



Downtown Hayward Improvement Association – Board of Directors Meeting
Wednesday, May 17th, 2023, at 10:00 a.m.
Lincoln Landing, Mezzanine (22335 Foothill Blvd, Hayward CA. 94541)

1. **Introductions and Meeting Etiquette/Resti Zaballos, Jr., Board President**
2. **Non-Agenda Public Comment (3 Minutes Max Per Person)**
Please keep comments directed to the topic being discussed.
3. **Approval of the February 2nd, 2023, Board Meeting Minutes** **Action Item** P. 3 - 5
4. **Designation of New Board Members to Fill Recent Vacancies:**
 - a. Crystal Sampson, Lincoln Landing (taking over for Derrick Larson) **Action Item** P. 6
 - b. Deb Castles, Bay Area Rapid Transit (taking over for Tobias Liebermann) **Action Item** P. 7
5. **Committee Reports**

Executive Committee / Resti Zaballos Jr., President

 - a. FY 2023 Draft Annual Budget **Action Item** P. 8 - 9
 - b. Summary of Management Transition YTD: Alternative Options
 - c. NCA Updated Management Proposal: Reworked Contract with New On-Site Management Support **Action Item**

Sidewalks Operations, Beautification & Order (SOBO) Committee / Sara Buizer, Chair

 - a. Updated RFP for District Maintenance Services: Expanded Budget & Scope of Work P. 10 - 14
 - b. Increased BACS Outreach Services for Downtown Hayward P. 15
 - c. Downtown Security Camera Network: Cooperation with City on Infrastructure

District Identity & Streetscape Improvement (DISI) Committee / Alfredo Rodriguez, Chair

 - a. Olive Status Report: Hand-Out
 - b. Ratify Committee Vote on Downtown Hayward Event Sponsorship:
 - a. Downtown Street Parties **Action Item**
 - b. Latin Jazz Festival **Action Item**
 - c. Kuma Hula May Day Hawaiian Festival **Action Item**
 - c. Downtown Quarterly Banner Series

Land Use Committee / Bill Matheson, Chair

 - a. Downtown Development Progress Map
6. **Next Meeting and 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 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.



**Downtown Hayward Improvement Association
Board of Directors Meeting
Thursday, February 7th, 2023 11:00 a.m.
Zoom Video Board meeting**

Present: Thomas Leung, Bill Matheson, Al Antonini, Derrick Larson, Alexander Husary, Alfredo Rodriguez; Resti Zaballos, Ben Schweng, Toby Lieberman,

Absent: Sara Buizar, Jessica Lobedan,

Guests: Frank Ferrel, Andy Krake

Staff: Marco Li Mandri, Dominic Li Mandri/New City America, Gilbert Morena, Matthew Van Court

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 meeting to order at 11:05.	<i>No action taken</i>
2. AB 361	The Board needs to consider approving AB 361 which allows it to meet virtually while the Governor's emergency order is still under effect. This will only apply to meetings in February due to the fact that AB361 is set to expire at the end of February and future Board and Committee meetings will need to be held in person. Discussion followed.	<i>Alfredo moved and Al seconded continuing to meet under AB 361 for the rest of the month. The motion was approved unanimously.</i>
3. Public Comment	Alfredo mentioned that things in Downtown are slow and he believes events will help bring people back. Discussion followed	<i>No action taken</i>
4. Approval of the December 7 th , 2022, Board of Directors meeting minutes	The minutes of the December 7 th , 2022, Board of Directors meeting were reviewed.	<i>Ben moved and Thomas seconded approval of the December 7th, 2022 meeting minutes. The motion was approved unanimously</i>

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22650 Main Street • Hayward, CA 94541

