



Downtown Hayward Improvement Association
 District Identity & Streetscape Improvement (DISI) Committee
 Wednesday, September 13th, 2023, at 2:00 PM
 Zoom Virtual Link: <https://us06web.zoom.us/j/82158268653>
 Meeting ID: 821 5826 8653 | Passcode: 640808 | 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 July 25th, 2023 Meeting Minutes *Action Item* P. 2 - 4
- 4) Committee Updates:
 - a. Olive Status Report: Update P. 5 - 8
 - b. Downtown Hayward Master Event Calendar: Review P. 9
 - c. Downtown Event Sponsorship Requests:
 - a. Vintage Alley Car Show *Action Item* P. 10
 - b. Mariachi Festival *Action Item* P. 11
 - c. Hayward Area Historical Society Casino Night *Action Item* P. 12 - 14
 - d. Downtown Fall Décor and Display Ideas P. 15
 - e. Downtown Winter Décor and Programming P. 16 - 17
- 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
Tuesday, July 25th, 2023 – 2:00 pm
Zoom Virtual Meeting**

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

Guests: April Yamaguchi

Staff/Contractors: Dominic Li Mandri and Nick Yoo (New City America), Cree Jones (Olive PR)

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Committee Chair Alfredo Rodriguez called the meeting to order at 2:02 p.m.	No action taken
2. Public Comment,	No public comment was made at this time.	
3. Approval of the April 28th, 2023 Meeting Minutes	The minutes from the previous meeting were reviewed by the Committee Member present.	Sara motioned to approve the minutes as presented. Bill Matheson seconded the motion. Motion passed unanimously.
4. Committee Updates		
a. Olive Status Report: Update	a. Cree Jones from Olive PR was present to summarize the Public Relations Status Report. Cree reviewed recent media spots for downtown as well as the social media gains from the last month.	a. No Action Taken.
b. Downtown Hayward Master Event Calendar: Review	b. Dominic presented the first draft of the DHIA Master Events Calendar that shows all known	b. No Action Taken.

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<p>c. B Street Mural Project Task Force</p> <p>d. Downtown Quarterly Banner Program: Summary</p> <p>e. Downtown Fall & Winter Holiday Décor Ideas: Update</p>	<p>events organized in downtown this past year. Dominic noted that while this calendar list was not comprehensive, it does include all events in downtown that the DHIA has supported or sponsored in the past. Dominic suggested some additional programs for consideration and referenced them at the bottom of the page.</p> <p>c. Dominic summarized the ongoing efforts of staff to explore the feasibility of sponsoring a mural on the side of Casa Del Toro to call attention to the new restaurant and the availability of parking in the downtown provided by Muni Lot 2. The mural location would be strategic as it sits adjacent to the largest parking lot in downtown and is highly visible to all through-traffic traversing B Street.</p> <p>d. Dominic summarized staff's ongoing efforts to develop a district-wide banner program to promote and brand the district. Dominic and Nick have been working to verify the inventory of poles in downtown capable of hosting banners (e.g., those poles that have banner brackets already installed), with the intent of developing an annual banner cycle that can be changed out throughout the year.</p> <p>e. Dominic recapped past efforts by the DHIA to implement Fall and Winter decorations in downtown. Alfredo has requested staff explore different displays and programs to launch in downtown for the holidays to attract more customers, and Dominic presented on some preliminary ideas to</p>	<p>c. Resti motioned to create a Task Force to explore the B Street Mural Project in more depth. Bill seconded the motion. Motion passed unanimously.</p> <p>d. Alfredo motioned to authorize staff to develop some general banner designs for the Committee members to review at a future Committee meeting. Resti seconded the motion. Motion carried unanimously.</p> <p>e. Alfredo motioned to authorize staff to develop some conceptual seasonal display designs for the Committee members to review at a future Committee meeting. Sara seconded the motion. Motion carried</p>
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<p>f. DHIA Website Redesign Task Force</p>	<p>gauge the sentiments of the Committee. Generally, the Committee was interested in distinguishing downtown as more of a destination during the holiday season, and one way to achieve that sense is through downtown street and sidewalk décor. Discussion also followed regarding the development of a Holiday Window Decorating Contest in downtown that Committee members supported exploring.</p> <p>f. Dominic presented on the current state of the DHIA website. While the DHIA is functioning correctly and hosting the Corporation information and activities adequately, the site itself is not optimized to drive web-traffic to its page. The DHIA webpage does not rank highly on keyword searches and is not sophisticated enough to allow for more business features and contributions. Dominic suggested the Committee members consider establishing a Task Force to review the website and explore solutions to enhance its traffic and functionality.</p>	<p>unanimously.</p> <p>f. Resti motioned to authorize the creation of a DHIA Website Task Force to look into ways to maximize the DHIA webpage. Bill Matheson seconded the motion. Motion carried unanimously.</p>
<p>5. Other Business</p>	<p>No other business was discussed.</p>	
<p>6. Next Meeting</p>	<p>No future meeting was set. The Committee will meet as needed.</p>	
<p>7. Adjournment</p>	<p>Meeting adjourned at 3:15 p.m.</p>	

