



## Downtown Hayward Improvement Association – Board of Directors Meeting

Thursday, September 14<sup>th</sup>, 2023, at 10:00 a.m.

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

Zoom Virtual Link: <https://us06web.zoom.us/j/86060984398>

or call 1-669-444-9171 / Meeting ID: 860 6098 4398 / Passcode: 456282

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 July 6<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 - 11
    - b. Board Vacancy Appointment: Daniel Mao (City of Hayward) *Action Item*
    - c. Appointment of Annual Nominations Committee & Annual Meeting Date *Action Item* P. 12 - 13
    - d. New Staff Onboarding Progress & Strategic Priorities
  - Sidewalks Operations, Beautification & Order (SOBO) Committee / Sara Buizer, Chair
    - a. District Maintenance Services Vendor Transition: District Works Introductions
    - b. Increased BACS Outreach Services for Downtown Hayward– Update
    - c. Downtown Public Security Camera Pilot – Update
    - d. B Street Tree Wrapped-Lighting Upgrades – Possible Recommendation *Action Item* P. 14 - 17
  - District Identity & Streetscape Improvement (DISI) Committee / Alfredo Rodriguez, Chair
    - a. Olive Public Relations Status Report – Update
    - b. Downtown Seasonal Banner Program – Update
    - c. Downtown Event Sponsorship Requests – Possible Recommendation *Action Item* P. 18 - 22
    - d. B Street Mural Project Task Force Established
    - e. DHIA Website Review Task Force Established
    - f. Downtown Seasonal Décor Preparations – Update
  - Land Use Committee / Bill Matheson, Chair
    - a. Main Street Complete Street Project – Update
5. Other Business
6. Next Meeting and Adjournment\_\_\_\_\_

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

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**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 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](mailto:downtownhayward@gmail.com) at least 48-hours prior to the meeting.



**Downtown Hayward Improvement Association  
Board of Directors Meeting  
Wednesday, July 6<sup>th</sup>, 2023 10:00 a.m.  
Lincoln Landing Mezzanine Conference Room  
22335 Foothill Blvd. Hayward, CA 94541**

**Present:** Thomas Leung, Al Antonini, Resti Zaballos, Ben Schweng, Sara Buizer, Crystal Sampson, Alex Husary, Alfredo Rodriguez, Dinesh Shah (telephone)

**Absent:** Deb Castles, Bill Matheson

**Guests:** N/A

**Staff:** Marco Li Mandri, Dominic Li Mandri, Nick Yoo (New City America)

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Dominic opened the meeting at 10:00 am. Introductions were made.	<b><i>No action taken</i></b>
<b>2. Non-Agenda Public Comment</b>	<p>Alfredo Rodriguez announced several businesses on B Street were vandalized recently. Alfredo suggested the need for additional security late at night in downtown. Ben Schweng added that Italian restaurant near his place of business was also vandalized.</p> <p>CVS has been boarded up due to a threat from one problematic customer.</p> <p>Chrystal mentioned that she has been conducting neighborhood watch meetings. She reported that only one PD officer has been assigned to Downtown due to the PD shortage in Hayward.</p>	<b><i>No action taken</i></b>

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

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	<p>Sara reported that the Chief is still out on leave and the City is not sure when he will return. Sara also mentioned that the Acting Chief is eager to work with the DHIA to have a collaborative License Plate Reader and street camera system put in place in Downtown.</p> <p>Alejandro, the owner and operator of Casa del Toro on B Street, has purchased the building and the Buffalo Bills bar. Marco stated we should get him on the Board.</p> <p>Sara reported that the City worked out an arrangement with the City to keep the theatres at B and Foothill open. Discussion followed.</p> <p>The empty lot on B Street that will house the new food truck/container restaurants will open soon as it has been permitted from the City.</p>	
<p><b>3. Approval of the May 17<sup>th</sup>, 2023 Board Minutes</b></p>	<p>The minutes of the May 17<sup>th</sup> meeting were reviewed. Board members took time to review the minutes as presented.</p>	<p><b><i>Ben moved and Thomas seconded the approval of the May 17<sup>th</sup> minutes as presented. The motion was approved unanimously.</i></b></p>
<p><b>4. Committee Reports: Executive Committee / Resti Zaballos (Chair)</b></p> <p><b>a. FY2023 YTD Draft Budget</b></p>	<p>a. The YTD financial report was reviewed as it was part of the Board packet. Marco stated, because the report was only through May, that \$414,499 has been received from the City for FY 23's DHIA's property tax payments. That leaves our gross receipts accounts receivable down to \$208,754, which should be received in July or August.</p>	<p><b><i>a. Resti moved and Ben seconded approval of the YTD Financial report. The motion was unanimously approved.</i></b></p>

