



## Downtown Hayward Improvement Association – Board of Directors Meeting

Thursday, July 6<sup>th</sup>, 2023, at 10:00 a.m.

In-Person: Lincoln Landing, Mezzanine (22335 Foothill Blvd, Hayward CA. 94541)

Virtual Link: <https://us06web.zoom.us/j/88697443640>

or call 1-669-444-9171 / Meeting ID: 886 9744 3640 / Passcode: 075164

### CLOSED SESSION TO DISCUSS POTENTIAL CONTRACTUAL REVIEW ON ITEM 5

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 May 17<sup>th</sup>, 2023, Board Meeting Minutes *Action Item* P. 3 - 8
4. Committee Reports
  - Executive Committee / Resti Zaballos Jr., President
    - a. FY 2023 YTD Draft Budget *Action Item* P. 9 - 10
    - b. Outreach to County Agencies for Grant Opportunities
  - Sidewalks Operations, Beautification & Order (SOBO) Committee / Sara Buizer, Chair
    - a. Increased BACS Outreach Services for Downtown Hayward: Update
    - b. Letter of Support to CoH for Organized Retail Theft Prevention Grant App *Action Item* P. 11
    - c. Downtown Security Camera Network: Update
    - d. B Street Trees Lighting Upgrades: Review of Proposals
  - District Identity & Streetscape Improvement (DISI) Committee / Alfredo Rodriguez, Chair
    - a. Olive Status Report: Update P. 12 - 15
    - b. Downtown Quarterly Banner Program: Update
    - c. B Street Mural Project & Timeline: Summary P. 16
    - d. Downtown Holiday Décor Ideas: Update
    - e. DHIA Website Redesign & Improvement: Review
  - Land Use Committee / Bill Matheson, Chair
    - a. Downtown Development Progress Map P. 17
    - b. Downtown Roll-Down Gate Regulation Review
5. CLOSED SESSION: BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS POTENTIAL CONTRACT NEGOTIATIONS. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER CLOSED SESSION.

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- a. Review of Maintenance RFP Proposals Received & SOBO RFP Task Force Recommendation *Action Item*
- 6. REOPEN MEETING & REPORT TO PUBLIC: Update on Downtown Hayward Improvement Association decision, if any, on Closed Session item.
- 7. Next Meeting and Adjournment\_\_\_\_\_
- 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.



**Downtown Hayward Improvement Association**  
**Board of Directors Meeting**  
**Wednesday, May 17<sup>th</sup>, 2023 10:00 a.m.**  
**Lincoln Landing Mezzanine Conference Room**  
**22335 Foothill Blvd. Hayward, CA 94541**

**Present:** Thomas Leung, Bill Matheson, Al Antonini, Resti Zaballos, Ben Schweng, Jessica Lobedan, Sara Buizer, Crystal Sampson, Deb Castles, Alex Husary,

**Absent:** Alfredo Rodriguez

**Guests:** Nick Yoo

**Staff:** Marco Li Mandri, Dominic Li Mandri (New City America\_

**MINUTES:**

| <i>Item</i>                         | <i>Discussion</i>  | <i>Action Taken?</i>          |
|-------------------------------------|--|-------------------------------|
| <b>1. Introductions</b>             | DHIA Executive Director Marco LiMandri called the meeting to order at 10:03 am. Marco led the introductions and asked all present to introduce themselves. Two new Board members were present, including Chrystal Sampson (Lincoln Landing) and Deb Castles (BART). This was our first in-person meeting in almost 3 years due to the Pandemic. Resti Zaballos, President, called the Board meeting to order at 10:10. | <b><i>No action taken</i></b> |
| <b>2. Non-Agenda Public Comment</b> | Marco inquired on the status of BART operational health, Lincoln Landing leasing rate, local rules on roll up doors, and the growing concerns around downtown petty theft.<br><br>Crystal Sampson introduced herself as the new rep to the Board from Lincoln Landing. She reported that their residential is 47%  | <b><i>No action taken</i></b> |

