



Downtown Hayward Improvement Association – Special Board of Directors Meeting
 Tuesday, February 21st, 2023, at 11:00 a.m.

Join Zoom Meeting: <https://us06web.zoom.us/j/86103897665>

Meeting ID: 861 0389 7665 | Passcode: 014412 | 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*
 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.
(NOTE: As of March 1st, the Governor's Emergency Order allowing for Virtual meetings will cease to be allowed. As of March, the Board and Committees will need to meet in person again).
3. Public Comment (3 Minutes Max Per Person)
4. RFP for DHIA District Management: Interview of Respondents
Executive Committee / Resti Zaballos Jr., President
 - a. Interview #1: Edward Mullins (20 min)
 - b. Interview #2: Jody Juracich (20 min)
 - c. Next Steps *Action Item*
5. Other Business
6. 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.

Wm. Edward (Ed) Mullins

Brookins Institute

Turning Around Downtown: Twelve Steps to Revitalization

Christopher B. Leinberger 2005

Step 5 - A Business Improvement District (BID) funded by property owners is needed.

The BID's operational role is usually

- (1) increasing the perceived and actual **safety** of downtown;
- (2) making the place **cleaner**;
- (3) creating festivals and **events** to encourage suburbanites to come downtown, and;
- (4) improving downtown's **image**. BIDs typically include a force of trained "safety ambassadors" who offer a friendly face on the street, are trained to handle quality of life infractions, and who are wired to the police. They also have permanent staff performing the cleaning, events, and marketing functions.

If Step 5 is not fully implemented, everyone should go home. The HDIA is on target with a mission of safety, maintenance, drawing people, and a positive image.

I want to see this mission fulfilled well in my town and I bring skills, qualities, and passion to my effort of making that happen.

What I bring:

Long-term commitment to Hayward -

A 46-year resident of Hayward

A business operator in Hayward for 36

Active participant and leader in community organizations

Skills and Qualities relative to DHIA position;

Business experience & military training

Team leadership

Team membership

Goal focused, Self-Motivated & Positive Mindset

Results oriented: Inspect what you expect and recognize appropriately

Risk analysis and evaluation

Financial asset management

My detailed resume outlines:

18 years in corporate world

36 years in business in Hayward

30 years in Navy Reserve concurrent with civilian career

Membership in Hayward Chamber of Commerce for 35 years where Downtown

Hayward revitalization has been an area of interest and action

PROFESSIONAL

WORKFORCEDGE, LLC, Hayward, CA

March 1987 to Present - Owner - Leadership consulting for businesses and organizations

US DEPARTMENT OF COMMERCE, CENSUS BUREAU, San Ramon, CA

2020 - Census Field Manager – Supervised field teams

BAY AREA INDUSTRY EDUCATION COUNCIL, Hayward, CA

March 1999 to 2005 Vice President Operations – Managed workforce development projects

HAYWARD CHAMBER OF COMMERCE, Hayward, CA

October 1992 to March 1993 - Executive Director – Chief Executive

BOISE CASCADE CORPORATION, Brisbane, CA

February 1984 to March 1987 - Purchasing Director – Vendor selection & contracting

October 1978 to February 1984 - Western Region Credit Manager – Risk Analysis

TEXACO, INC., San Mateo, CA

January 1976 to October 1978 - Division Credit Representative – Risk Analysis

January 1972 to January 1976 - District Sales Representative – Territory Management

SAFECO INSURANCE CO., Seattle, WA

October 1969 to January 1972 - Commercial Casualty Underwriter - Risk Analysis

MILITARY

U.S. NAVY – Captain, USNR (Retired)

Reserve Duty 1970-1997 NATO & Reserve Centers – Commanding Officer – Strategic Planner

Active Duty 1967-1969, Communications Officer & Classified Material Supervisor .

COMMUNITY

HAYWARD CHAMBER OF COMMERCE

Good Government Now! - Treasurer ; Ambassador Committee - Chair,
Governmental Relations Council - Member & Past Chair ;Past Board Member

BE A MENTOR, INC.

