



Downtown Hayward Improvement Association
Sidewalk Operations, Beautification & Order Committee
Tuesday, March 14th, 2023, at 12:30 p.m.
Hayward City Hall, Conference Rm. 2A

- 1) Roll Call & Meeting Etiquette / Committee Chair Sara Buizer
- 2) Public Comment (3-Minute Max Per Person)
Please keep comments directed to the topic being discussed.
- 3) Committee Updates:
 - a. DHIA FY23 SOBO Budget Line-Item Priorities
 - b. Downtown Hayward Maintenance Operation: Update
 - c. Downtown Landscaping Program: Update
 - d. Downtown Supplemental Homeless Outreach with BACS: Update
 - e. Downtown Security Camera Program: Update
- 4) Other Business
- 5) Next Meeting: _____
- 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 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 Dominic LiMandri at least 48 hours prior to the meeting. For more information on the upcoming Committee or Board of Directors meeting, please call Dominic LiMandri at 510-556-1278

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541

8:05 AM

01/30/23

Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
December 2022

	Dec 22	Budget	Jan - Dec 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	590,144.09	595,644.00	595,644.00
Total Assessment Income	0.00	49,637.00	590,144.09	916,110.00	916,110.00
Total Income	0.00	49,637.00	590,144.09	916,110.00	916,110.00
Expense					
Administration					
Accounting Fees	0.00	333.00	1,450.00	4,000.00	4,000.00
Bank Charges	0.00	4.00	0.00	50.00	50.00
Insurance - Liability, D and O	0.00	666.00	11,510.92	8,000.00	8,000.00
Legal Fees	-468.00	250.00	6,548.00	3,000.00	3,000.00
Office Supplies	12.49	166.00	706.49	2,000.00	2,000.00
Postage, Mailing Service	22.55	41.00	724.39	500.00	500.00
Printing and Copying	0.00	125.00	0.00	1,500.00	1,500.00
Rent	1,200.00	1,250.00	14,400.00	15,000.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	78,000.00	78,000.00	78,000.00
Telephone, Telecommunications	0.00	291.00	2,025.00	3,500.00	3,500.00
Utilities	305.64	166.00	2,325.10	2,000.00	2,000.00
Admin Contingency	0.00	83.00	365.00	1,000.00	1,000.00
Total Administration	7,572.68	9,875.00	118,054.90	118,550.00	118,550.00
DISI					
Advertising	57.90	583.00	2,323.25	7,000.00	7,000.00
Annual Report	0.00	166.00	0.00	2,000.00	2,000.00
Branding & Signage	0.00	333.00	3,107.98	4,000.00	4,000.00
DISI Unallocated	0.00		2,500.00		
Outdoor Dining	0.00	416.00	0.00	5,000.00	5,000.00
PR / Social Media	4,500.00	4,500.00	43,775.00	54,000.00	54,000.00
Seasonal Displays	0.00	875.00	0.00	10,500.00	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	0.00	3,416.00	3,000.00	41,000.00	41,000.00
Total Special Events	0.00	3,416.00	9,500.00	41,000.00	41,000.00
Staff Consulting (New City)	1,500.00	1,500.00	18,000.00	18,000.00	18,000.00
Website	0.00	83.00	14.95	1,000.00	1,000.00
Total DISI	6,057.90	11,872.00	79,221.18	142,500.00	142,500.00
SOBO					
Fixed Assets - Major Purchase	0.00	1,666.00	0.00	20,000.00	20,000.00

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Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
December 2022

	Dec 22	Budget	Jan - Dec 22	YTD Budget	Annual Budget
Maintenance and Supplies	473.19	1,666.00	10,078.82	20,000.00	20,000.00
Nursery Supplies & Equipment	0.00	1,666.00	0.00	20,000.00	20,000.00
Payroll Expenses					
Health Insurance	0.00	1,250.00	3,346.13	15,000.00	15,000.00
Payroll Service	0.00	200.00	1,218.13	2,400.00	2,400.00
Payroll Tax Expense	0.00	6,666.00	23,466.17	80,000.00	80,000.00
Payroll Workers Comp Ins	648.00	1,250.00	7,774.00	15,000.00	15,000.00
Payroll Expenses - Other	23,319.94	15,500.00	227,085.47	186,000.00	186,000.00
Total Payroll Expenses	23,967.94	24,866.00	262,889.90	298,400.00	298,400.00
Cameras	0.00	4,166.00	570.80	50,000.00	50,000.00
Professional Services	0.00	16,666.00	71,296.00	200,000.00	200,000.00
Supplies for SOBO	0.00	416.00	111.74	5,000.00	5,000.00
Vehicle Related					
Pressure Washing	0.00	500.00	1,831.90	6,000.00	6,000.00
Gas	421.13	416.00	3,588.52	5,000.00	5,000.00
Vehicle Repair & Maintenance	1,848.20	333.00	2,500.84	4,000.00	4,000.00
Vehicle Related - Other	0.00		317.54		
Total Vehicle Related	2,269.33	1,249.00	8,238.80	15,000.00	15,000.00
Total SOBO	26,710.46	52,361.00	353,186.06	628,400.00	628,400.00
Contingency / Reserve	0.00	2,221.60	0.00	26,660.00	26,660.00
Total Expense	40,341.04	76,329.60	550,462.14	916,110.00	916,110.00
Net Income	-40,341.04	-26,692.60	39,681.95	0.00	0.00

