



Downtown Hayward Improvement Association – Annual Board of Directors’ Meeting

Tuesday, November 14th, 2023, at 10:00 a.m.

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

Zoom Virtual Link: <https://us06web.zoom.us/j/86531920693>

Meeting ID: 865 3192 0693 | Passcode: 740490 | Call-In: +1 (669) 444-9171

1. Introductions and Meeting Etiquette/Resti Zaballos, Jr., Board President
2. Public Comment & Announcements (3 Minutes Max Per Person)
3. Approval of the September 14th, 2023, Board Meeting Minutes *Action Item* P. 3 - 7
4. Report from the Nominations Committee for open seats to the Board, determination of qualifications by staff (*pending report from the City on payments*):
 - a. Nominations and recommendations from the Committee for appointment to the Board:
 - I. Property Owner Directors Nominated: *Action Item* P. 8 - 15
 - i. Resti Zaballos (22320 Foothill Blvd.)
 - ii. Sara Buizer (777 B Street)
 - iii. Bill Matheson (22268 Foothill Blvd.)
 - iv. Crystal Sampson (22335 Foothill Blvd.)
 - v. Seung-Yen Hong (BART)
 - vi. Alejandro Gamarra (1082 B Street)
 - II. Community At Large Directors Nominated: *Action Item* P. 16
 - i. Alfredo Rodriguez (1037 B Street)
5. Committee Reports

Executive Committee / Resti Zaballos Jr., President

 - a. Election of Officers for one-year terms:
 - I. Board President *Action Item*
 - II. Vice President *Action Item*
 - III. Secretary *Action Item*
 - IV. Treasurer *Action Item*
 - b. YTD Draft Financial Report *Action Item* P. 17 - 19
 - c. Proposed FY2024 Annual Budget: Assign to Exec. & Committee Chairs to Develop and Return in December with a Finalized Budget *Action Item*

Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair

 - a. District Works Monthly Maintenance Report: Review
 - b. District Pressure Washing Recertification: Update P. 20 - 25

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- c. DHIA Proposal to City for Supplemental Services in Downtown: Update P. 26
- d. B Street Lighting Re-Wrapping Project: Update

District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair

- a. Olive Public Relations Status Report: Review P. 27 - 39
- b. Holiday Banner Installation & Downtown Décor: Update
- c. Downtown Holiday Window Decorating Guide & Program: Update P. 40 - 41
- d. New District-Wide Banner Program to Launch Q1 2024: Update P. 42

Land Use Committee / Bill Matheson, Chair

- a. New Fiber Connectivity in Downtown: Update

6. Other New Business

7. Next Meeting: _____

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
 Thursday, September 14th, 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, Dinesh Shah (telephone), Daniel Mao

Absent: Bill Matheson, Debra Castles, Alfredo Rodriguez

Guests: Andrew Jones (District Works), Chris Boss (District Works), Delante Johnson Hooper (District Works), Eleanor Lazar & Cree Jones (Olive PR)

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Resti Zaballos opened the meeting at 10:05 am. Introductions were made. Marco and Nick Yoo from New City America were present. Dominic Li Mandri was present via video due to previous commitment in San Diego that day.	<i>No action taken</i>
2. Non-Agenda Public Comment	<p>Nicholas Yoo (New City America) provided a brief report on some of the businesses that have opened and closed in the area. He mentioned CVS was leaving and that they had already taken down their sign. Recent openings include Blue Crown Bistro and Habit Burger. Eastbay Eats (ghost kitchen) is expected to open in November 2023.</p> <p>Sara Buizer mentioned that Arthur Macs is opening off-location but is expected to open in 2024. She also mentioned that there has been no progress with Art Crabshack's replacement and also that the Main Street/B street apartment construction has been delayed/cancelled.</p>	<i>No action taken</i>
3. Approval of the	The minutes of the July 16 th , 2023 meeting were	<i>Ben motioned to</i>