Board of Directors - Past Chairman

HAYWARD ROTARY

Past Assistant District Governor, District 5170 ; Club Past President

HAYWARD EDUCATION FOUNDATION

Past President

ALAMEDA COUNTY ECONOMIC ALLIANCE FOR BUSINESS (EDAB)

Chaired Permit Streamlining Project

EDUCATION

MBA (1978) Pepperdine University

BS (1967) University of South Carolina - Business Management Major

RECOGNITION & AWARDS

John Pappas Humanitarian Award by the City of Hayward

Hayward Local Hero, CA 20th Assembly District by Assembly Member Alberto Torrico

Outstanding Hayward Rotarian

Military

Joint Chiefs of Staff Identification Badge

Navy Recruiting Badge with Gold Wreath – 4 awards

Meritorious Service Medal

Navy and Marine Corps Commendation Medal

Navy Meritorious Unit Commendation – three awards

Armed Services Reserve Medal – with Gold Wreath

National Defense Service Medal – two awards

Outstanding Volunteer Service Medal

Navy and Marine Corps Overseas Service Ribbon

Navy Recruiting Service Ribbon – three awards

Navy Expert Rifleman Medal

Navy Expert Pistol Shot Award

Jody Juracich

Phone:
XXXXXXXXXX

XXXXXXXXXXXXXXXXXX
Hayward, CA

Email:
XXXXXXXXXXXXXXXXXX

Summary of Qualifications:

Extensive background and experience in facilities and supply chain management with an emphasis on data analytics, people, presenting, and project management. Highly motivated individual with the ability to work as a team player or individual contributor with excellent verbal and written communication skills and interpersonal skills. Other professional and technical skills include ERP systems, data analytics, Microsoft Office Suite, G Suite, vendor management, planning, budgeting, strategic planning, and purchasing

Experience**Life Chiropractic College West****Hayward, Ca****August 2022 - Present***Facilities Manager*

- **Key accomplishments: renovation of Brain Trauma Center, implementation of Sustainability and E-waste Program**
- Maintenance and management of a 65-year-old 350k sq. ft. building on 14 Acre college campus
- Management of all building infrastructure to include electrical, plumbing, irrigation, sump pump, HVAC, building envelope, fire life safety, fire systems, pest control, alarm systems, and much more
- Management of the security team, security system, video monitoring system, including key card system
- Focused on annual budgets, monthly budget, forecasting, and providing period updates by way of presentations to the VP
- Worked with the Hayward Police Department, Hayward Fire Department, OSHA, City of Hayward, including the Chamber of Commerce
- Participating in and completing the Green Bldg. Permit process to promote sustainability via the Hayward Chamber of Commerce
- Personnel management including resourcing, mentoring, and disciplinary action of direct reports
- Vendor and contract management
- Creating new streamlined systems and processes to make the Facilities Dept. more efficient.
- Reconciliation of existing contract services to minimize the number of vendors that are utilized for the same services for better efficiency in billing and management of invoices
- Attended student council meetings and direct meetings with the college president and vice president to report out for awareness and communication on current activities and projects
- Revamped ordering program for chemicals and products used within the facility
- Initiated and secured bids for work based on project scope to minimize change orders and future disputes
- Ensuring OSHA standards and safety protocols are in place for a safe work environment

Green Sage Management**Oakland, Ca****April 2021 - Oct. 2021***Facilities/Property Manager – Contract Position*

- **Key accomplishments: partial building upgrade project, turbine planning and high voltage load calculation assessment project**
- Responsible for 450k sq. ft. of commercial factory buildings
- Worked with City of Oakland, Permitting Department, Oakland Fire Department, Oakland Police Department, and City Inspectors
- On site manager of all facilities responsibilities and business operations

- Property Manager for 40 manufacturing tenants
- Required minimal supervision to accomplish all tasks and responsibilities as the owners lived out of state, and I was their main point of contact onsite
- Managed a maintenance crew of 7 by providing daily projects, direction, and timecard review & submittal
- In charge of the armed security guard company, directed the guards as needed
- Maintained daily work logs, MSDS Binder & Chemical logs.
- Performed Quarterly, and Annual fire drills, including escape plans
- Communicated with the owners of the property and provided weekly recaps and facilitated conference calls, and presentations via zoom meetings.
- Assessed any losses or facilities needs for the property and arranged the proper contractor for repairs and upgrades.
- Investigated plumbing issues, leaks, sump pump, break ins, boilers, electrical, lock & key, hazards, fire hazards
- Coordinated maintenance and execution to correct all issues
- Daily walk around of the property and equipment checks. Ensuring safety, security and signage was in place
- Obtained bids for all work to be done and managed invoicing upon completion
- Negotiated contractor proposals to obtain the maximum work output for the lowest cost
- Adhered to OSHA policies to ensure a safe work zone for all projects
- Assisted engineers with high voltage electrical projects and generator configurations
- Creative problem solving and repair solutions by keeping costs low to adhere to a budget

Restoration Management Company Hayward, Ca

Sept. 2017 - Dec. 2020

Project Manager – Environmental Dept.