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|  | <p>leased and the gym is very busy. She also mentioned that potential commercial leases could include Habit Burger, Chipotle, Citibank, and some others. Everyone thanked her for hosting the meeting in Mezzanine room.</p> <p>Deb Case, the new rep from BART, spoke about the ongoing issues BART was having post COVID. They are inching their way back to higher ridership.</p> <p>A more thorough discussion was held about the City ordinance, or lack thereof, of allowing roll up doors for many retailers. There have been growing reports regarding protection local property vandalism and roll-down fencing would deter much of the low-level abuse. Ben stated that there is nothing in the City codes that does not allow for them. Sara stated she would talk to planning about the issue.</p> |   |
| <p><b>3. Approval of the February 2<sup>nd</sup>, 2023 Board Minutes</b></p>   | <p>The minutes of the February 2<sup>nd</sup> meeting were reviewed. Discussion was also held on whether Board members could zoom into meetings as was allowable under COVID emergency rules. Those rules expired at the end of February 2023. If someone is going to call in, it must be listed as to where they are calling from. Staff can zoom in, but voting members of the Board cannot, unless they are clearly identifying where they are located.</p>   | <p><b><i>Ben moved and Bill seconded approval of the Feb. 2<sup>nd</sup> minutes as presented. The motion was approved unanimously.</i></b></p> |
| <p><b>4. Designation of New Board Members to Fill Vacancies:</b></p> <p><b>a. Crystal Sampson: Lincoln Landing</b></p> | <p>a. Crystal Sampson, representing Lincoln Landing in the downtown district, briefly summarized her tenure in Downtown Hayward and why she would like to join the Board.</p>  | <p><b><i>a. The DHIA Board approved by unanimous consensus to accept Crystal’s application to join the Board.</i></b></p>                       |

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| <p><b>b. Deb Castles: Bay Area Rapid Transit (BART)</b></p>  | <p>b. Deb Castles, representing BART in the downtown district, briefly summarized her tenure at the transit agency and why she would like to join the Board.</p>   | <p><b><i>b. The DHIA Board approved by unanimous consensus to accept Deb's application to join the Board.</i></b></p>        |
| <p><b>5. Committee Reports:</b></p> <p><b>Executive Committee / Resti Zaballos (Board President)</b></p> <p><b>a. FY 2023 Draft Annual Budget</b></p> <p><b>b. Summary of Management Transition YTD: Alternative Options</b></p> <p><b>c. NCA Updated Management Proposal: Reworked Contract</b></p> | <p>a. The YTD financial report was reviewed as it was part of the Board packet. Marco also mentioned that due to the situation with First Republic Bank, he and Dominic and Resti moved the funds out of First Republic and moved them to Chase. It turns out that Chase wound up buying First Republic when it appeared they were heading to insolvency. All officers must sign a signature card at the local branch.</p> <p>b. After nearly 5 months of solicitation and the responses being not adequate for the Board, New City America found a candidate to work with them. Based upon a discussion at the last meeting, New City America was asked to redouble their efforts to find someone locally to be their day-to-day asst. District Manager locally. NCA has found someone in Nick Yoo who was in attendance at the meeting. Nick spoke about his background and his knowledge of the district.</p> <p>c. Marco stated that the discussion from the Board to consider the New City America proposal would be held at the end of meeting, at which time NCA staff and Nick would leave the meeting so the Board could discuss this in private. This would be an action item to be taken up by the Board.</p> | <p><b><i>a. Al moved and Ben seconded approval of the YTD Financial report. The motion was unanimously approved.</i></b></p> |