<p><b>b. Outreach to County Agencies for Grant Opportunities</b></p>	<p>b. Supervisor Marquez, who used to be on the Hayward City Council, has recently been elected to serve on the Alameda Board of Supervisors. Marco and Dominic reported that in other cities, staff could make grant applications to the Supervisors’ offices to fund special projects in their other districts. Alfredo is close with Supervisor Marquez and will ask to set up a meeting.</p> <p>Ben mentioned that Chase Bank would not accept his signature card as a signer at the Bank due to the fact that he was not the President or the Secretary. After discussion the Board approved, by consensus, that Ben could inform the Bank that he was the Acting Assistant Secretary to the Board and that Resti and Sara would validate that.</p>	<p><b><i>b. No Action Taken</i></b></p>
<p><b>Sidewalk Operations, Beautification &amp; Order / Sara Buizer (Chair)</b></p> <p><b>a. Increased BACS Outreach Services for Downtown Hayward: Update</b></p> <p><b>b. Letter of Support to CoH for Organized Retail Theft Prevention Grant App</b></p>	<p>a. Since the last meeting, Jessica Lobedon has left the City of Hayward and is now working in a nearby City. Sara will find a new Board member from the City who can fill Jessica’s seat. Sara will also find out who in the City is interfacing with BACs who runs the homeless outreach program for the City.</p> <p>b. A letter had been sent to the DHIA asking that they endorse a request for a grant from the Board of State and Community Corrections office, to fund the curtailing of organized retail theft and motor vehicle theft for citizens in Hayward. The grant would go to Hayward PD and would allocate resources to protect against this sort of criminality. Discussion followed. Board members asked if the grant is</p>	<p><b><i>a. No Action Taken</i></b></p> <p><b><i>b. Ben moved and Sara seconded sending a letter to the Board of State and Community Corrections seeking the grant for organized retail theft and motor vehicle theft. The motion was</i></b></p>

<p><b>c. Downtown Security Camera Network: Update</b></p> <p><b>d. B Street Trees Lighting Upgrades: Review of Proposals</b></p>	<p>given, they wanted to know how much was given and who would be administering it.</p> <p>c. Dominic reported that the DHIA remains interested in partnering with the City of Hayward to install HDR and ALPR cameras on City poles in downtown to increase the security profile of downtown Hayward as well as deter automobile-related crimes.</p> <p>d. Dominic reported that at the next SOBO meeting, quotes from companies providing up lighting on the trees on B Street would be reviewed. Al requested that the Board get a copy of all quotes. Dominic and Marco reported that only the Board could select the contractor, but the Committee would do the background work and make a recommendation.</p> <p>Ben gave an update on a piece of legislation designated as Senate Bill 553. SB553 would state that employees of retailers and restaurants, unless trained in security, could not follow shoplifters out of stores due to the threat of their well-being in being attacked by the perpetrator. Marco stated they would get a copy of the bill and send it to the Board.</p> <p>Marco also talked about Senate bill 43 which changes the definition of “gravely disabled” that currently is in the 1967 Lanterman, Petris, Short Act, which greatly hinders medical professionals and officers from responding to people in the community that are clearly not able to take care of themselves. Marco said he would also send out this legislation to all of the Board members. Discussion followed.</p>	<p><i>approved unanimously.</i></p> <p><b>c. No Action Taken</b></p> <p><b>d. No Action Taken</b></p>
<p><b>District Identity &amp;</b></p>		

