144.09	546,007.00	595,644.00
Total Assessment Income	20,646.14	49,637.00	590,144.09	866,473.00	916,110.00
Total Income	20,646.14	49,637.00	590,144.09	866,473.00	916,110.00
Expense					
Administration					
Accounting Fees	0.00	333.00	1,450.00	3,667.00	4,000.00
Bank Charges	0.00	4.00	0.00	46.00	50.00
Insurance - Liability, D and O	0.00	666.00	11,510.92	7,334.00	8,000.00
Legal Fees	754.00	250.00	7,016.00	2,750.00	3,000.00
Office Supplies	278.05	166.00	694.00	1,834.00	2,000.00
Postage, Mailing Service	67.70	41.00	701.84	459.00	500.00
Printing and Copying	0.00	125.00	0.00	1,375.00	1,500.00
Rent	1,200.00	1,250.00	13,200.00	13,750.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	71,500.00	71,500.00	78,000.00
Telephone, Telecommunications	0.00	291.00	2,025.00	3,209.00	3,500.00
Utilities	351.36	166.00	2,019.46	1,834.00	2,000.00
Admin Contingency	0.00	83.00	365.00	917.00	1,000.00
Total Administration	9,151.11	9,875.00	110,482.22	108,675.00	118,550.00
DISI					
Advertising	234.78	583.00	2,265.35	6,417.00	7,000.00
Annual Report	0.00	166.00	0.00	1,834.00	2,000.00
Branding & Signage	0.00	333.00	3,107.98	3,667.00	4,000.00
DISI Unallocated	0.00		2,500.00		
Outdoor Dining	0.00	416.00	0.00	4,584.00	5,000.00
PR / Social Media	4,500.00	4,500.00	39,275.00	49,500.00	54,000.00
Seasonal Displays	0.00	875.00	0.00	9,625.00	10,500.00
Special Events					
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	3,000.00	3,416.00	3,000.00	37,584.00	41,000.00
Total Special Events	3,000.00	3,416.00	9,500.00	37,584.00	41,000.00
Staff Consulting (New City)	1,500.00	1,500.00	16,500.00	16,500.00	18,000.00
Website	0.00	83.00	14.95	917.00	1,000.00
Total DISI	9,234.78	11,872.00	73,163.28	130,628.00	142,500.00
SOBO					
Fixed Assets - Major Purchase	0.00	1,666.00	0.00	18,334.00	20,000.00

9:24 AM

12/02/22

Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
November 2022

	Nov 22	Budget	Jan - Nov 22	YTD Budget	Annual Budget
Maintenance and Supplies	968.18	1,666.00	9,605.63	18,334.00	20,000.00
Nursery Supplies & Equipment	0.00	1,666.00	0.00	18,334.00	20,000.00
Payroll Expenses					
Health Insurance	0.00	1,250.00	3,346.13	13,750.00	15,000.00
Payroll Service	0.00	200.00	1,218.13	2,200.00	2,400.00
Payroll Tax Expense	0.00	6,666.00	23,466.17	73,334.00	80,000.00
Payroll Workers Comp Ins	648.00	1,250.00	7,126.00	13,750.00	15,000.00
Payroll Expenses - Other	23,319.94	15,500.00	203,765.53	170,500.00	186,000.00
Total Payroll Expenses	23,967.94	24,866.00	238,921.96	273,534.00	298,400.00
Cameras	0.00	4,166.00	570.80	45,834.00	50,000.00
Professional Services	0.00	16,666.00	71,296.00	183,334.00	200,000.00
Supplies for SOBO	0.00	416.00	111.74	4,584.00	5,000.00
Vehicle Related					
Pressure Washing	0.00	500.00	1,831.90	5,500.00	6,000.00
Gas	487.83	416.00	3,167.39	4,584.00	5,000.00
Vehicle Repair & Maintenance	0.00	333.00	652.64	3,667.00	4,000.00
Vehicle Related - Other	0.00		317.54		
Total Vehicle Related	487.83	1,249.00	5,969.47	13,751.00	15,000.00
Total SOBO	25,423.95	52,361.00	326,475.60	576,039.00	628,400.00
Contingency / Reserve	0.00	2,221.60	0.00	24,438.40	26,660.00
Total Expense	43,809.84	76,329.60	510,121.10	839,780.40	916,110.00
Net Income	-23,163.70	-26,692.60	80,022.99	26,692.60	0.00