- **Key accomplishments: new client contracts for Gaetani Property Management, Velox Construction, and Shelter Creek Apartments, managed high-profile large loss fire restoration project at Gateway Apartments in SF**
- Purchasing building materials for each job and ensuring daily operations are functioning accordingly
- Manage and maintain client relationships
- Creating prelims and utilizing internal documents distributing necessary documents to the proper channels
- Database management and project budgeting
- On-site job walks, creating estimates and bidding on projects
- Awarded and managed projects from start to finish including contract negotiation, project management and final invoicing
- Following up on invoicing with customers to ensure RMC obtains payments
- Managing multiple projects at the same time and keeping the jobs within budget to maintain margin goals
- Present presentations to customers in partnership with marketing to create and maintain client base
- Obtaining permits and scheduling inspections with city inspectors
- Working with insurance adjustors with providing estimates and invoices
- Utilizing internal databases including Concur, Xactimate, Master Builder and Restoration Manager
- Utilized Microsoft Excel and the RMC ERP system daily

BEVMO!**Concord, California****Dec. 2015 – Sept. 2017***Pricing Analyst*

- Execute company price strategies while maintaining margins and profitability.
- Define pricing opportunities by calculating product sales margins and analyzing rest of market competitive pricing checks.
- Utilize competitive market data to analyze pricing and adjusting to remain competitive and profitable.
- Work closely with the Category Merchant team to create marketing suggestions based upon sales analysis and current market trends to drive business and execute success strategies.
- Monitor new market trends and recommend competitive and innovative additions to our current assortments versus competitors.
- Compile sales reviews and sku rationalization analysis to ensure our stores have the correct assortments by region and sometimes by store.
- Execute base price and loyalty card pricing cycle uploads on a weekly basis, which results in new tags for the store and correct pricing at POS and resolving any discrepancies.
- Utilize Microsoft Access and SAP database reporting to pull data for analysis
- Adjust pricing based upon cost changes, margin, competitive price check, and profitability needs
- Creating aggressive seasonal price strategies and innovative marketing programs to drive sales during holidays and seasons

East Bay Municipal Utility District (EBMUD) Oakland, Ca**June 2014 – Dec. 2015***Plumber I*

- Underground construction, installation, and maintenance of Bay Area water main distribution system.
- Installing valves, exercising valves, and maintaining hydraulic and compression pumps.
- Maintaining pump stations including operating and monitoring pumps as well as replacing pumps and valves.
- Installing underground water mains as well installing full circle clamps on broken water mains.
- Experience working around heavy equipment and in open trenches with emphasis on safety first.
- Installing copper service laterals by hot tapping the water mains and connecting the copper piping from main cock valve to the customer's service meters.
- Required technical skills and expertise utilizing a variety of hand tools
- Opening USA tickets for underground construction
- Backfilling excavation with class1, and class 2, then finishing with AC by using rakes and steam rollers.

Young's Market Co.**Union City, California****May 2013 – June 2014***Business Development Manager*

- Increased baseline sales at Mollie Stone's Market by +2% by resetting the schematics with proper product placement and blocking as well as price tiers
- Expanded on shelf facing percentages in all retailers that I called upon by using fact-based analysis and sales tactics to gain share of shelf at retail
- Calling on retailers Mollie Stone's, Nugget, Raley's, Save Mart, and Super Chavez Markets contributing promotional and schematic recommendations which resulted in positive sales increases in the Wine and Spirits category
- Ensuring that our go to market schematics and strategy are executed and developing the category using proper product placement and pricing strategies
- Conducted assortment sales analysis and merchandising product placement for retail schematics for wine and spirits and mixers
- Offered sales solutions to customers based upon key findings from sales data