<p><b>Streetscape Improvement (DISI) / Alfredo Rodriguez (Chair)</b></p> <p><b>a. Olive Status Report:</b></p> <p><b>b. Downtown Quarterly Banner Program: Update</b></p> <p><b>c. B Street Mural Project &amp; Timeline: Summary</b></p> <p><b>d. Downtown Holiday Décor Ideas: Update</b></p> <p><b>e. DHIA Website Redesign &amp; Improvement: Review</b></p>	<p>a. Dominic reviewed the latest stats on PR and Social media exposure. Discussion followed. Alfredo asked that NCA or Olive coordinate with the Chamber, the City and the DHIA on creating a master calendar and updating everyone on what is going on in Downtown.</p> <p>b. Dominic reported he is working with the Committee on developing a seasonal banner program that will be installed cyclically through the year (likely by Quarter). Dominic reported first steps will be to assess the current inventory of banner poles in downtown.</p> <p>c. Dominic reported he is working with the Committee on exploring the possibility of installing a mural on the side of Casa Del Toro to call attention to the entrance to Muni Lot 2 for visiting customers downtown. Muni Lot 2 has recently undergone some upgrades and is currently underutilized.</p> <p>d. Dominic reported he will be working with the Committee to explore different downtown display ideas like NCA previously implemented in Downtown San Leandro. Dominic will be presenting some preliminary ideas at the next Committee meeting.</p> <p>e. Dominic reported he will be working with the Committee to review the DHIA website and consider options to maximize its web-traffic in both optimization and possible redesign.</p>	<p><b>a. No Action Taken</b></p> <p><b>b. No Action Taken</b></p> <p><b>c. No Action Taken</b></p> <p><b>d. No Action Taken</b></p> <p><b>e. No Action Taken</b></p>
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<p><b>Land Use Committee / Bill Matheson (Chair)</b></p> <p><b>a. Downtown Development Progress Map</b></p> <p><b>b. Downtown Roll-Down Gate Regulation Review</b></p>	<p>a. Sara Buizer provided a brief report of development sites in downtown.</p> <p>b. The Committee will be meeting to discuss the current rules around roll-down gates in downtown and consider ways to alleviate the restrictions on business owners just trying to protect their storefront.</p>	<p><b><i>a. No Action Taken</i></b></p> <p><b><i>b. No Action Taken</i></b></p>
<p><b>5. CLOSED SESSION</b></p> <p><b>a. Review of Maintenance RFP Proposals Received &amp; SOBO RFP Task Force Recommendation</b></p>	<p>Members of the public were excused from the meeting while staff and Board members deliberated on contractual business.</p>	
<p><b>6. REOPEN MEETING &amp; REPORT TO PUBLIC: Update on DHIA's decision, if any, on Closed Session item.</b></p>	<p>6a. Dominic reopened the meeting and updated the public on the decision of the Board. The Board has selected the District Works proposal to move forward with contracted work.</p>	<p><b><i>6a. Ben moved and Alfredo seconded the motion to select the District Works proposal and authorize staff to commence in contract negotiations per the terms of their submitted proposal. Motion unanimously approved.</i></b></p>
<p><b>Next Board Meeting</b></p>	<p>The next Board of Directors meeting will be held on Thursday, September 14<sup>th</sup> at 10:00 am at Lincoln Landing.</p>	

Minutes taken by Dominic Li Mandri, District Manager



Downtown Hayward Improvement Association  
**Balance Sheet**  
As of August 31, 2023

	Aug 31, 23
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Chase Checking 937971726	5,724.00
Checking at First Republic Ban	405,188.80
<b>Total Checking/Savings</b>	<b>410,912.80</b>
<b>Total Current Assets</b>	<b>410,912.80</b>
Fixed Assets	
Accumulated Depreciation	-42,886.00
Fixed Assets	56,287.33
<b>Total Fixed Assets</b>	<b>13,401.33</b>
<b>TOTAL ASSETS</b>	<b>424,314.13</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Federal Tax	-936.93
State Tax	936.93
<b>Total Payroll Liabilities</b>	<b>0.00</b>
<b>Total Other Current Liabilities</b>	<b>0.00</b>
<b>Total Current Liabilities</b>	<b>0.00</b>
<b>Total Liabilities</b>	<b>0.00</b>
Equity	
Unrestricted Net Assets	393,549.77
Net Income	30,764.36
<b>Total Equity</b>	<b>424,314.13</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>424,314.13</b>