Minutes taken by Dominic Li Mandri, District Manager



Downtown Hayward Improvement Association DISI Meeting

RECAP OVERVIEW

STRATEGY & PLANNING:

- Facilitated internal weekly strategy meetings
- Conducted weekly conference calls
- Updated local media lists for targeted pitches
- Daily community management and engagement
- Monitored and adjusted social media strategy to reflect news and announcements

Hayward Revitalization

SECURED COVERAGE

- **9/5 secured online coverage on San Francisco Chronicle**
 - Roundup of restaurant news in the East Bay includes the re-opening of Buffalo Bill's Brewery
- **9/5 secured online coverage on Flipboard**
 - Syndicated SF Chronicle roundup of restaurant news in the East Bay which includes the re-opening of Buffalo Bill's Brewery

SECURED INTEREST

- **8/30 secured print and online interest with Eater SF**
 - Interested in following up with Arthur Mac's and Mad Butter Bakery
- **8/30 secured print and online interest with San Francisco Chronicle**
 - Adding to docket for monthly new East Bay restaurants roundup once they have launched.
- **8/29 secured print and online interest with Diablo Magazine**
 - Interested in new restaurant openings and shared with team

Hot August Nights

SECURED COVERAGE

- **8/17 secured broadcast coverage on ABC 7**

- Segment included an interview with Frank Ferral highlighting the music and other entertainment and vendors who will be out tonight for Hayward's Hot August Nights
- **8/11 secured online coverage on Patch (Castro Valley)**
 - Feature includes all of the details of the Hot August Nights event including the beer and wine garden, the family-friendly activities and the featured musical performances
- **8/9 secured online coverage on Mercury News**
 - Roundup of fun summer events in the Bay Area includes the Hot August Nights event with a link to the event website

SECURED INTEREST

- **8/15 secured broadcast and online interest with KRON 4**
 - Interested in sending someone out to cover and added it to daybook

Hayward LIVE

SECURED COVERAGE

- **8/17 secured online coverage on News Break Originals - California Events**
 - Article includes all of the details of the Hayward LIVE! event including activities, parking, and vendors with links to the event site and the QR code
- **8/10 secured online coverage on News Break Originals - California Events**
 - Article includes all of the details of the Hayward LIVE! event including activities, parking, and vendors with links to the event site and the QR code
- **8/9 secured online coverage on News Break Originals - California Town Talk**
 - Feature includes all the details of the Hayward Live event
- **8/9 secured online coverage on Public Now**
 - Feature includes all the details of the Hayward Live event

Vintage Alley Car Show

SECURED COVERAGE

- **8/16 secured online coverage on Mercury News**
 - Roundup of fairs and festivals includes Hayward's Vintage Alley Car Show with details about the event and a link to the event website
- **8/16 secured online coverage on East Bay Times**
 - Roundup of fairs and festivals includes Hayward's Vintage Alley Car Show with details about the event and a link to the event website
- **8/16 secured online coverage on Marin Independent Journal**
 - Roundup of fairs and festivals includes Hayward's Vintage Alley Car Show with details about the event and a link to the event website

SECURED INTEREST

- **7/25 secured interest with Diablo Magazine**
 - Sharing with team for potential inclusion in September edition