<p>5. Committee reports/Executive Committee:</p> <p>a. YTD Financial report</p> <p>b. DHIA Tax returns</p> <p>c. FY 2021 and 2022 Annual report</p> <p>d. District management transition plan</p> <p>e. NCA Management timeline</p>	<p>a. Dominic gave a report on the YTD Financials. The review was shown to the Board in the packet. FY 2022 will have a large carry forward amount. Bill questioned why we are approving the annual report as an action item. Marco stated that the Board has always done that. It is anticipated that the carry forward amount will be around \$380,000 for the coming fiscal year. The budget for FY 2023 will be presented to the Board after each Committee has come up with their budget priorities.</p> <p>b. Marco pointed out the DHIA 2022 tax returns and that they are now on the web site.</p> <p>c. Dominic reported that he is working on the 2021 and 2022 Fiscal report. He has already presented the annual report to the City Council</p> <p>d and e. Marco and Dominic brought up the fact that they are willing to stay on, at the same rate as negotiated 4 years ago, to find a suitable candidate to administer the district. A long discussion was held on the previous meeting that the Executive Committee had on the candidates presented with the Chamber's application. Frank from the Chamber asked if his two applicants who live in the area, could be interviewed in lieu of re-issuing the RFP. Al moved to have the 2 candidates from the Chamber interviewed, Thomas seconded the motion. The motion also included extending the NCA management of the Board to the end of February and possibly to the end of March. Discussion followed. Resti stated that the Board should take the recommendations from the previous Exec Committee meeting held to discuss the respondents to the RFP. It was suggested that the Board perhaps open the RFP if the two Chamber candidates were not satisfactory to the Board. The</p>	<p><i>a. Alfredo moved and Bill seconded approval of the YTD budget report for 2022 as a draft report as presented. The motion was approved unanimously but with one abstention.</i></p> <p><i>b. Ben moved and Al seconded acknowledging receipt of the tax returns. The motion was approved unanimously.</i></p> <p><i>c. No action taken.</i></p> <p><i>d/e. Al moved and Thomas seconded the amended motion which now states that the Board would issue an RFP after the Chamber's two candidates were interviewed. If the Chamber's candidates were satisfactory to the Board, the RFP would not be re-issued. If they were not satisfactory to the Board, the RFP would be reissued again. The motion included extending the NCA management of the DHIA to the end of February and possibly the end of March if</i></p>
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	motion was amended to reflect this.	<i>suitable candidates could be found. The motion passed with 6 in favor and 3 opposed.</i>
Committee Reports/SOBO	SOBO has yet to meet in 2023. Dominic will set up a meeting so the budget can be set for consideration by the Board	<i>No action taken</i>
Committee reports/DISI a. Olive report b. Downtown Hayward events.	a. Matthew from Olive Creative Strategies gave an update on Social Media, expanding facebook numbers and Instagram. Discussion followed. Alfredo requested a master calendar be posted on the website. Dominic responded that once the Board approves various events submitted to the DISI Committee, then we would know how to populate the master calendar for 2023. b. Alfredo stated that the Merchants Association will be submitting a plan for events for 2023. Frank also stated that he was coming up with a list of events to be held in Downtown. The Committee has yet to receive any written proposals.	<i>No action taken</i>
Committee reports/Land Use	Discussion included NCA work with the City to review a Sidewalk Vending Ordinance. Also a new plan for B and Main has been presented to the City and the Committee should review it. Discussion followed. Thomas brought up the issue of the lack of internet access again and the costs associated with linking to the fiber optics in the street, which is prohibitive. Resti gave background on that issue and the problems.	<i>No action taken</i>
Next Board Meeting	The next meeting of the Board of Directors will be a meeting to interview the 2 candidates from the Chamber for the management of the district. The meeting is scheduled for Tuesday, Feb 21 st , 2023 at 11 via zoom. The meeting was adjourned at 12:15	

Minutes taken by Marco Li Mandri, Administrator

Dominic Li Mandri

From: Derrick C. Larson <Derrick@dollingerproperties.com>
Sent: Monday, March 20, 2023 10:39 AM
To: Dominic Li Mandri
Cc: Shari Roebuck; Crystal Sampson; Stacey Manzella
Subject: DHIA Board Seat - Lincoln Landing

Dominic,

Good morning, I want to introduce you to Crystal Sampson who is the Property Manager for Lincoln Landing in Hayward. With construction complete, Crystal will be taking over as Lincoln Landing's representative on the DHIA board. Could you confirm the process to complete the transfer from myself to Crystal as Lincoln Landing's representative?