**Downtown Hayward Improvement Association**  
**Profit & Loss Budget Performance**  
**August 2023**

	Aug 23	Budget	Jan - Aug 23	YTD Budget	Annual Budget
<b>Income</b>					
Assessment Income					
Carry Forward	0.00	0.00	0.00	380,148.44	380,148.44
Assessment Income - Other	0.00	53,159.00	414,499.20	425,283.00	637,919.00
<b>Total Assessment Income</b>	<b>0.00</b>	<b>53,159.00</b>	<b>414,499.20</b>	<b>805,431.44</b>	<b>1,018,067.44</b>
<b>Total Income</b>	<b>0.00</b>	<b>53,159.00</b>	<b>414,560.20</b>	<b>805,431.44</b>	<b>1,018,067.44</b>
<b>Expense</b>					
<b>Administration</b>					
Accounting Fees	0.00	166.00	1,566.67	1,336.00	2,000.00
Bank Charges	38.00	5.00	38.00	40.00	60.00
Insurance - Liability, D and O	0.00	708.00	10,576.04	5,668.00	8,500.00
Legal Fees	0.00	250.00	1,374.00	2,000.00	3,000.00
Office Supplies	0.00	100.00	297.48	800.00	1,200.00
Postage, Mailing Service	12.98	25.00	121.03	200.00	300.00
Rent	1,200.00	1,200.00	9,600.00	9,600.00	14,400.00
Staff Consulting (New City)	10,000.00	10,000.00	62,500.00	62,500.00	102,500.00
Telephone, Telecommunications	0.00	300.00	142.20	2,400.00	3,600.00
Utilities	236.64	166.00	1,936.41	1,336.00	2,000.00
Admin Contingency	0.00	167.34	1,719.00	898.34	898.34
<b>Total Administration</b>	<b>11,487.62</b>	<b>13,087.34</b>	<b>89,870.83</b>	<b>86,778.34</b>	<b>138,458.34</b>
<b>DISI</b>					
Advertising	217.02	250.00	1,882.71	2,000.00	3,000.00
Annual Report	0.00	166.00	0.00	1,336.00	2,000.00
Branding & Signage	500.00	0.00	3,578.69	0.00	0.00
PR / Social Media	4,500.00	4,500.00	36,000.00	36,000.00	54,000.00
Seasonal Displays	0.00	0.00	5,260.00	0.00	0.00
<b>Special Events</b>					
Hot August Nights	0.00	0.00	15,000.00	15,000.00	15,000.00
Latin Jazz Festival	0.00	0.00	13,000.00	13,000.00	13,000.00
May Festival	0.00	0.00	5,000.00	5,000.00	5,000.00
Special Events - Other	0.00	1,750.00	0.00	14,000.00	21,000.00
<b>Total Special Events</b>	<b>0.00</b>	<b>1,750.00</b>	<b>33,000.00</b>	<b>47,000.00</b>	<b>54,000.00</b>
Staff Consulting (New City)	1,500.00	1,500.00	12,000.00	12,000.00	18,000.00
Website	0.00	0.00	893.14	0.00	0.00
<b>Total DISI</b>	<b>6,717.02</b>	<b>8,166.00</b>	<b>92,614.54</b>	<b>98,336.00</b>	<b>131,000.00</b>
<b>SOBO</b>					
Maintenance Contractor	28,966.55	38,533.33	192,206.13	201,866.68	356,000.00
Maintenance and Supplies	39.84	166.66	1,887.92	1,333.36	2,000.00
<b>Payroll Expenses</b>					
Deductions	0.00	0.00	0.00	-300.00	-300.00
Payroll Workers Comp Ins	-5,038.00	760.00	-1,422.00	6,080.00	9,120.00
<b>Total Payroll Expenses</b>	<b>-5,038.00</b>	<b>760.00</b>	<b>-1,422.00</b>	<b>5,780.00</b>	<b>8,820.00</b>
Professional Services/ BACS	0.00	10,000.00	0.00	80,000.00	120,000.00

**Downtown Hayward Improvement Association  
Profit & Loss Budget Performance  
August 2023**

	<u>Aug 23</u>	<u>Budget</u>	<u>Jan - Aug 23</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Security	0.00	4,166.66	0.00	33,333.36	50,000.00
Supplies for SOBO	73.50	400.00	513.01	3,200.00	4,800.00
Vehicle Related					
Pressure Washing	0.00	300.00	2,818.98	2,400.00	3,600.00
Gas	90.00	330.00	2,368.42	2,640.00	3,960.00
Vehicle Repair & Maintenance	1,649.33	50.00	2,938.01	400.00	600.00
<b>Total Vehicle Related</b>	<u>1,739.33</u>	<u>680.00</u>	<u>8,125.41</u>	<u>5,440.00</u>	<u>8,160.00</u>
<b>Total SOBO</b>	<u>25,781.22</u>	<u>54,706.65</u>	<u>201,310.47</u>	<u>330,953.40</u>	<u>549,780.00</u>
Contingency / Reserve	0.00	0.00	0.00	198,829.10	198,829.10
<b>Total Expense</b>	<u>43,985.86</u>	<u>75,959.99</u>	<u>383,795.84</u>	<u>714,896.84</u>	<u>1,018,067.44</u>
<b>Net Income</b>	<u><u>-43,985.86</u></u>	<u><u>-22,800.99</u></u>	<u><u>30,764.36</u></u>	<u><u>90,534.60</u></u>	<u><u>0.00</u></u>

## ARTICLE 1: DIRECTORS

### Section 1. Number and Term

The Corporation shall have a minimum of five (5) and a maximum of seventeen (17) Directors and collectively they shall be known as the Board of Directors. The exact number of Directors shall be fixed from time-to-time by resolution by the Board of Directors. Subject to the foregoing provisions for changing the number of Directors, the following seats shall be allocated to the Board of Directors:

- A) No less than a two-thirds majority of the seats on the Board of Directors at all times shall be filled by Property Owner Directors (as defined in Section 2 of this Article 4). Each property within the district boundaries, based upon the legal status of ownership, is entitled to appoint only one representative to serve on the Board of Directors;
- B) The balance of seats shall be filled by Community at Large Directors as defined in Section 2 of this Article 4);
- C) Directors shall be elected for a term of two (2) years., However, following the first election of Directors, one half ( $\frac{1}{2}$ ) of the Property Owner Directors and one half ( $\frac{1}{2}$ ) of the Community Directors shall serve a term of one (1) year, and one-half ( $\frac{1}{2}$ ) of the of the Property Owner Directors and one half ( $\frac{1}{2}$ ) of the Community Directors shall serve a term of two (2) years. The Directors may assign the one-year terms by unanimous agreement, but in the absence of such agreement, the Directors receiving one-year terms shall be chosen by lot at the meeting at which the election is held. This staggering of terms will ensure that the entire Board is not replaced within one calendar year. Directors' terms shall commence on the date of their election and expire on the date of the election of the successor to the Director whose term is expiring.