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| <p><b>Sidewalk Operations, Beautification &amp; Order (SOBO) / Sara Buizer (Chair)</b></p> <p><b>a. Updated RFP for District Maintenance Services: Expanded Budget &amp; Scope of Work</b></p> <p><b>b. Increased BACS Outreach Services in Downtown Hayward</b></p> <p><b>c. Downtown Security Camera Network: Cooperation with City on Infrastructure</b></p> | <p>a. Dominic discussed (by phone) the status of the RFP he was requested to put together by the Committee. The Committee thought that after one year, they should look to try to combine cleaning, pressure washing and landscaping services into one contract. He stated that after review by the Committee, he would send it out. Dominic stated that once the RFP was finalized, he would send to all Board members so they could distribute it too.</p> <p>b. Jessica mentioned that the Bay Area Community Services (BACS) vendor had agreed to provide enhanced services to Downtown to interact with the homeless community. They are currently working throughout the City to channel the unhoused into a central shelter. Jessica has received a commitment from BACs to agree to spend one day each week outreaching to the homeless in Downtown. If their program works, DHIA has additional funding to increase their presence in downtown. Discussion followed. The Board would like to see some metrics to determine how effective the program was and how many people they were able to secure housing for. Also, the Board wanted to know how many people were rejecting services.</p> <p>c. Sara reported that the interim Chief of Police is very interested in installing license plate reader cameras throughout the district. Dominic had stated that they would be great since we were trying to figure out who monitors the cameras and get access to the tapes to follow up on criminal</p> |  |
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|   | <p>activity. The interim Chief has told Sara about his willingness to partner with the DHIA on this. Everyone thought that was great and wanted to invite the Chief to the next SOBO and Board meeting. Discussion followed.</p>  |  |
| <p><b>District Identity &amp; Streetscape Improvement (DISI) / Alfredo Rodriguez (Chair)</b></p> <p><b>a. Olive Status Report:</b></p> <p><b>b. Ratify Committee Vote on Downtown Hayward Event Sponsorship:</b></p> <ul style="list-style-type: none"> <li>- <b>Downtown Street Parties</b></li> <li>- <b>Latin Jazz Festival</b></li> <li>- <b>Kuma Hula Association</b></li> </ul> | <p>a. Dominic when over the latest stats on PR and Social media exposure. Discussion followed.</p> <p>b. Due to upcoming events that would be after this Board meeting, the DISI Committee met to consider allocating funds, previously approved by the Board, for events in calendar year 2023. The Committee had pre-approved the following events:</p> <ul style="list-style-type: none"> <li>- Downtown Street Party: \$15,000 to the Chamber</li> <li>- Latin Jazz Festival: \$13,000</li> <li>- Kuma Hula May Day: \$5,000</li> </ul> <p>Board members, particularly Dinesh, asked what benefits the district was getting for the events. He asked Dominic to get results from each organization we were supporting with:</p> <ul style="list-style-type: none"> <li>- Numbers of participants;</li> <li>- Any media coverage and reaction to Downtown businesses;</li> <li>- If the event was positive or had no impact on their sales the day of the event.</li> </ul> <p>Dinesh also asked Jessica if she could provide the Board with how much money the City had allocated in FY 23 and FY 24 for events in Downtown. He wanted to make sure that these groups</p> | <p><b><i>b. Bill moved and Ben seconded using endorsing the allocation of funds to events approved by the DISI Committee. The motion was approved unanimously.</i></b></p> |

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| <p><b>c. Downtown Quarterly Banner Series</b></p>        | <p>were not only relying on the DHIA for financial support. Discussion followed. Jessica stated she would work on that report.</p> <p>c. Dominic reported that he is working on inventorying all the large light poles in the district to develop a quarterly banner series that could populate the district light poles in between special programs or holiday banners. Dominic will follow up with his findings via the Committee.</p> |   |
| <p><b>Land Use Committee / Bill Matheson (Chair)</b></p> |  |   |
| <p><b>a. Downtown Development Progress Map</b></p>       | <p>a. Sara discussed the status of the following projects:</p> <ul style="list-style-type: none"> <li>- Main and Maple, issues with PGE.</li> <li>- B and Main Street, issues regarding access from the City owned alley, having to trench fiber optic access from Main to Foothill Blvd.</li> </ul> <p>Discussion followed.</p>   | <p><b><i>No action taken</i></b></p>  |
| <p><b>Management proposal</b></p>                        | <p>Staff including Marco, Dom and Nick Yoo, left the meeting so the Board could review and consider the new, update proposal from New City America to continue managing the district. Later that day, Resti e-mailed Marco and Dominic that the proposal had been approved</p>   | <p><b><i>The Board approved the updated New City America management proposal unanimously.</i></b></p> <p><b><i>(As reported by Resti)</i></b></p> |
| <p><b>Next Board Meeting</b></p>                         | <p>The next Board of Directors meeting will be held on Thursday, July 6<sup>th</sup> at 10:00 at Lincoln Landing</p>   |   |