Best regards,

**Derrick Larson**

Senior Development Manager

derrick@dollingerproperties.com

555 Twin Dolphin Dr. #600
Redwood City, CA 94065
CSLB# 805772 DRE#02116818

Dominic Li Mandri

From: Tobias Liebermann <tobias.liebermann@bart.gov>
Sent: Wednesday, April 12, 2023 5:16 PM
To: Dominic Li Mandri
Cc: Deb Castles; Carli Paine
Subject: Hayward BID

Follow Up Flag: Follow up
Flag Status: Completed

Hello Dominic,

I wanted to let you know that I am leaving BART and also to e-introduce you to Deb Castles my colleague (cc'd here), who will be taking over my duties with respect to the Hayward BID.

It has been good working with you and I think you are in good hands with Deb going forward. If you can please forward the next board meeting invitation to her that would be great.

Sincerely,

Tobi Liebermann

Principal Property Development Officer
San Francisco Bay Area Rapid Transit District (BART)
2150 Webster Street, 9th floor | Oakland, CA 94612
(510) 602-7888 Cell



REAL ESTATE & PROPERTY DEVELOPMENT
DEPARTMENT

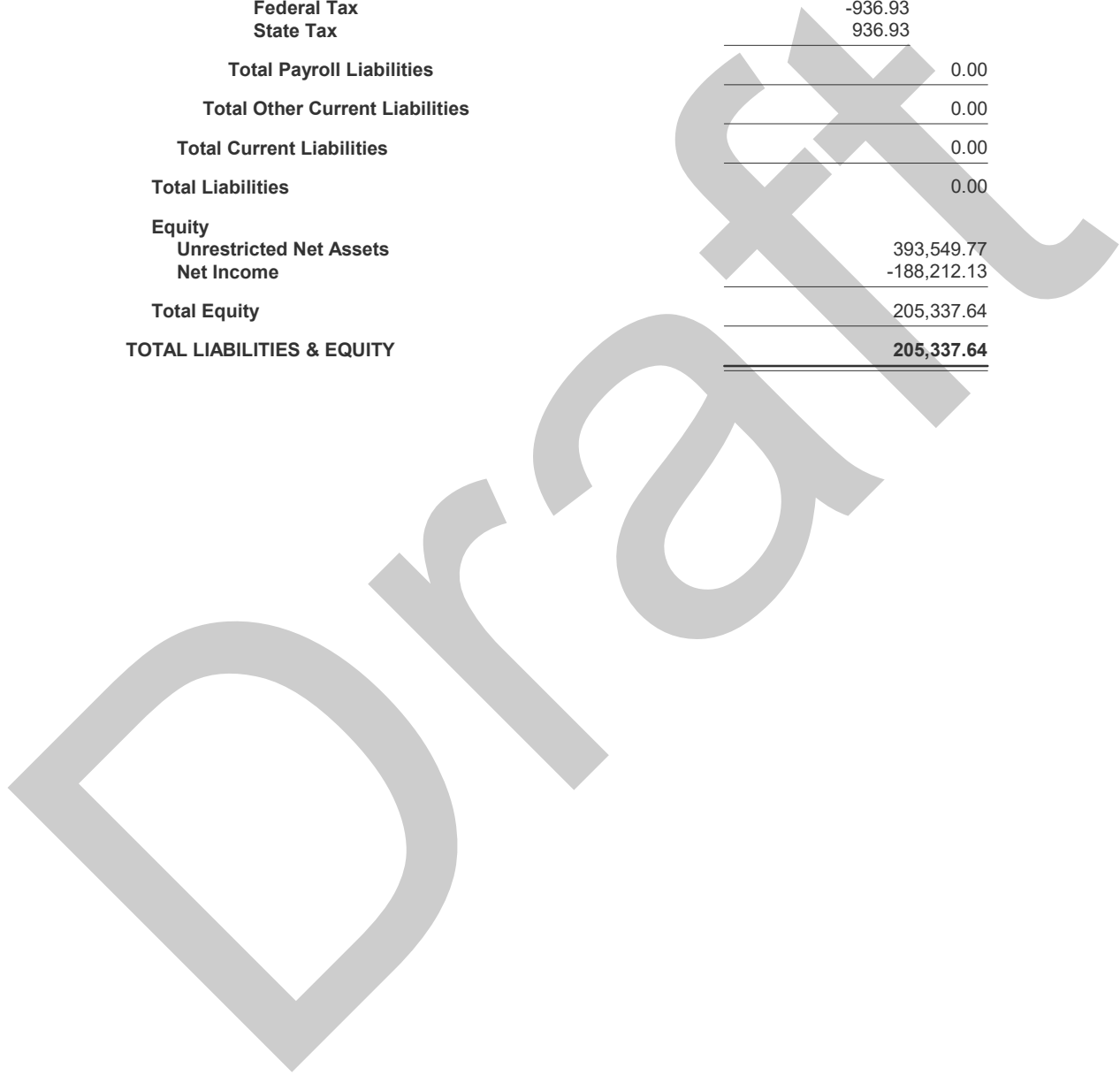
**Downtown Hayward Improvement Association
Profit & Loss Budget Performance**