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<p>July 16th, , 2023 Board Minutes</p>	<p>reviewed. Board members took time to review the minutes as presented.</p>	<p><i>approve the July 16th minutes and Thomas seconded the approval of the July 16th minutes as presented. The motion was approved unanimously.</i></p>
<p>4. Committee Reports: Executive Committee / Resti Zaballos</p> <p>a. FY 2023 YTD Draft Budget</p> <p>b. Board Vacancy Appointment: Daniel Mao (City of Hayward)</p> <p>c. Appointment of Annual Nominations Committee & Annual Meeting Date</p> <p>d. New Staff Onboarding Progress & Strategic Priorities</p>	<p>a. The YTD rough draft 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. Daniel Mao was introduced to the Board to serve as Jennifer Lobedan's replacement from the second City seat on the Board. He is on the economic development team for the City of Hayward.</p> <p>c. The Annual meeting is normally held between Labor Day and Thanksgiving. Marco stated that the Bylaws state that the President is to select two Board members to serve on the Task Force with him. Marco mentioned they would talk with Resti in the future about the process going forward. The secretary and President will send out a letter to all property owners in the District inquiring if they would like to serve on the Board of Directors.</p> <p>d. Nick Yoo had his 90-day review. New City America has been very pleased with Nick's performance in serving as the Asst. District Manager for Downtown. Marco stated that with Nick in place, someone would be able to monitor the maintenance vendor daily and reach out to all of the business owners in the District.</p>	<p><i>a. Sara moved and Al seconded approval of the YTD Rough Draft Financial Report. The motion was unanimously approved.</i></p> <p><i>b. Sara moved and Resti seconded accepting Daniel as the City's second Board member The motion was unanimously approved.</i></p> <p><i>c. Ben moved and Thomas seconded authorizing Resti and staff to set up a Nominations Task Force to coordinate Board solicitation for the Annual meeting. .</i></p> <p><i>d. No Action Taken</i></p>

<p>Sidewalk Operations, Beautification & Order / Sara Buizer</p> <p>a. District Maintenance Services Vendor Transition: District Works Introductions</p> <p>b. Increased BACS Outreach Services for Downtown Hayward - Update</p> <p>c. Downtown Public Security Camera Pilot - Update</p> <p>d. B Street Trees Lighting Upgrades: Review of Proposals</p>	<p>a. District Works, the new maintenance team for downtown Hayward, introduced themselves and explained the scope of their services to the Board. Andrew Jones, the owner of District Works, provided some background on the company, and summarized some of the services they offer. A thorough discussion followed. Sara is setting up a meeting with Andrew Jones and his staff and key people in the City for a smooth transition</p> <p>b. Sara provided an update on BACS outreach services. She explained that many of the unhoused are declining available services and refusing help/treatment. As a result, the SOBO Committee has decided not to explore enhancing the BACS program for downtown Hayward.</p> <p>c. Dominic provided an update on the security camera pilot system. District Works mentioned they provided some of these services to their districts in Oakland and had good success. Andrew offered a tour of the district to see their camera system and how it functioned.</p> <p>d. Nick and Dominic provided a report of the tree lighting upgrades. There were two companies that submitted proposals (SF Holiday Lights and San Francisco Holiday Lighting, Inc). After discussing with the SOBO Committee, it was decided to go with SF Holiday Lights due to cost and scheduling. SF Holiday Lights had a more affordable cost and was willing to work on the project in a more timely fashion than the other company. They also had a good reputation with District Works who also worked with them in some of their other districts. The board requested Nick and Dominic to go forward with SF Holiday Lights for the tree trunk wrap lighting but wanted to see if they could get the lights installed more quickly than their expected installation date even if it meant paying a little more. The consensus was to approve with a not to exceed \$50,000 dollar amount for this project.</p>	<p><i>a. No Action Taken</i></p> <p><i>b. No Action Taken</i></p> <p><i>c. No Action Taken</i></p> <p>d. Ben moved and Daniel seconded selecting SF Holiday lighting to wrap the streets – not to exceed \$49,999. The motion was approved unanimously. Ben mentioned that the lights should be 277 voltage.</p>
<p>District Identity & Streetscape</p>	<p>a. Dominic reviewed the latest stats on PR and Social Media exposure. Eleanor provided a report on PR</p>	<p><i>a. No Action Taken</i></p>