### Section 2. Qualifications

Members of the Board shall possess the following qualifications:

- A) *Property Owner Directors* shall be owners of real property within the boundaries of the Downtown Hayward Community Benefit District (the "District"), who have made full payment of all District assessments due for the previous and current fiscal years, or the duly appointed authorized representative (as defined in these Bylaws) of such owner.
- B) *Community at Large Directors* shall be persons who a) own and operate a business located on property located within the boundaries of the District, or the duly appointed authorized representative (as defined in these Bylaws) of such owner and operator; b) are community members who reside within the boundaries of the District; c) are individuals who do not reside or operate a business within the District boundaries but who show a high degree of interest

and concern for the welfare of the District and who understand its connection to the community at large, and who the Board believes may assist the Corporation to fulfill its goals as a public benefit Corporation.

- C) A group of stakeholders consisting of the persons set forth in Exhibit "A" attached to these Bylaws and who have placed their signatures on Exhibit "A", is hereby-appointed upon the execution of these Bylaws as an interim Board of Directors to oversee creation and functioning of the Corporation including the adoption of the Articles of Incorporation, the Bylaws of the Corporation, an initial governance plan, and the election of the First Board of Directors. The interim Board shall serve until they have elected a fully qualified Board of Directors in accordance with these Bylaws.

### **Section 3. Nomination and Election**

Not less than forty-five (45) days before the date set forth for the Annual meeting of the Directors, the President shall appoint at least three (3) Directors, at least two of whom shall be Property Owner Directors, as the Nominating Committee to solicit nominees for consideration for election as Directors. The names so proposed, by the Committee shall be presented to the Board at its Annual meeting. The Nominations Committee shall include the President and at least two other Directors.

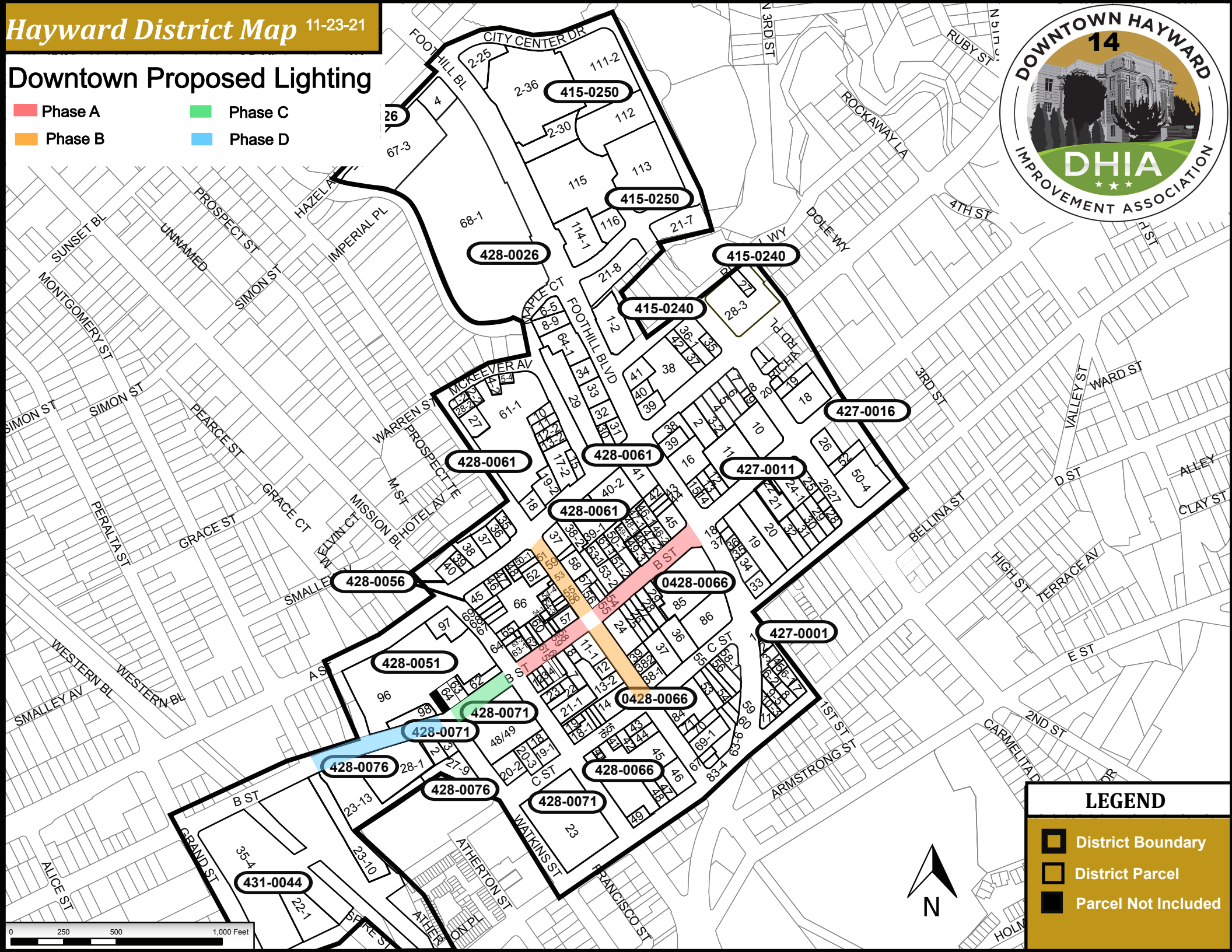
The Nominations Committee shall provide nomination forms to all eligible property owners and Directors. The nomination forms shall be mailed out at least thirty (30) days prior to the date set for the annual meeting. A due date of at least twenty (20) days prior to the annual meeting date shall be stated as the deadline for submitting nominations to the Nominations Committee;