9:27 AM
12/02/22
Cash Basis

Downtown Hayward Improvement Association
Balance Sheet
As of December 2, 2022

	Dec 2, 22
ASSETS	
Current Assets	
Checking/Savings	
Checking at First Republic Ban	407,989.48
Total Checking/Savings	407,989.48
Total Current Assets	407,989.48
Fixed Assets	
Accumulated Depreciation	-36,146.00
Fixed Assets	56,287.33
Total Fixed Assets	20,141.33
TOTAL ASSETS	428,130.81
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Federal Tax	-936.93
State Tax	936.93
Total Payroll Liabilities	0.00
Total Other Current Liabilities	0.00
Total Current Liabilities	0.00
Total Liabilities	0.00
Equity	
Unrestricted Net Assets	360,607.82
Net Income	67,522.99
Total Equity	428,130.81
TOTAL LIABILITIES & EQUITY	428,130.81

**Downtown Hayward Improvement Association
Profit & Loss Budget Performance
November 2022**

	<u>Nov 22</u>	<u>Budget</u>	<u>Jan - Nov 22</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
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	20,646.14	49,637.00	590,144.09	546,007.00	595,644.00
Total Assessment Income	<u>20,646.14</u>	<u>49,637.00</u>	<u>590,144.09</u>	<u>866,473.00</u>	<u>916,110.00</u>
Total Income	20,646.14	49,637.00	590,144.09	866,473.00	916,110.00
Expense					
Administration					
Accounting Fees	0.00	333.00	1,450.00	3,667.00	4,000.00
Bank Charges	0.00	4.00	0.00	46.00	50.00
Insurance - Liability, D and O	0.00	666.00	11,510.92	7,334.00	8,000.00
Legal Fees	754.00	250.00	7,016.00	2,750.00	3,000.00
Office Supplies	278.05	166.00	694.00	1,834.00	2,000.00
Postage, Mailing Service	67.70	41.00	701.84	459.00	500.00
Printing and Copying	0.00	125.00	0.00	1,375.00	1,500.00
Rent	1,200.00	1,250.00	13,200.00	13,750.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	71,500.00	71,500.00	78,000.00
Telephone, Telecommunications	0.00	291.00	2,025.00	3,209.00	3,500.00
Utilities	351.36	166.00	2,019.46	1,834.00	2,000.00
Admin Contingency	0.00	83.00	365.00	917.00	1,000.00
Total Administration	<u>9,151.11</u>	<u>9,875.00</u>	<u>110,482.22</u>	<u>108,675.00</u>	<u>118,550.00</u>
DISI					
Advertising	234.78	583.00	2,265.35	6,417.00	7,000.00
Annual Report	0.00	166.00	0.00	1,834.00	2,000.00
Branding & Signage	0.00	333.00	3,107.98	3,667.00	4,000.00
DISI Unallocated	0.00		2,500.00		
Outdoor Dining	0.00	416.00	0.00	4,584.00	5,000.00
PR / Social Media	4,500.00	4,500.00	39,275.00	49,500.00	54,000.00
Seasonal Displays	0.00	875.00	0.00	9,625.00	10,500.00
Special Events					
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	3,000.00	3,416.00	3,000.00	37,584.00	41,000.00
Total Special Events	<u>3,000.00</u>	<u>3,416.00</u>	<u>9,500.00</u>	<u>37,584.00</u>	<u>41,000.00</u>
Staff Consulting (New City)	1,500.00	1,500.00	16,500.00	16,500.00	18,000.00
Website	0.00	83.00	14.95	917.00	1,000.00