PROPOSED 2023 / DRAFT

	Apr 23	Budget	Jan - Apr 23	YTD Budget	Annual Budget
Income					
Assessment Income					
Carry Forward	0.00	0.00	0.00	380,148.44	380,148.44
Assessment Income - Other	0.00	53,159.00	14,666.49	212,647.00	637,919.00
Total Assessment Income	0.00	53,159.00	14,666.49	592,795.44	1,018,067.44
Total Income	0.00	53,159.00	14,727.49	592,795.44	1,018,067.44
Expense					
Administration					
Accounting Fees	0.00	166.00	1,566.67	672.00	2,000.00
Bank Charges	0.00	5.00	0.00	20.00	60.00
Insurance - Liability, D and O	6,436.04	708.00	10,576.04	2,836.00	8,500.00
Legal Fees	0.00	250.00	1,374.00	1,000.00	3,000.00
Office Supplies	27.49	100.00	47.48	400.00	1,200.00
Postage, Mailing Service	24.40	25.00	60.65	100.00	300.00
Rent	1,200.00	1,200.00	4,800.00	4,800.00	14,400.00
Staff Consulting (New City)	6,500.00	6,500.00	26,000.00	26,000.00	78,000.00
Telephone, Telecommunications	0.00	300.00	142.20	1,200.00	3,600.00
Utilities	236.61	166.00	1,028.66	672.00	2,000.00
Admin Contingency	1,008.00	0.00	1,258.00	659.00	898.34
Total Administration	15,432.54	9,420.00	46,853.70	38,359.00	113,958.34
DISI					
Advertising	202.92	250.00	1,068.68	1,000.00	3,000.00
Annual Report	0.00	166.00	0.00	672.00	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	18,000.00	18,000.00	54,000.00
Seasonal Displays	0.00	0.00	5,260.00	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	4,500.00	0.00	18,000.00	54,000.00
Total Special Events	0.00	4,500.00	0.00	18,000.00	54,000.00
Staff Consulting (New City)	1,500.00	1,500.00	6,000.00	6,000.00	18,000.00
Website	0.00	0.00	393.14	0.00	0.00
Total DISI	6,202.92	10,916.00	30,721.82	43,672.00	131,000.00
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	23,333.33	69,959.82	93,333.36	280,000.00
Maintenance and Supplies	46.27	1,500.00	953.90	6,000.00	18,000.00
Landscape Supplies & Equipment	0.00	5,000.00	0.00	20,000.00	60,000.00
Payroll Expenses					
Deductions	0.00	0.00	0.00	-300.00	-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
Payroll Workers Comp Ins	0.00	760.00	1,944.00	3,040.00	9,120.00
Payroll Expenses - Other	23,319.94	0.00	23,319.94	0.00	0.00
Total Payroll Expenses	23,319.94	760.00	25,263.94	2,740.00	8,820.00
Cameras	0.00	0.00	0.00	0.00	0.00
Professional Services/ BACS	0.00	10,000.00	0.00	40,000.00	120,000.00
Security	0.00	4,166.50	0.00	16,668.00	50,000.00
Supplies for SOBO	173.81	400.00	271.00	1,600.00	4,800.00
Vehicle Related					
Pressure Washing	907.96	300.00	907.96	1,200.00	3,600.00
Gas	310.01	330.00	1,204.01	1,320.00	3,960.00
Vehicle Repair & Maintenance	70.35	50.00	1,288.68	200.00	600.00
Vehicle Related - Other	0.00	0.00	0.00	0.00	0.00
Total Vehicle Related	1,288.32	680.00	3,400.65	2,720.00	8,160.00
Total SOBO	24,828.34	45,839.83	99,849.31	183,061.36	549,780.00
Contingency / Reserve	0.00	0.00	0.00	223,329.10	223,329.10
Uncategorized Expenses	0.00	0.00	0.00	0.00	0.00
Total Expense	46,463.80	66,175.83	177,424.83	488,421.46	1,018,067.44
Net Income	-46,463.80	-13,016.83	-162,697.34	104,373.98	0.00