- A) The nominees, who have been deemed to be qualified, consistent with these Bylaws shall be presented to the Board for consideration of election to the Board at its annual meeting.
- B) At the annual meeting the Directors may vote to accept some or all of the nominees submitted by the Nominations Committee. The election of Directors shall comply with the allocation provided in Section 1 of this Article 4.

Nominations may not be made from the floor but only in accordance with the procedures set forth in this Section 3 or such other procedures as may be determined by the Board.

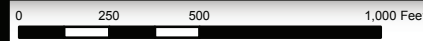
# Downtown Proposed Lighting

- Phase A
- Phase B
- Phase C
- Phase D



### LEGEND

- District Boundary
- District Parcel
- Parcel Not Included



**San Francisco Holiday Lighting, Inc**

526 Robin Drive  
 Corte Madera, CA 94925  
 +1 4156830250  
 Charlotte@SFHolidayLighting.com  
 www.sfholidaylighting.com



## Proposal

**ADDRESS**

Downtown Hayward Improvement  
 Association  
 Contact: Dominic LiMandri  
 619-241-1900  
 dominic@newcityamerica.com

**PROPOSAL #** 2347**DATE** 08/30/2023

DATE	ACTIVITY	AMOUNT
08/30/2023	<p><b>Labor and Materials</b>            PERMANENT INSTALL -- PHASE A</p> <p>46 trees on B St from Foothill to Mission            Branches only            LED 5mm warm white            Estimated use of 6 strands per tree (276 strands total)            cords, splitters, timers</p> <p>Remove old lights currently in on trees.            Wrap the trees -- branches only (or in cases of large trees, starting 8-10'            high on trunk) and going as high as reachable by ladder.            **No palm trees**</p> <p>Power should be available from previous outlets.</p>	18,725.00
08/30/2023	<p><b>Labor and Materials</b>            PERMANENT INSTALL -- PHASE B</p> <p>23 trees on Main St between A St and C St            Branches only            LED 5mm warm white            Estimated use of 6 strands per tree (138 strands total)            cords, splitters, timers</p> <p>Wrap the trees -- branches only (or in cases of large trees, starting 8-10'            high on trunk) and going as high as reachable by ladder.</p> <p>Power should be available from previous outlets.</p>	8,995.00
08/30/2023	<p><b>Labor and Materials</b>            PERMANENT INSTALL -- PHASE C</p> <p>13 trees on B St between Mission and Watkins            Branches only            LED 5mm warm white            Estimated use of 6 strands per tree (78 strands total)            cords, splitters, timers</p> <p>Remove old lights currently in on trees.            Wrap the trees -- branches only (or in cases of large trees, starting 8-10'            high on trunk) and going as high as reachable by ladder.</p> <p>Power should be available from previous outlets.</p>	5,349.00
08/30/2023	<p><b>Labor and Materials</b>            PERMANENT INSTALL -- PHASE D</p> <p>28 trees on B St between Watkins and Montgomery            Branches only            LED 5mm warm white</p>	10,920.00

DATE	ACTIVITY	AMOUNT
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08/30/2023	<p>Estimated use of 6 strands per tree (168 strands total) cords, splitters, timers</p> <p>Wrap the trees -- branches only (or in cases of large trees, starting 8-10' high on trunk) and going as high as reachable by ladder.</p> <p>Power should be available from previous outlets.</p> <p><b>Terms and Conditions</b> Pricing includes purchase of all lights and supplies, and labor for installation, including a service call within 30 days of installation due to error in workmanship (this excludes acts of vandalism, terrorism, or acts of God). If a boom lift is needed for a service call, an additional charge will be applied.</p> <p>Emailed approval of job is deemed by both parties to be binding. This proposal is valid for 24 hours from the date it was written. Customer hereby authorizes San Francisco Holiday Lighting to install all materials on said property as provided herein. Payments received after 30 days will incur a 10% late penalty. The client will be responsible for collections costs and attorneys' fees. Appointments canceled with less than 48 hours' notice will incur a 10% cancellation fee. Full price is charged for a same day cancellation or no access.</p> <p>We are licensed, bonded and insured.</p>	0.00
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TOTAL **\$43,989.00**