Total DISI	<u>9,234.78</u>	<u>11,872.00</u>	<u>73,163.28</u>	<u>130,628.00</u>	<u>142,500.00</u>
SOBO					
Fixed Assets - Major Purchase	0.00	1,666.00	0.00	18,334.00	20,000.00
Maintenance and Supplies	968.18	1,666.00	9,605.63	18,334.00	20,000.00
Nursery Supplies & Equipment	0.00	1,666.00	0.00	18,334.00	20,000.00
Payroll Expenses					
Health Insurance	0.00	1,250.00	3,346.13	13,750.00	15,000.00
Payroll Service	0.00	200.00	1,218.13	2,200.00	2,400.00
Payroll Tax Expense	0.00	6,666.00	23,466.17	73,334.00	80,000.00
Payroll Workers Comp Ins	648.00	1,250.00	7,126.00	13,750.00	15,000.00
Payroll Expenses - Other	23,319.94	15,500.00	203,765.53	170,500.00	186,000.00
Total Payroll Expenses	<u>23,967.94</u>	<u>24,866.00</u>	<u>238,921.96</u>	<u>273,534.00</u>	<u>298,400.00</u>
Cameras	0.00	4,166.00	570.80	45,834.00	50,000.00
Professional Services	0.00	16,666.00	71,296.00	183,334.00	200,000.00
Supplies for SOBO	0.00	416.00	111.74	4,584.00	5,000.00
Vehicle Related					
Pressure Washing	0.00	500.00	1,831.90	5,500.00	6,000.00
Gas	487.83	416.00	3,167.39	4,584.00	5,000.00
Vehicle Repair & Maintenance	0.00	333.00	652.64	3,667.00	4,000.00
Vehicle Related - Other	0.00		317.54		
Total Vehicle Related	<u>487.83</u>	<u>1,249.00</u>	<u>5,969.47</u>	<u>13,751.00</u>	<u>15,000.00</u>
Total SOBO	<u>25,423.95</u>	<u>52,361.00</u>	<u>326,475.60</u>	<u>576,039.00</u>	<u>628,400.00</u>
Contingency / Reserve	0.00	2,221.60	0.00	24,438.40	26,660.00
Total Expense	<u>43,809.84</u>	<u>76,329.60</u>	<u>510,121.10</u>	<u>839,780.40</u>	<u>916,110.00</u>
Net Income	<u>-23,163.70</u>	<u>-26,692.60</u>	<u>80,022.99</u>	<u>26,692.60</u>	<u>0.00</u>



DHIA Meeting PR Agenda

Wednesday, December 7, 2022

PITCHING

Recap/Upcoming Focus

- Filipino American Heritage Month
- Lincoln Landing
- International Flavors of Downtown Hayward
- Small Business Saturday
- Light Up the Season
- Black Owned Businesses

WRITING

Recap/Upcoming Focus

- International Flavors of Downtown Hayward
- Small Business Saturday
- Light Up the Season
- Black Owned Businesses

Social Media

Highlights / Recap

- Gained 180 total new followers on all platforms
- Earned over 64K total impressions
- Garnered over 2.4K total engagements

Social Media Analytics (Last 30 days as of December 2)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 DHIA	116	2116	929	33876
 Downtown Hayward Improvement Association	64	2324	1498	30074

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Nov 5, 2022 • Downtown Hayward Improvement Association

We hope you have a brew-tiful day! ☕
☀️ 📍 Snappy's Cafe...

👁️ Reach	2,908
👤 Engaged users	439
👉 Clicks	39
👉 Other clicks	253



Nov 13, 2022 • Downtown Hayward Improvement Association

We love a good noodle pull. 🍜 📍
Hayward City Pho 🍱 Sheila C (Yelp)...