Minutes taken by Marco Li Mandri, Executive Director



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

|                                    | May 23    | Budget    | Jan - May 23 | YTD Budget | Annual Budget |
|------------------------------------|-----------|-----------|--------------|------------|---------------|
| <b>Income</b>                      |           |           |              |            |               |
| <b>Assessment Income</b>           |           |           |              |            |               |
| 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    | 265,806.00 | 637,919.00    |
| <b>Total Assessment Income</b>     | 0.00      | 53,159.00 | 14,666.49    | 645,954.44 | 1,018,067.44  |
| <b>Total Income</b>                | 61.00     | 53,159.00 | 14,788.49    | 645,954.44 | 1,018,067.44  |
| <b>Expense</b>                     |           |           |              |            |               |
| <b>Administration</b>              |           |           |              |            |               |
| Accounting Fees                    | 0.00      | 166.00    | 1,566.67     | 838.00     | 2,000.00      |
| Bank Charges                       | 0.00      | 5.00      | 0.00         | 25.00      | 60.00         |
| Insurance - Liability, D and O     | 6,436.04  | 708.00    | 10,576.04    | 3,544.00   | 8,500.00      |
| Legal Fees                         | 0.00      | 250.00    | 1,374.00     | 1,250.00   | 3,000.00      |
| Office Supplies                    | 250.00    | 100.00    | 297.48       | 500.00     | 1,200.00      |
| Postage, Mailing Service           | 11.85     | 25.00     | 72.50        | 125.00     | 300.00        |
| Rent                               | 1,200.00  | 1,200.00  | 6,000.00     | 6,000.00   | 14,400.00     |
| Staff Consulting (New City)        | 6,500.00  | 6,500.00  | 32,500.00    | 32,500.00  | 102,500.00    |
| Telephone, Telecommunications      | 0.00      | 300.00    | 142.20       | 1,500.00   | 3,600.00      |
| Utilities                          | 252.00    | 166.00    | 1,280.66     | 838.00     | 2,000.00      |
| Admin Contingency                  | 461.00    | 0.00      | 1,719.00     | 659.00     | 898.34        |
| <b>Total Administration</b>        | 15,110.89 | 9,420.00  | 55,528.55    | 47,779.00  | 138,458.34    |
| <b>DISI</b>                        |           |           |              |            |               |
| Advertising                        | 223.55    | 250.00    | 1,292.23     | 1,250.00   | 3,000.00      |
| Annual Report                      | 0.00      | 166.00    | 0.00         | 838.00     | 2,000.00      |
| Branding & Signage                 | 3,078.69  | 0.00      | 3,078.69     | 0.00       | 0.00          |
| PR / Social Media                  | 4,500.00  | 4,500.00  | 22,500.00    | 22,500.00  | 54,000.00     |
| Seasonal Displays                  | 0.00      | 0.00      | 5,260.00     | 0.00       | 0.00          |
| <b>Special Events</b>              |           |           |              |            |               |
| Hot August Nights                  | 15,000.00 | 15,000.00 | 15,000.00    | 15,000.00  | 15,000.00     |
| Latin Jazz Festival                | 13,000.00 | 13,000.00 | 13,000.00    | 13,000.00  | 13,000.00     |
| May Festival                       | 5,000.00  | 0.00      | 5,000.00     | 5,000.00   | 5,000.00      |
| Special Events - Other             | 0.00      | 1,750.00  | 0.00         | 8,750.00   | 21,000.00     |
| <b>Total Special Events</b>        | 33,000.00 | 29,750.00 | 33,000.00    | 41,750.00  | 54,000.00     |
| <b>Staff Consulting (New City)</b> | 1,500.00  | 1,500.00  | 7,500.00     | 7,500.00   | 18,000.00     |
| <b>Website</b>                     | 0.00      | 0.00      | 393.14       | 0.00       | 0.00          |
| <b>Total DISI</b>                  | 42,302.24 | 36,166.00 | 73,024.06    | 73,838.00  | 131,000.00    |
| <b>SOBO</b>                        |           |           |              |            |               |
| Maintenance Contractor             | 23,319.94 | 23,333.33 | 116,599.70   | 116,666.69 | 280,000.00    |
| Maintenance and Supplies           | 149.37    | 1,500.00  | 1,103.27     | 7,500.00   | 18,000.00     |
| Landscape Supplies & Equipment     | 0.00      | 5,000.00  | 0.00         | 25,000.00  | 60,000.00     |
| <b>Payroll Expenses</b>            |           |           |              |            |               |
| Deductions                         | 0.00      | 0.00      | 0.00         | -300.00    | -300.00       |
| Payroll Workers Comp Ins           | 0.00      | 760.00    | 1,944.00     | 3,800.00   | 9,120.00      |
| <b>Total Payroll Expenses</b>      | 0.00      | 760.00    | 1,944.00     | 3,500.00   | 8,820.00      |