PITCHING

- **Hot August Nights Pitch**
 - Local Online
 - Local Print
 - Local TV
- **Vintage Alley Car Show Pitch**
 - Local Online
 - Local Print
 - Local TV
- **Hayward LIVE**
 - Local Online
 - Local Print
 - Local TV
- **Hayward Revitalization Pitch**
 - Local Online
 - Local Print

WRITING

- Hayward Revitalization
- Hot August Nights Pitch
- Hayward LIVE

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 **195** new followers across all platforms
- Garnered over **66K** impressions across all platforms
- Garnered over **3.1K** 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 Sept. 11)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 DHIA	76	2646	1304	26300
 Downtown Hayward Improvement Association	119	3598	1783	39513

Top content - Facebook (Based on engagement rate per reach)

Best performing content published during the selected period.



Sep 2, 2023 · Downtown Hayward Improvement Association

Buffalo Bills of Hayward is BACK (under new ownership), and we...

👁️ Reach	3,612
👤 Engaged users	672
👉 Clicks	352
👉 Other clicks	203
Engagement rate per reach	18.6%
Engagement rate per impression	17.7%



Aug 23, 2023 · Downtown Hayward Improvement Association

We take pride in illuminating Downtown Hayward's beauty and...

👁️ Reach	3,216
👤 Engaged users	324
👉 Clicks	33
👉 Other clicks	238
Engagement rate per reach	10.1%
Engagement rate per impression	6.2%



Sep 5, 2023 · Downtown Hayward Improvement Association

Shop local, look fabulous! 🌈 Virgelina Boutique is a high-end fashion retail...

👁️ Reach	2,291
👤 Engaged users	221
👉 Clicks	58
👉 Other clicks	149
Engagement rate per reach	9.6%
Engagement rate per impression	8.2%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Sep 2, 2023 · DHIA

Buffalo Bills is BACK (under new ownership), and we couldn't be mor...

👁️ Reach	2,060
💬 Comments	19
❤️ Likes	403
📌 Saves	8
👤 Engagement	430
Engagement rate per reach	20.9%
Engagement rate per impression	16.1%



Aug 29, 2023 · DHIA

You never know what hidden gems you'll find in Downtown Hayward! 🤩...

👁️ Reach	2,228
💬 Comments	18
❤️ Likes	307
📌 Saves	12
👤 Engagement	368
Engagement rate per reach	16.5%
Engagement rate per impression	14.7%



Aug 18, 2023 · DHIA

A melting pot of cultures and communities! 🌍❤️ Downtown...

👁️ Reach	1,637
💬 Comments	7
❤️ Likes	168
📌 Saves	0
👤 Engagement	182
Engagement rate per reach	11.1%
Engagement rate per impression	10.5%



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

SEPTEMBER

Sat., 09/09 11:00 AM – 5:00 PM

[Vintage Alley Car Show](#)

Fri., 09/29 4:30 PM – 9:30 PM

[Hayward Mariachi Festival](#)

POTENTIAL PROGRAMS TO CONSIDER

Taste of Downtown Hayward (Spring 2024)

Halloween / Trick-or-Treat Event (FALL 2023 or 2024)

Holiday Tree Lighting Event / Light Up the Season (2023)

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541



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

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

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 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*

DOWNTOWN HAYWARD FALL SEASONAL DISPLAY EXAMPLES





VOTE FOR YOUR FAVORITE FESTIVE VILLAGE WINDOW

Blog Post - December 16, 2019

Category: **WHAT'S NEW**





The Carlsbad Village Association is very pleased to be hosting the 2019 Holiday Window Decorating Contest. Village businesses have worked on creative, whimsical, and even snow-covered windows and displays. Please visit all merchants and view their festive handiwork first hand and then vote for your favorite in our "People's Choice" online voting.

Prizes of equal value for this year's contest winners have been generously donated by Carlsbad Magazine and the Coast News. Voting takes place from November 30th through December 17th. Three lucky winners will be announced in the CVA eNewsletter and on the website Wednesday, December 18th, including one for the People's Choice award.

The People's Choice ballot shows all participants by business name and address. One vote per unique email address. Have fun and enjoy the Village. And, thank you for voting for your favorite!

[Click Here To Vote!](#)

SHARE



Carlsbad Village Association

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