



Downtown Hayward Improvement Association  
District Identity & Streetscape Improvement (DISI) Committee

Tuesday, July 25<sup>th</sup>, 2023, at 2:00 PM

<https://us06web.zoom.us/j/86955425396>

Meeting ID: 869 5542 5396 | Passcode: 442389 | Call-In +1 669-444-9171

- 1) Roll Call & Zoom Etiquette / Committee Chair Alfredo Rodriguez  
*All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback.*
- 2) Public Comment (3-Minute Max Per Person)  
*Please keep comments directed to non-agenda items.*
- 3) Approval of the April 28<sup>th</sup>, 2023 Meeting Minutes *Action Item* P. 2 - 3
- 4) Committee Updates:
  - a. Olive Status Report: Update
  - b. Downtown Hayward Master Event Calendar: Review P. 4
  - c. B Street Mural Project Task Force *Action Item* P. 5
  - d. Downtown Quarterly Banner Program: Summary *Action Item* P. 6 - 7
  - e. Downtown Fall & Winter Holiday Décor Ideas: Update *Action item* P. 8
  - f. DHIA Website Redesign Task Force *Action Item*
- 5) Other Business
- 6) Next Meeting: \_\_\_\_\_
- 7) 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 Monica Montes at least 48 hours prior to the meeting. For more information on the upcoming Committee or Interim Board of Directors meeting, please call Monica Montes at 888 356-2726.*

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

**22654 Main Street • Hayward, CA 94541**



**Downtown Hayward Improvement Association  
District Identity & Streetscape Improvement (DISI) Committee  
Meeting Minutes  
Friday, April 28<sup>th</sup>, 2023 – 12:00 Noon  
Zoom Virtual Meeting**

**Present:** Alfredo Rodriguez, Resti Zaballos, Bill Matheson, Sara Buizer

**Guests:** Frank Ferral

**Staff/Contractors:** Dominic Li Mandri (New City America)

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Committee Chair Alfredo Rodriguez called the meeting to order at 12:02 p.m.	<b>No action taken</b>
<b>2. Public Comment,</b>	No public comment was made at this time.	
<b>3. Approval of the March 15<sup>th</sup>, 2023 Meeting Minutes</b>	The minutes from the previous meeting were reviewed by the Committee Member present.	<b>Resti Zaballos motioned to approve the minutes as presented. Alfredo seconded the motion. The motion carried with one abstention (Sara Buizer).</b>
<b>4. Committee Updates</b>		
<b>a. DHIA Annual DISI Committee Budget</b>	4a. Dominic LiMandri presented the updated DHIA Annual budget for Committee member reference and pointed to the Special Events line item under the DISI portion of the budget. For this current fiscal year, \$54,000 has been allocated for various special event sponsorships in downtown with the	<b>4a. No action taken</b>

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<p><b>b. Hayward Downtown Merchants Association Revised Sponsorship Request</b></p> <p><b>c. Hayward Chamber of Commerce Revised Sponsorship Request</b></p> <p><b>d. Kuma Hula Association Hawaiian May Day Sponsorship Request</b></p>	<p>intention such events will drive commerce and activity to support local businesses.</p> <p>4b. In response to Committee feedback provided at the last meeting, the Downtown Merchant Association has revised their original request for sponsorship, and is now requesting consideration for this updated proposal. The proposal is included in the packet and is a request for \$13,000 to help fund the organization of the Annual Latin Jazz Festival on June 3, 2023.</p> <p>4c. In response to Committee feedback provided at the last meeting, the Hayward Chamber of Commerce has revised their original request for sponsorship, and is now requesting consideration for this updated proposal. The proposal is included in the packet and is a request for \$15,000 to help fund the organization of three Summer street parties in Downtown Hayward, occurring over the months of June, July, &amp; August.</p> <p>4d. The Kuma Hula Association is requesting sponsorship consideration for their annual Hawaiian May Day Festival. The DHIA has been supportive of the event in the past and the event is generally well-received in downtown and is responsibly operated by all reports.</p>	<p><b>4b. Bill Matheson motioned to allocate \$13,000 out of the DISI Special Events line item for the DHIA to sponsor the Latin Jazz Festival in downtown. Resti Zaballos seconded the motion. Motion passed with one abstention (Alfredo Rodriguez).</b></p> <p><b>4c. Bill Matheson motioned to allocate \$13,000 out of the DISI Special Events line item for the DHIA to sponsor the Chamber Summer Street Parties in downtown. Resti Zaballos seconded the motion. Motion passed with one abstention (Alfredo Rodriguez).</b></p> <p><b>4d. Bill Matheson motioned to allocate \$5,000 out of the DISI Special Events line item for the DHIA to sponsor the Hawaiian May Day Festival in downtown. Resti Zaballos seconded the motion. Motion passed with one abstention (Alfredo Rodriguez).</b></p>
<p><b>5. Other Business</b></p>	<p>No other business was discussed.</p>	
<p><b>6. Next Meeting</b></p>	<p>No future meeting was set. The Committee will meet as needed.</p>	
<p><b>7. Adjournment</b></p>	<p>Meeting adjourned at 12:48 p.m.</p>	