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

|                              | May 23                   | Budget                   | Jan - May 23              | YTD Budget              | Annual Budget           |
|------------------------------|--------------------------|--------------------------|---------------------------|-------------------------|-------------------------|
| Professional Services/ BACS  | 0.00                     | 10,000.00                | 0.00                      | 50,000.00               | 120,000.00              |
| Security                     | 0.00                     | 4,166.50                 | 0.00                      | 20,834.50               | 50,000.00               |
| Supplies for SOBO            | 58.08                    | 400.00                   | 329.08                    | 2,000.00                | 4,800.00                |
| Vehicle Related              |                          |                          |                           |                         |                         |
| Pressure Washing             | 0.00                     | 300.00                   | 907.96                    | 1,500.00                | 3,600.00                |
| Gas                          | 347.47                   | 330.00                   | 1,551.48                  | 1,650.00                | 3,960.00                |
| Vehicle Repair & Maintenance | 0.00                     | 50.00                    | 1,288.68                  | 250.00                  | 600.00                  |
| <b>Total Vehicle Related</b> | <u>347.47</u>            | <u>680.00</u>            | <u>3,748.12</u>           | <u>3,400.00</u>         | <u>8,160.00</u>         |
| <b>Total SOBO</b>            | 23,874.86                | 45,839.83                | 123,724.17                | 228,901.19              | 549,780.00              |
| <b>Contingency / Reserve</b> | 0.00                     | 0.00                     | 0.00                      | 202,329.10              | 202,329.10              |
| <b>Total Expense</b>         | <u>81,287.99</u>         | <u>91,425.83</u>         | <u>252,276.78</u>         | <u>552,847.29</u>       | <u>1,021,567.44</u>     |
| <b>Net Income</b>            | <u><b>-81,226.99</b></u> | <u><b>-38,266.83</b></u> | <u><b>-237,488.29</b></u> | <u><b>93,107.15</b></u> | <u><b>-3,500.00</b></u> |

June XX, 2023

Board of State and Community Corrections (BSCC)  
Organized Retail Theft Prevention Program  
2590 Venture Oaks Way, Suite 200  
Sacramento, CA 95833

**Re: City of Hayward Organized Retail Theft (ORT) Prevention Grant: Letter of Support**

To Whom It May Concern,

I am writing on behalf of [INSERT ORGANIZATION/BUSINESS NAME] in support of the City of Hayward’s Organized Retail Theft Prevention grant application to help eliminate organized retail theft and motor vehicle theft to protect our community members and businesses.

The City of Hayward and surrounding areas have experienced an uptick in organized retail theft over the past several years, and auto theft remains an ongoing challenge. In order to increase the Hayward’s Police Department’s (HPD) ability to meet these challenges, we strongly support their grant application for necessary equipment to provide real-time information to their officers, as well as funding for expanded retail and auto theft operations. These resources will bolster HPD’s ability to respond to instances of organized retail theft and motor vehicle theft and to coordinate with surrounding jurisdictions for the betterment of the overall region.

If funded, the project would mitigate these issues by:

- Installation of new video surveillance technology and software
- Installation of new cameras at strategic locations around retail areas
- Increased staff time for retail and auto theft operations

We look forward to the opportunity that this grant award would provide to protect our community members and businesses.

Sincerely,

[SIGNATURE]

[NAME]

[TITLE]

[ORGANIZATION/BUSINESS NAME]



# Downtown Hayward Improvement Association Board Meeting

Thursday, July 6, 2023

## RECAP OVERVIEW

### STRATEGY & PLANNING:

- Facilitated internal weekly strategy meetings
- Conducted weekly conference calls
- Daily community management and engagement
- Monitored and adjusted social media strategy to reflect news and announcements

### Juneteenth Celebration (6/15)

#### SECURED COVERAGE

- **6/16 secured online coverage on News Break**
  - Syndicated article highlighted Hayward's Juneteenth Street Party as one of the top celebrations to attend in the Bay Area
- **6/16 secured online coverage on FOX 2 Online**
  - Article highlighted Hayward's Juneteenth Street Party as one of the top Juneteenth events to attend in the Bay Area
- **6/13 secured online coverage on Black Press US**
  - Syndicated article highlighted Hayward's Juneteenth Street Party as one of the top celebrations to attend in the Bay Area
- **6/13 secured online coverage on News Break**
  - Syndicated article highlighted the celebration and what activities and entertainment were featured on the day of
- **6/13 secured online coverage on Post News Group**
  - Article highlighted the celebration and what activities and entertainment were featured on the day of
- **6/12 secured online coverage on MSN**
  - Syndicated ABC 7 article highlighted Downtown Hayward's Juneteenth Street Party as one of the celebrations to attend in the Bay Area
- **6/12 secured online coverage on Post News Group**
  - Roundup article highlighted Downtown Hayward's Juneteenth Street Party as one of the celebrations to attend in the Bay Area
- **6/9 secured online coverage on Patch (Castro Valley)**
  - Article provided information about where and when the event was held and what attendees could expect
- **6/8 secured online coverage on Head Topics US**