Accepted By

Accepted Date





# Holiday Lights INC

60 Dillon Avenue  
Campbell, California 95008

408-384-9627

<https://www.holidaylightsbayarea.com/>

HolidayLightsBayArea@gmail.com

Dominic Mandri  
(510) 556-1278  
22654 Main Street  
Hayward, CA 94541

**Expiration Date:** Jun 11, 2023

**Status:** Proposal

## Option 1 (\$58,800.00) - Selected

Item	Unit Price	Quantity	Amount
Materials Purchase and Labor	\$1,200.00	49.00	\$58,800.00
<p>49 Trees in downtown Hayward on B Street from Foothill to Montgomery. Permanently trunk wrapped with commercial grade Coaxial LED warm white minis. Holiday Lights will remove old lighting and install new lights and new power, if necessary.</p> <p>Holiday Lights Inc. will provide: lights, power, cords, and power supplies.</p> <p>Timer will be an additional charge.</p> <p>Price will increase by 50% if installation takes place during peak season which is October 15, 2023 -February 1st 2024.</p> <p>49 trees: \$1,000 labor each + \$200 purchase</p>			

Thank you for your business!

**Subtotal** **\$58,800.00**

**Total** **\$58,800.00**



To: **Downtown Hayward Improvement Association**

From: **Hayward Business Association**

Re: **Annual Vintage Alley Car Show**

Once again we would like to ask the **D.H.I.A.** To be the principal sponsor of Hayward's **Vintage Alley Car Show**, to be held on Saturday September 9th, 2023. This has been a very successful event since 2014, the downtown will be filled with Classic cars of all kinds, vendors, music, and lots of visitors.

The interest in this event has made Hayward a destination point for the whole bay area and cities as far as Sacramento, and Monterrey, and we are anticipating another full event.

The downtown streets (B Street and Main Street) will be closed to vehicle traffic as usual for the event.

The attendance at our 2019 event was estimated around **11,000** and as noted, we anticipate more this year due to the demand, and the need for people to get back out since covid-19 started.

The Hayward Business Association is requesting a grant of **\$11,000** dollars to help sponsor the event to cover basic cost, especially since pricing for staging, porta potties, sound, supplies, etc. have doubled and tripled since 2019. The City of Hayward was our principle sponsor in the past, but they are now limiting grants for these types of events. The event is a family friendly, free event to attend and we rely on sponsors and volunteers to keep our participant fees and cost down.

We would like to call the main stage at Main and B Streets the **"DBIA Stage"** once again to honor this significant donation, and to bring attention to the value your organization brings to the City.

This event really showcases Hayward as a place to come and be entertained, with guess and vendors from as far away as Los Angeles. With all the new construction in the surrounding area, and the lack people visiting as of late it is events such as these that will encourage our new residents new and old to come and see what the downtown has to offer, To walk up the street for dinner or light shopping, not hop in the car and head to the surrounding communities. And possibly encourage new businesses to consider opening a business in our downtown.

Our goal at Hayward Business Association is to make Hayward a destination, not a drive by, to build a sense of community by celebrating our diversity, and designing events where the whole community is welcome to come and enjoy their city.

Thank you for your consideration, we are available to answer any questions you may have!

Alfredo Rodriguez, President HBA, Owner of Vintage Alley

Julio Romero, Vice President HBA, Owner of Brews and Brats

Yolanda Diaz, Marketing Director of HBA, Owner of the Cupcake Shoppe

Ria Lancaster, Twinkies Crafts

Lisa Rose, HBA Secretary, Community Member

**Dominic Li Mandri**

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**From:** Frank Ferral <Frank@hayward.org>  
**Sent:** Thursday, September 7, 2023 9:31 AM  
**To:** Dominic Li Mandri  
**Cc:** Nick Yoo  
**Subject:** Funding Request

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

TO: Dominic Li Mandri

FR: Frank J. Ferral, Hayward Chamber

RE: Funding Request for the 2023 Mariachi Festival: **\$3,000**

What: Mariachi Festival  
When: Friday, September 29, 2023 from 4:30 -9:30p  
Where: City Hall Plaza, 777 B Street, Hayward  
Why: To drive vibrancy in the Downtown

Expected Attendance: 4,000

Mariachi Bands, taco-eating contest and a outdoor market celebrating Mexico's Independence Day/Hispanic Heritage Month with music, dancing, food, and art will be highlights at the Annual Hayward Mariachi Festival 2023 from 4:30 to 9:30 p.m. on Friday, September 29 at City Hall Plaza, 777 B Street.