👁️ Reach	1,700
👤 Engaged users	295
👉 Clicks	33
👉 Other clicks	185



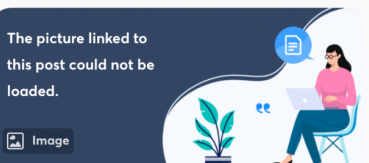
Nov 26, 2022 • Downtown Hayward Improvement Association

Shop small this season and get to know your local businesses. Chris,...

👁️ Reach	1,418
👤 Engaged users	166
👉 Clicks	20
👉 Other clicks	73

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



The picture linked to this post could not be loaded.

Image

Nov 9, 2022 • DHIA

Downtown Hayward is home to a variety of restaurants and cuisines...

👁️ Reach	1,584
💬 Comments	17
❤️ Likes	153
📌 Saves	5
👤 Engagement	175



Nov 5, 2022 • DHIA

We hope you have a brew-tiful day! ☕
☀️ 📍 @snappyscafe...

👁️ Reach	1,314
💬 Comments	5
❤️ Likes	135
📌 Saves	3
👤 Engagement	143



Dec 1, 2022 • DHIA

Get into the holiday spirit this weekend at Light Up the Season in...

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Dominic Li Mandri

From: Catherine Ralston <Catherine.Ralston@hayward-ca.gov>
Sent: Wednesday, November 30, 2022 7:45 AM
Cc: Paul Nguyen
Subject: Sounds of the Season coming to Downtown Hayward

Good Morning Downtown Business Owners –

The City, in partnership with community organizations, are bringing the “Together for Hayward Sounds of the Season” to Downtown Hayward. Each Saturday of December, volunteer musical groups will be performing on public right of way at Cinema Plaza at 1069 B Street or the plaza near 944 B Street. These groups will feature singing and instrumental music to celebrate our spirit of inclusion and the winter-time traditions of our diverse communities.

The featured groups are as follows:

Date	Time	Location	Group
December 3	6:00 PM – 8:00 PM	Cinema Plaza	Portuguese Band of San Leandro
December 10	4:00 PM – 6:00 PM	Cinema Plaza	Horizons Group
December 10	4:00 PM – 6:00 PM	Plaza near Music Depot	Saxophone Quartet
December 10	6:00 PM – 8:00 PM	Cinema Plaza	Starr King Choir
December 17	4:00 PM – 6:00 PM	Cinema Plaza	East Bay Symphonic Band
December 17	6:00 PM – 8:00 PM	Cinema Plaza	Portuguese Band of San Leandro

This musical addition this year is one part of the many efforts the City of Hayward launched as part of the Together for Hayward Program to support our small, independent business owners recover from COVID-19 economic disruptions. We invite the community to come to Downtown Hayward on Saturdays during December to Shop, Dine, and Enjoy the Sounds of the Season performing groups.

About the Volunteer Artists:

Portuguese Band of San Leandro - founded in 1980 by amateur musicians who wanted to enrich their community through music, this group is committed to impacting lives through music education and mentorship opportunities. They believe in supporting musicians of all walks and stages of life. They believe love for music bonds us all and they want to share it.

Horizons Ensemble – *A part of the East Bay Youth Orchestra.* This student-led chamber group, featuring some of the best musicians in EBYO, rehearses and performs community service outreach concerts and events. The Horizons Ensemble typically perform in Art IS Education supported programs in libraries, nursing homes, and civic events around the East Bay.

Starr King Choir - Starr King Unitarian Universalist Church in Hayward, California welcomes you – your whole self – and people of all abilities, ages, races, ethnicities, genders, sexual orientations, and creeds.

East Bay Symphonic Band – The East Bay symphonic Band is comprised of musicians from pre-teens to members in their eighties. Member occupations include students, military personnel, scientists, retirees, teachers, engineers, truck drivers and airline pilots. The band has been playing since 1982.

The City’s Economic Development Division conducted a call for volunteer musical performers from Hayward and throughout the Bay Area for this opportunity to activate the downtown district during the holiday shopping season. If you or your group would like to participate, please contact me or economicdev@hayward-ca.gov