- Syndicated article featured the Juneteenth Street Party in Downtown Hayward and highlighted live entertainment, food and drink, family-friendly offerings, and support of Black-owned businesses
- **6/8 secured online coverage on Ground News**
  - Syndicated article featured the Juneteenth Street Party in Downtown Hayward and highlighted live entertainment, food and drink, family-friendly offerings, and support of Black-owned businesses
- **6/8 secured online coverage on Marin Independent Journal**
  - Article highlighted the top celebrations in the area and listed Downtown Hayward's Juneteenth Celebration with event details 6/8 secured online coverage on East Bay Times
- **6/8 secured online coverage on East Bay Times**
  - Article highlighted the top celebrations in the area and listed Downtown Hayward's Juneteenth Celebration with event details 6/8 secured online coverage on East Bay Times
- **6/8 secured online coverage on Mercury News**
  - Article highlighted the top celebrations in the area and listed Downtown Hayward's Juneteenth Celebration with event details
- **6/8 secured online coverage on ABC 7 News**
  - Article featured the Juneteenth Street Party in Downtown Hayward and highlighted live entertainment, food and drink, family-friendly offerings, and support of Black-owned businesses
- **6/6 secured online coverage on Patch (Newark)**
  - Article lists all Juneteenth event details and highlights the live musical performances, family-fun zone, beer and wine garden, food and drink, classic car show, and the sponsors

### Latin Jazz Festival (6/3)

#### **SECURED COVERAGE**

- **6/3 secured broadcast coverage on NBC Bay Area (News at 11 p.m.)**
  - Segment highlighted Hayward's Latin Jazz Festival, what guests could expect, and the goal to bring jazz back to Hayward
- **6/3 secured broadcast coverage on CBS News Bay Area (Evening Edition at 6 p.m.)**
  - Segment highlighted Hayward's Latin Jazz Festival, what guests could expect, and the goal to bring jazz back to Hayward
- **6/3 secured broadcast coverage on CBS News Bay Area (Evening Edition at 5 p.m.)**
  - Segment highlighted Hayward's Latin Jazz Festival, what guests could expect, and the goal to bring jazz back to Hayward
- **6/3 secured broadcast coverage on NBC Bay Area (News at 6 p.m.)**
  - Segment highlighted Hayward's Latin Jazz Festival, what guests could expect, and the goal to bring jazz back to Hayward
- **6/3 secured broadcast coverage on NBC Bay Area (News at 5 p.m.)**
  - Segment highlighted Hayward's Latin Jazz Festival, what guests could expect, and the goal to bring jazz back to Hayward
- **6/3 secured broadcast coverage on KRON 4 (News Weekend at 8 a.m.)**
  - Segment highlighted Hayward's Latin Jazz Festival, what guests could expect, and the goal to bring jazz back to Hayward

**June Events in Hayward****SECURED COVERAGE**

- **6/1 secured online coverage on Patch**
  - Roundup of things to do in the Bay Area this weekend included Hayward's Latin Jazz Festival
- **6/1 secured online coverage on MSN**
  - Syndicated Patch roundup of things to do in the Bay Area this weekend which included Hayward's Latin Jazz Festival
- **5/30 secured online coverage on Latin Bay Area**
  - Article included all the details of the Latin Jazz Festival including an event flyer

**Mother's Day in Downtown Hayward****SECURED COVERAGE**

- **5/18 secured broadcast coverage in ABC 7 (News at 4pm)**
  - Segment highlights the story of the mother-daughter-duo who owns of The Cupcake Shoppe, a popular bakery in Downtown Hayward

**PITCHING**

- **Juneteenth Celebration (6/15)**
  - Local Online
  - Local Print
  - Local TV
- **Latin Jazz Festival (6/3)**
  - Local Online
  - Local Print
  - Local TV
- **June Events in Downtown Hayward**
  - Local Online
  - Local Print
- **Mother's Day Highlight | The Cupcake Shoppe**
  - Local Online
  - Local Print
  - Local TV