Downtown Hayward Improvement Association
Balance Sheet
As of May 11, 2023

	May 11, 23
ASSETS	
Current Assets	
Checking/Savings	
Checking at First Republic Ban	191,936.31
Total Checking/Savings	191,936.31
Total Current Assets	191,936.31
Fixed Assets	
Accumulated Depreciation	-42,886.00
Fixed Assets	56,287.33
Total Fixed Assets	13,401.33
TOTAL ASSETS	205,337.64
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	393,549.77
Net Income	-188,212.13
Total Equity	205,337.64
TOTAL LIABILITIES & EQUITY	205,337.64



Monthly Operations Report



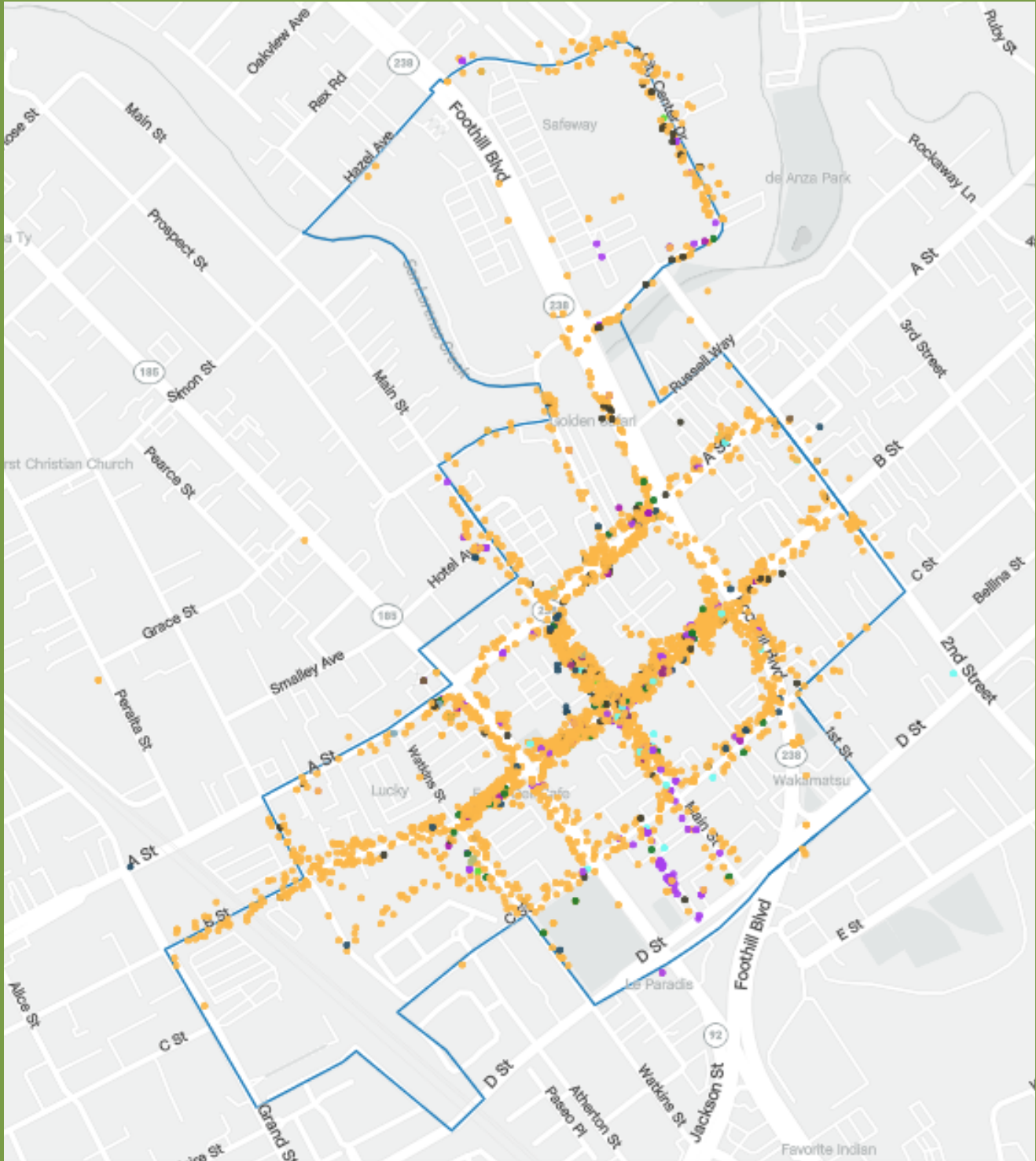
April 2023



















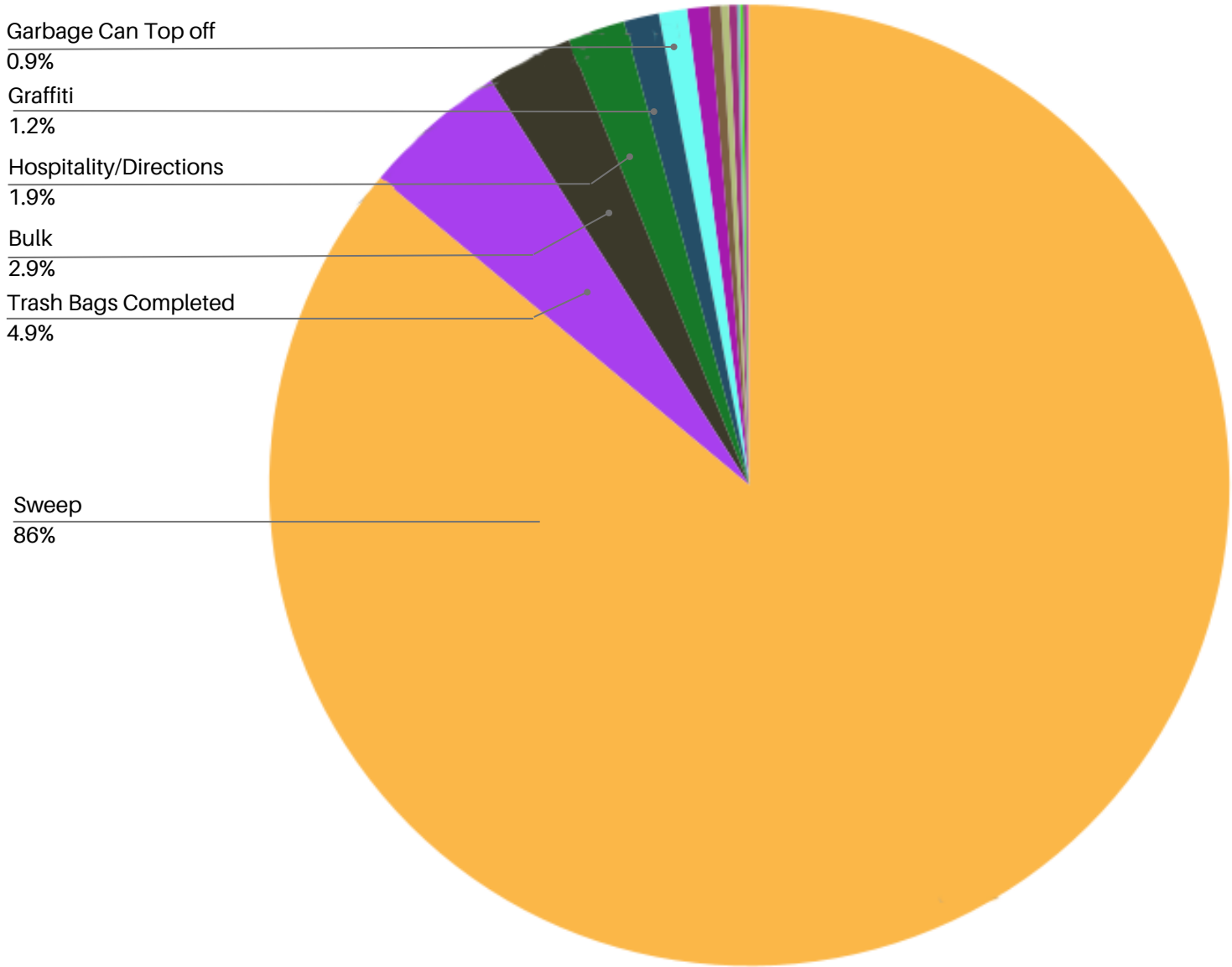
Jia

3,721

Total Cleaning Tasks for April 2023



	Sweeps	3,269
	Trash Bags Completed	186
	Bulk	111
	Hospitality Engagement / Directions	73
	Graffiti Tasks	45
	Garbage Can Top Off	36
	Homeless Removal	28
	Business Checks	15