Minutes taken by Dominic Li Mandri, District Manager



DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION  
2023 Master Calendar

REOCCURRING EVENTS

[Hayward Farmers Market](#)

Saturdays, 9:00 AM – 1:00 PM

MAY

Sat., 05/13 | 11:00 AM – 6:00 PM

[Hawaiian May Day Festival](#)

JUNE

Sat., 06/3 | 12:00 Noon – 7:00 PM

[Hayward Latin Jazz Festival](#)

Thurs., 06/15 | 5:30 PM – 8:30 PM

[Downtown Hayward Street Party](#) – Juneteenth

JULY

Thurs., 07/20 | 5:30 PM – 8:30 PM

[Downtown Hayward Street Party](#) – City Extravaganza

AUGUST

Thurs., 08/17 | 5:30 PM – 8:30 PM

[Downtown Hayward Street Party](#) – Hot August Nights

POTENTIAL PROGRAMS

Taste of Downtown Hayward

First Fridays

Music at the Park

Trick or Treat Event

Dia De Los Muertos Event

Holiday Tree Lighting Event

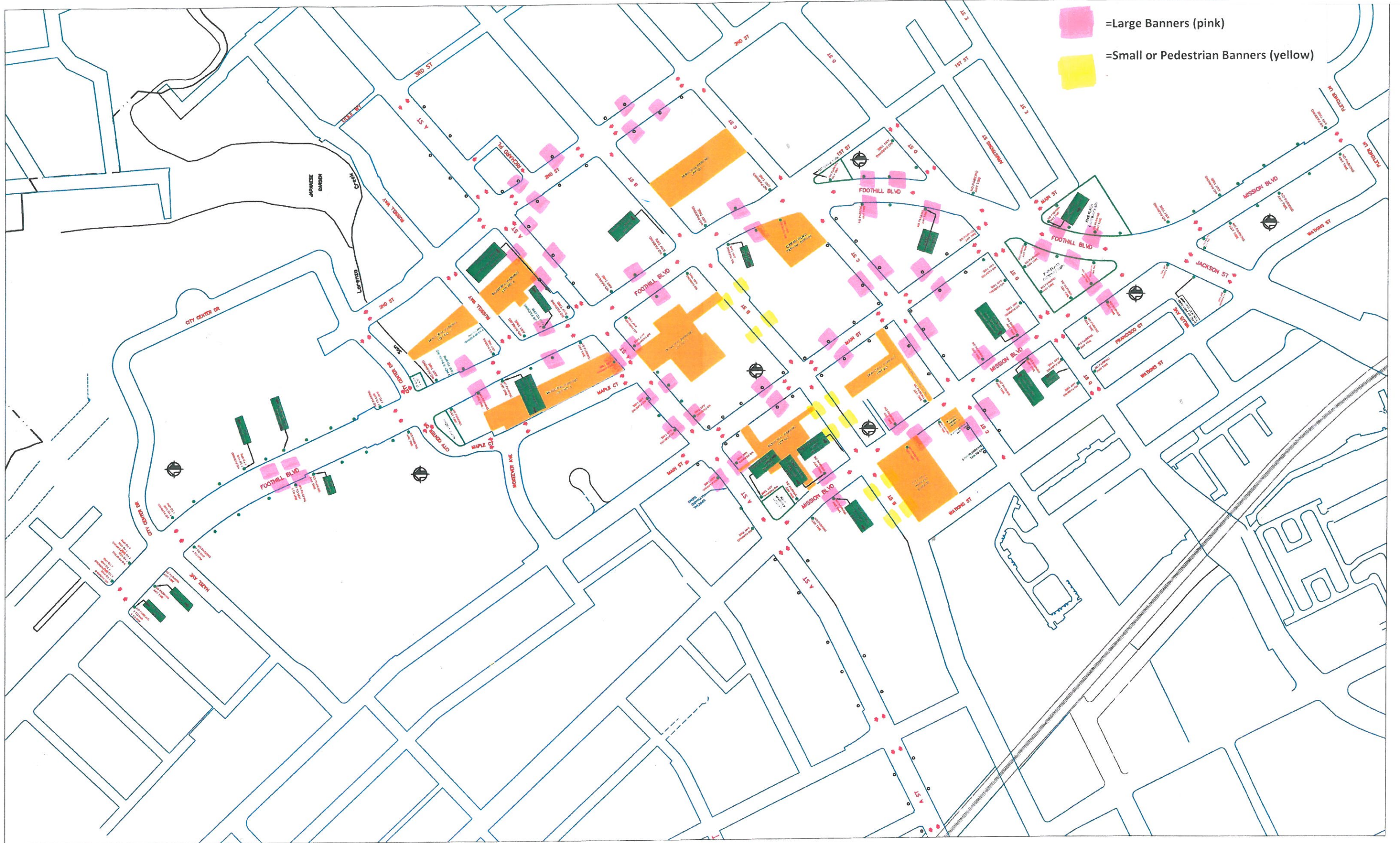
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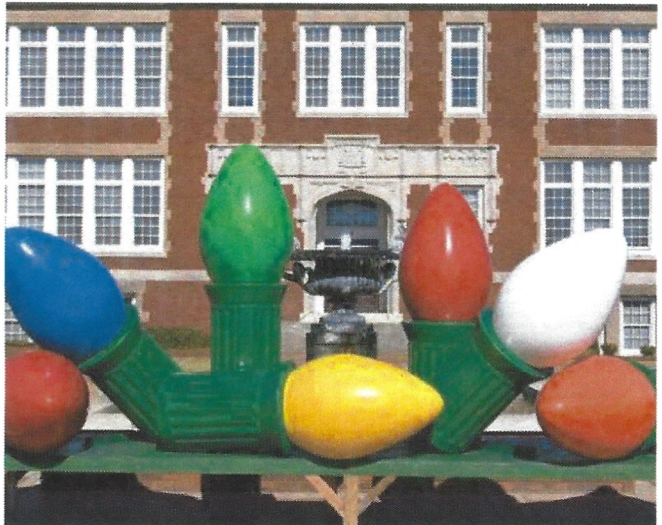