**WRITING**

- Mother's Day Highlight | The Cupcake Shoppe
- June Events in Downtown Hayward
- Latin Jazz Festival (6/3)
- Juneteenth Celebration (6/15)
- City Extravaganza (7/20)
- Vintage Alley Car Show (Long Leads)

**OTHER**

- Submitted editorial calendars
- Monitored and clipped coverage
- Updated clip log
- Prepared weekly status reports
- Completed monthly report

- Coordinated media opportunities
- Refreshed media lists

**SOCIAL MEDIA**

**Highlights/Recap:**

- Gained **219** new followers across all platforms
- Garnered over **82K** impressions across all platforms
- Garnered over **3.4K** total engagements across all platforms

**Upcoming:**




- Continue to highlight and engage with local businesses
- Support events happening in downtown

**Social Media Statistics: Last 30 days as of June 30**

| Social Media  | New fans/followers | Total fans/followers | Engagement | Impressions |
|---|--------------------|----------------------|------------|-------------|
|  <b>DHIA</b>                                     | 95                 | 2518                 | 1177       | 27777       |
|  <b>Downtown Hayward Improvement Association</b> | 124                | 3260                 | 2243       | 54504       |




**Top content - Instagram (Based on engagement)**

Best performing content published during the selected period.

|  |   |   |
|--|---|---|
|  <p>Jun 15, 2023 · DHIA</p> <p><b>East Bay living, East Bay eating. 🍴</b><br/>Opening soon in #DowntownHaywa...</p> <ul style="list-style-type: none"> <li>👁 Reach: 2,014</li> <li>💬 Comments: 14</li> <li>❤ Likes: 198</li> <li>📌 Saves: 7</li> <li>📊 Engagement: 219</li> <li>Engagement rate per reach: 10.9%</li> <li>Engagement rate per impression: 9.2%</li> </ul> |  <p>Jun 1, 2023 · DHIA</p> <p><b>Smooth jazz will be ringing all through the streets of Downtown Hayward th...</b></p> <ul style="list-style-type: none"> <li>👁 Reach: 1,820</li> <li>💬 Comments: 2</li> <li>❤ Likes: 183</li> <li>📌 Saves: 10</li> <li>📊 Engagement: 195</li> <li>Engagement rate per reach: 10.7%</li> <li>Engagement rate per impression: 9.8%</li> </ul> |  <p>Jun 23, 2023 · DHIA</p> <p><b>Nature's symphony unfolds in the Hayward Japanese Gardens. Let the...</b></p> <ul style="list-style-type: none"> <li>👁 Reach: 1,398</li> <li>💬 Comments: 2</li> <li>❤ Likes: 168</li> <li>📌 Saves: 4</li> <li>📊 Engagement: 174</li> <li>Engagement rate per reach: 12.4%</li> <li>Engagement rate per impression: 11.8%</li> </ul> |
|--|---|---|

**Top content - Facebook (Based on reach)**

Best performing content published during the selected period.