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12/21/22

Cash Basis

**Downtown Hayward Improvement Association
Profit & Loss Budget Performance
PROPOSED 2023 / DRAFT**

	Jan 23	Budget	Jan 23	YTD Budget	Annual Budget
Income					
Assessment Income					
Carry Forward	0.00	380,000.00	0.00	380,000.00	380,000.00
Assessment Income - Other	0.00	53,170.00	0.00	53,170.00	637,919.00
Total Assessment Income	0.00	433,170.00	0.00	433,170.00	1,017,919.00
Total Income	0.00	433,170.00	0.00	433,170.00	1,017,919.00
Expense					
Administration					
Accounting Fees	0.00	174.00	0.00	174.00	2,000.00
Bank Charges	0.00	5.00	0.00	5.00	60.00
Insurance - Liability, D and O	0.00	712.00	0.00	712.00	8,500.00
Legal Fees	0.00	250.00	0.00	250.00	3,000.00
Office Supplies	0.00	100.00	0.00	100.00	1,200.00
Postage, Mailing Service	0.00	25.00	0.00	25.00	300.00
Rent	0.00	1,200.00	0.00	1,200.00	14,400.00
Staff Consulting (New City)	6,500.00	6,500.00	6,500.00	6,500.00	78,000.00
Telephone, Telecommunications	0.00	300.00	0.00	300.00	3,600.00
Utilities	0.00	170.00	0.00	170.00	2,000.00
Admin Contingency	0.00	299.00	0.00	299.00	898.34
Total Administration	6,500.00	9,735.00	6,500.00	9,735.00	113,958.34
DISI					
Advertising	0.00	250.00	0.00	250.00	3,000.00
Annual Report	0.00	170.00	0.00	170.00	2,000.00
Branding & Signage	0.00	0.00	0.00	0.00	0.00
Outdoor Dining	0.00	0.00	0.00	0.00	0.00
PR / Social Media	4,500.00	4,500.00	4,500.00	4,500.00	54,000.00
Seasonal Displays	0.00	0.00	0.00	0.00	0.00
Special Events					
Downtown Holiday Giveaway	0.00	0.00	0.00	0.00	0.00
Light Up the Season	0.00	0.00	0.00	0.00	0.00
Mariachi Festival	0.00	0.00	0.00	0.00	0.00
Street Party	0.00	0.00	0.00	0.00	0.00
Special Events - Other	0.00	0.00	0.00	0.00	0.00
Total Special Events	0.00	0.00	0.00	0.00	0.00
Staff Consulting (New City)	1,500.00	1,500.00	1,500.00	1,500.00	18,000.00
Website	0.00	0.00	0.00	0.00	0.00
Total DISI	6,000.00	6,420.00	6,000.00	6,420.00	77,000.00
SOBO					
Capital Improvements	0.00	0.00	0.00	0.00	0.00
Fixed Assets - Major Purchase	0.00	0.00	0.00	0.00	0.00
Maintenance Contractor	0.00	23,333.37	0.00	23,333.37	280,000.00
Maintenance and Supplies	0.00	1,500.00	0.00	1,500.00	18,000.00
Nursery Supplies & Equipment	0.00	0.00	0.00	0.00	0.00
Payroll Expenses					
Deductions	0.00	0.00	0.00	0.00	-300.00
Health Insurance	0.00	0.00	0.00	0.00	0.00
Payroll Service	0.00	0.00	0.00	0.00	0.00
Payroll Tax Expense	0.00	0.00	0.00	0.00	0.00

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Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
 PROPOSED 2023 / DRAFT

	Jan 23	Budget	Jan 23	YTD Budget	Annual Budget
Payroll Workers Comp Ins	0.00	760.00	0.00	760.00	9,120.00
Payroll Expenses - Other	0.00	0.00	0.00	0.00	0.00
Total Payroll Expenses	0.00	760.00	0.00	760.00	8,820.00
Cameras	0.00	0.00	0.00	0.00	0.00
Professional Services	0.00	6,500.00	0.00	6,500.00	78,000.00
Supplies for SOBO	0.00	400.00	0.00	400.00	4,800.00
Vehicle Related					
Pressure Washing	0.00	300.00	0.00	300.00	3,600.00
Gas	0.00	330.00	0.00	330.00	3,960.00
Vehicle Repair & Maintenance	0.00	50.00	0.00	50.00	600.00
Vehicle Related - Other	0.00	0.00	0.00	0.00	0.00
Total Vehicle Related	0.00	680.00	0.00	680.00	8,160.00
Total SOBO	0.00	33,173.37	0.00	33,173.37	397,780.00
Contingency / Reserve	0.00	0.00	0.00	0.00	0.00
Uncategorized Expenses	0.00	0.00	0.00	0.00	0.00
Total Expense	12,500.00	49,328.37	12,500.00	49,328.37	588,738.34
Net Income	-12,500.00	383,841.63	-12,500.00	383,841.63	429,180.66