Advantage Sales & Marketing Pleasanton, California**March 2011 – May 2013***Category Manager*

- Dedicated Category Manager resource for Unilever; completing all aspects of category development for Unilever's national and independent accounts in the Western Region
- Called on national account Safeway Inc. and southern California Hispanic Independent markets.
- Worked closely with Unilever's Shopper Marketing and Business insights team to create innovative redemption sales programs for Southern California's Hispanic Independent markets that resulted in +3% combined overall unit sales increase for Unilever brands. (at Northgate, El Super & Cardenas)
- Managed a team of sales analysts to set and meet goals and metrics based upon companywide key performance indicators (KPI's). Audited individual employees' performance and executed yearly reviews
- Responsible for providing the integration of syndicated information from AC Nielsen into graphical presentations and/or category management business reviews across functions within the assigned marketing area
- Implement category management for the West Region (includes all retailers excluding Wal-Mart and Safeway)
- Define major business opportunities by prioritizing information to support the goals of our clients, customers, and company

The North Face Alameda, California**Feb. 2010 – March 2011***Business Planning Manager*

- Responsible for facilitating weekly sales conference calls with the top accounts and providing sales analytics and business recaps.
- Analysis of data, providing awareness for negative trends in sales, and creation of dashboards or weekly reporting to include charts and graphical representations of current data trends
- Responsible for planning and purchasing the company wide seasonal salesman sample buys with a budget of \$7 million, including securing spec materials, and ensuring manufacturers meet deadlines and our top accounts receive the seasonal samples to prepare for future order forecasting
- Provide sales analytics and business reviews to Top Accounts.
- Point of contact for weekly calls with top accounts such as Dicks Sporting Goods, REI, Nordstrom & Bass Pro Shops.
- Using an SAP reporting system to retrieve and review data, to proactively prevent or call out any potential inventory and order fill issues.
- Prioritization of portfolio of projects to meet deadlines while maintaining account relationships and driving sales
- Provided key business trends and findings to leadership daily

Safeway Inc. Corporate Offices, Pleasanton California**Sept. 2003 – Feb. 2010***Supply Chain Analyst (Purchaser), Supply Chain Operations Dept.*

- Developed forecasting for procurement promotional needs while minimizing inventory levels and executing inventory turn goals.
- Replenishment on purchasing and invoicing for all Distribution centers for GMHBC and Safeway house brands (Private Label)
- Resolution of all billing discrepancies and communicating with vendors.
- Responsible for managing and maintaining the Proctor & Gamble vendor partner relationship by collaborating on forecasting and inventory expectations.

- Maintained targeted service and inventory levels for packaged products in all divisional warehouses.
- Collaborated with Continuous Replenishment Program (CRP) with vendor partner Proctor and Gamble to establish goals and create benchmarks to monitor performance.
- Utilized Microsoft Excel and the SFWY ERP database.

DSD Coordinator (Direct Store Delivery), Procurement Dept.

- Managed a team of 7 DSD Specialists for nationwide distribution across 20 categories.
- Supervised, trained, and mentored newly hired Specialists in best practices and duties.
- Established weekly/monthly goals for the DSD Specialists and coordinated activities.
- Resolved DSD vendor and item issues with divisional representatives and distributors.
- Developed reporting tools and standard processes to increase DSD service levels for retail stores.
- Facilitated monthly team meetings with Specialists to stay current on any issues or changes.

National Promotional Pricing Specialist, (NPPS) Pricing Dept.

- Loading club card promotions into the Safeway ERP database,
- Creation of retail promotional electronic discounts for advertised and unadvertised specials.

References

Available upon request.

Educational Background

- Bachelor of Science Degree, Business Administration (*BSBA Expected in Spring 2022*) – Walden University
- Member of (N.L.S.L) National Society of Leadership and Success (*Only for students with a GPA of 3.7 or higher*)
- Associate of Applied Science Degree, Computer Science – Heald Business College 2002
- Blue Print Reading Course Oakland, California - 2019

Professional Licenses/Certifications:

- CA Contractors State License Board (CSLB) Home Improvement Sale License # 111812SP
- Asbestos Abatement Supervisor California
- 32 Hour OSHA Construction Safety and Health Certification # 36-601476295