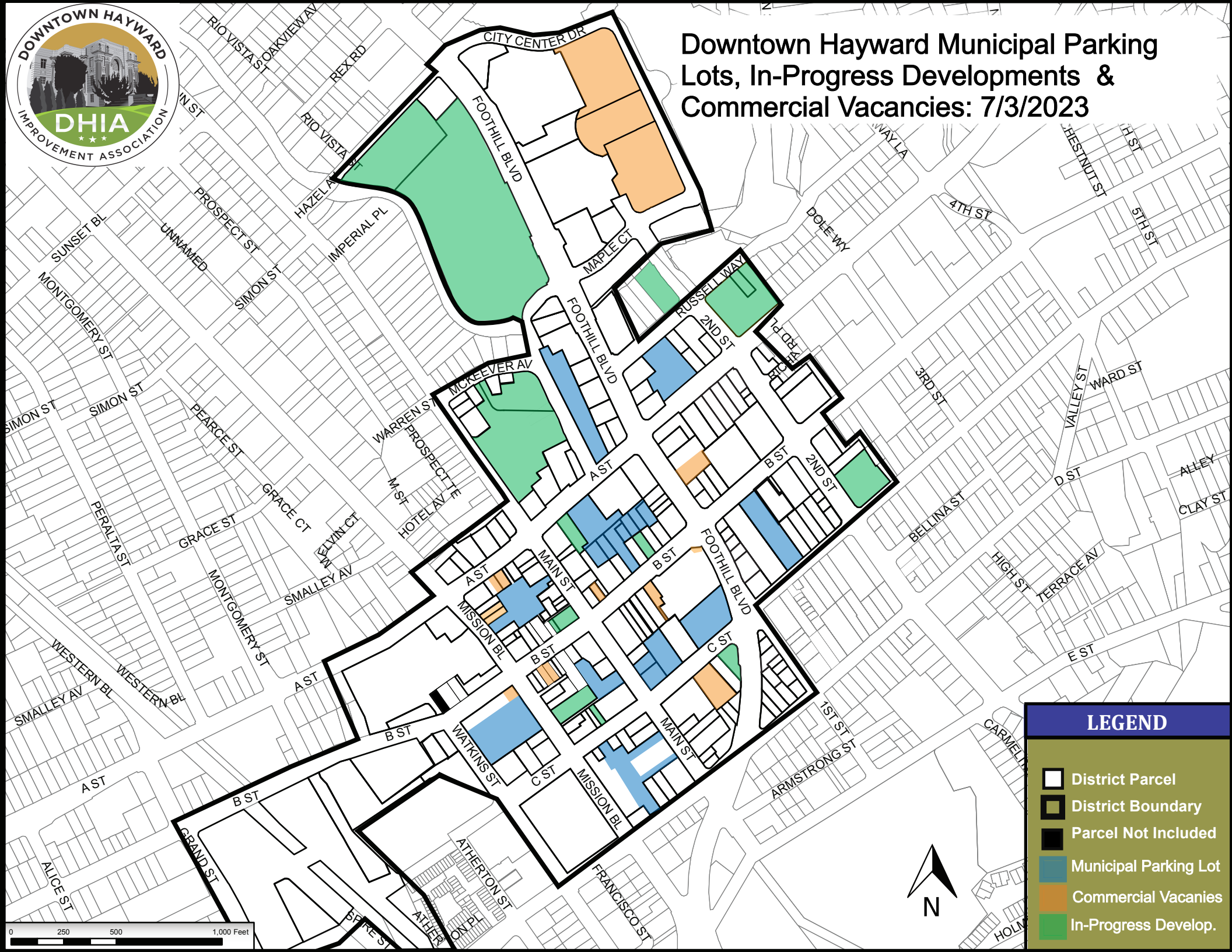
|  |   |   |
|--|---|---|
|  <p>Jun 22, 2023 · Downtown Hayward Improvement Association</p> <p><b>Nature's symphony unfolds in the Hayward Japanese Gardens. Let the...</b></p> <ul style="list-style-type: none"> <li>👁 Reach: 12,191</li> <li>👤 Engaged users: 480</li> <li>👉 Clicks: 83</li> <li>👉 Other clicks: 225</li> <li>Engagement rate per reach: 3.9%</li> <li>Engagement rate per impression: 3.8%</li> </ul> |  <p>Jun 12, 2023 · Downtown Hayward Improvement Association</p> <p><b>Downtown Hayward shines bright for Juneteenth. Come celebrate with us...</b></p> <ul style="list-style-type: none"> <li>👁 Reach: 4,165</li> <li>👤 Engaged users: 896</li> <li>👉 Clicks: 575</li> <li>👉 Other clicks: 485</li> <li>Engagement rate per reach: 21.5%</li> <li>Engagement rate per impression: 15.3%</li> </ul> |  <p>Jun 15, 2023 · Downtown Hayward Improvement Association</p> <p><b>East Bay living, East Bay eating. 🍴 #DowntownHayward #Hayward...</b></p> <ul style="list-style-type: none"> <li>👁 Reach: 2,401</li> <li>👤 Engaged users: 402</li> <li>👉 Clicks: 71</li> <li>👉 Other clicks: 324</li> <li>Engagement rate per reach: 16.7%</li> <li>Engagement rate per impression: 16%</li> </ul> |
|--|---|---|







# Downtown Hayward Municipal Parking Lots, In-Progress Developments & Commercial Vacancies: 7/3/2023



**LEGEND**

- District Parcel
- ▭ District Boundary
- Parcel Not Included
- Municipal Parking Lot
- Commercial Vacancies
- In-Progress Develop.