This annual event has been supported by the Downtown Hayward Improvement District in the past. This year's event will be even bigger for we are expanding the footprint to include the utilization of Watkins Street for vendors to showcase their products and services.

The Chamber is requesting \$3,000 to help underwrite the expenses of the event.

Please give me a call at 209-993-4409 if you have any questions.

Thanks

Frank Ferral  
President & CEO



July 31, 2023

Dominic Li Mandri  
 Downtown Hayward Improvement Association  
 22654 Main St  
 Hayward, CA 94541

Dear Dominic,

On Friday, September 29, 2023, the Board of Directors and staff of the Hayward Area Historical Society (HAHS) will host an exciting **Casino Royale** evening at the Hill and Valley Club in Hayward. The festivities of the evening will include food and drinks, games and prizes, and an evening of musical entertainment from the Sinatra songbook performed by Laurie De Seguirant.

We hope that your company is interested in lending its support to our fundraising efforts with a sponsorship, which are detailed in the included packet. Funds generated from this event will help HAHS to fulfill its mission to connect people, experiences, and stories, and directly support our ability to continue our educational programs, K-12 classroom support, exhibitions and research services at our Downtown Hayward Museum, online history resources related to our service area, and programs at two historic sites: McConaghy House and Meek Mansion. The Historical Society has been part of the unique fabric that encompasses the City of Hayward and the surrounding unincorporated areas of Castro Valley, San Lorenzo, Ashland, Fairview, and Cherryland since its founding in 1956.

As a valued donor to our Casino Royale, your organization's name will be featured in the event's printed program and other event collateral, our website and social media, and any other additional benefits outlined per level of sponsorship. HAHS is proud to highlight the important value your support brings to the members of our community both near and far. For your records, our tax ID is 94-1508257.

If you may have any questions that I may answer, or if you are also interested in attending our event, please feel free to reach out to me directly at [marcess@haywardareahistory.org](mailto:marcess@haywardareahistory.org) or by calling me at (510) 581-0223 ext 152. We are greatly appreciative of your consideration!

Cheers,

A handwritten signature in black ink, appearing to read 'Marcess Owings', with a stylized flourish at the end.

Marcess Owings  
 Advancement Manager



## Sponsorship Opportunities

### Royal Flush Sponsor - \$2500

- Business or Name Recognition on HAHS' website, quarterly newsletter, monthly e-newsletters, and event collateral with prominent placement
- Live thanks during event program
- Recognition posts on social media sites: Facebook, Twitter, and Instagram
- Full page ad in Event Program
- Signage or digital assets for you to display that you support HAHS
- 10 tickets to the event

### Full House Sponsor - \$1000

- Business or Name Recognition on HAHS' website, quarterly newsletter, monthly e-newsletters, and event collateral
- Live thanks during event program
- Recognition post on social media sites: Facebook, Twitter, and Instagram
- Half page ad in Event Program
- Signage or digital assets for you to display that you support HAHS
- 4 tickets to the event

### Three of a Kind Sponsor - \$500

- Business or Name Recognition on HAHS' website, quarterly newsletter, monthly e-newsletters, and event collateral
- Recognition post on social media sites: Facebook, Twitter, and Instagram
- 2 tickets to the event

### High Card Sponsor - \$250

- Business or Name Recognition on HAHS' website, quarterly newsletter, monthly e-newsletters, and event collateral
- 1 ticket to the event

# Casino Royale Sponsorship Form

**Yes, I would like to be a sponsor for the HAHS Casino Royale Fundraising Event!**

Please select Sponsorship Level(s):

- \$2500 Royal Flush Sponsor
- \$1000 Full House Sponsor
- \$500 Three of a Kind Sponsor
- \$250 High Card Sponsor

Please select Other Support Option(s):

- Auction Item Donation
- o Circle one:    Silent Auction Item    Live Auction Item    HAHS may decide
- o Please describe item(s) here:

\_\_\_\_\_

\_\_\_\_\_

o Donation value(s): \_\_\_\_\_

- In-Kind Donation:

\_\_\_\_\_

\_\_\_\_\_

Additional Donation: \$ \_\_\_\_\_

## Information and Payment Details

Company/Name: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Total Amount: \$** \_\_\_\_\_

- Check enclosed (Payable to Hayward Area Historical Society)
- I would like to charge my credit card. (HAHS representative will contact you by phone or email to arrange secure payment)

*Please return to: Hayward Area Historical Society, Attn: Advancement Department, 22380 Foothill Blvd, Hayward, CA 94541  
Or via email to: [marcess@haywardareahistory.org](mailto:marcess@haywardareahistory.org) For questions and more information, please call (510) 581-0223 ext 152.  
The Hayward Area Historical Society is a 501(c)(3) nonprofit organizations. Contributions are tax deductible according to the rules set forward by the Internal Revenue Service. HAHS EIN: 94-1508257*