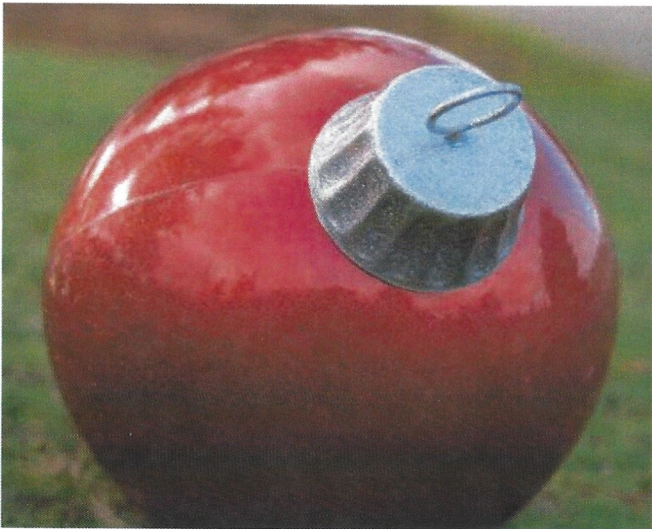
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GROUND DISPLAYS

## FIBERGLASS ORNAMENTS & BULBS

### Single Fiberglass Ornament

24FT FB-2-SO \$830  
36FT FB-3-SO \$1,360  
42FT FB-4-SO \$1,725  
84FT FB-7-SO \$6,310

### 4 Ornament Ball Stack

24FT FB-2-4BS \$3,765  
36FT FB-3-4BS \$5,890  
42FT FB-4-4BS \$7,350  
84FT FB-7-4BS \$26,575

### 10 Ornament Ball Stack

24FT FB-2-10BS \$8,855  
36FT FB-3-10BS \$14,170  
42FT FB-4-10BS \$17,710  
84FT FB-7-10BS \$64,555

### Translucent Fiberglass C7 Bulb LIT, 71FT FB-6-C7TL \$2,770

### Fiberglass Solid C7 Bulb, 71FT

Blue FB-6-C7B \$1,225  
Green FB-6-C7G \$1,225  
Orange FB-6-C7O \$1,255  
Red FB-6-C7R \$1,225  
White FB-6-C7W \$1,225  
Yellow FB-6-C7Y \$1,225

### Fiberglass Cord and Plug

8FT FB-8-CP \$1,435  
13FT FB-13-CP \$2,330  
18FT FB-18-CP \$3,225