	Weeds Removal	10
	Watering Ground Planters	10
	Code Brown	4
	Bulk Leaves	4
	Needles	4
	City of Hayward 311	2
	Emergency 911	1
	Tree Trimming	1





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Dominic Li Mandri

From: Jessica Lobedan <Jessica.Lobedan@hayward-ca.gov>
Sent: Tuesday, April 25, 2023 10:52 AM
To: Dominic Li Mandri
Cc: Sara Buizer
Subject: RE: BACS Discussion Summary Update

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Dominic,

I am unable to join this Friday at 11am. Here are talking points:

- Currently BACS has Downtown in their outreach rotation three times per week. It is grouped with the A street and Mission Blvd areas.
- The portion of the rotation that includes Downtown is from 9:30am to 12:00pm.
- Proposal is to expand two of those visits to a full day Downtown, 9:30 to 4:00.
- The understanding is that this is a pilot effort and will not include funding for additional staff at the moment. If focused outreach seems fruitful, we can explore expanding their staffing capacity to provide more outreach downtown

Thanks,

Jessica

From: Dominic Li Mandri <dominic@newcityamerica.com>
Sent: Tuesday, April 25, 2023 9:50 AM
To: Jessica Lobedan <Jessica.Lobedan@hayward-ca.gov>
Subject: BACS Discussion Summary Update

CAUTION: This is an external email. Do not click on links or open attachments unless you know the content is safe.

Hi Jessica,

Hope you're well. Just checking in.

We're looking to organize a Zoom SOBO meeting this Friday at 11 AM and I was wondering if you were available to update the group on the BACS downtown outreach discussions. If not, I can provide the update to the group, but I would just need a summary report.

Please let me know if you're available.

Thanks Jessica,

Dominic