<p>Improvement (DISI) / Alfredo Rodriguez (Chair)</p> <p>a. Olive Status Report:</p> <p>b. Downtown Seasonal Banner Program: Update</p> <p>c. Downtown Event Sponsorship Requests – Possible Recommendation</p> <p>d. Downtown Holiday Décor Ideas: Update</p> <p>e. DHIA Website Redesign & Improvement: Review</p>	<p>and Cree provided a report on the social media exposure for the District facilitated by Olive PR.</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. The banners may include famous people who grew up in Hayward. Chrystal mentioned that she has some banner poles that could be used.</p> <p>c. Dominic reported that there were three sponsorship requests. The first request was from Alfredo for the Vintage Alley car show. Originally the sponsorship request was for \$11,000 dollars but since the event passed and saw he didn't need as much money; he adjusted the sponsorship request to \$6,000 dollars. The second sponsorship request was from Frank (Chamber of Commerce) for the Mariachi Festival. This sponsorship request was for \$3,000 dollars. The final request was from the Hayward Historical society and gave some choices for sponsorship. After discussion, the board chose the \$1,000 dollar sponsorship.</p> <p>d. Dominic provided an update on the holiday décor ideas. Dominic and Nick would work together to come up with some holiday décor ideas.</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. No Action Taken</p> <p>c. Sara moved and Ben seconded the the proposed sponsorships be accepted and funded. The motion was approved unanimously.</p> <p>d. No Action Taken</p> <p>e. No Action Taken</p>
<p>Land Use Committee / Bill Matheson (Chair)</p> <p>a. Main Street</p>	<p>a. Nick Yoo provided a brief report of the main street complete street projected. Construction is expected to start Feb 2024.</p>	<p>a. No Action Taken</p>

Complete Street Project		
5. Other Business	No other business was discussed.	5. No Action Taken
6. Next Board Meeting	The next Board of Directors meeting will be the Annual Board meeting and will be held on Nov, 14 th at 10 a.m. at Lincoln Landing.	6. Resti moved and Alex seconded adjournment of the Board meeting .

Minutes taken by Nick Yoo and Marco Li Mandri, New City America



ARTICLE 4: 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 (½) of the Property Owner Directors and one half (1/2) of the Community Directors shall serve a term of one (1) year, and one-half (½) of the of the Property Owner Directors and one half (½) 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 Hayward Improvement Association Board of Directors Nomination Form – 2023

Address of Property owned or represented: Plaza Center: 22268-22320 Foothill Blvd, etc.

Owner or Authorized Representative Name Resti Zaballos, Jr. (Print)

Are you currently on the Board of Directors: Yes X No

Are you currently serving on a Committee of the Board? Yes X No

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?

Yes X No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2023 and serving for 2 years?

Yes X No

Name of nominee: Resti Zaballos, Jr.

Address or property owned of nominee: 22320 Foothill Blvd, #660, Hayward, Ca 94541

Your name (as owner or representative):


(Sign name)

Date signed: 11/8/2023

Eligibility verified/Assessments current (done by staff) _____

The Annual meeting to consider nominees to the Board will be held on Tuesday, November 14th, 2023 at 10:00 a.m. at the Mezzanine Room of Lincoln Landing (22335 Foothill Blvd, Hayward CA. 94541).

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**Downtown Hayward Improvement Association Board of Directors
Nomination Form – 2023**

Address of Property owned or represented: 777 B Street

Owner or Authorized Representative Name Sara Buizer (Print)

Are you currently on the Board of Directors: Yes No

Are you currently serving on a Committee of the Board? Yes No

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?

Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2023 and serving for 2 years?

Yes No

Name of nominee: Sara Buizer

Address or property owned of nominee: 777 B Street

Your name (as owner or representative): Sara M Buizer
(Sign name)

Date signed: 11-3-23

Eligibility verified/Assessments current (done by staff) _____

The Annual meeting to consider nominees to the Board will be held on Tuesday, November 14th, 2023 at 10:00 a.m. at the Mezzanine Room of Lincoln Landing (22335 Foothill Blvd, Hayward CA. 94541).

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541



**Downtown Hayward Improvement Association Board of Directors
Nomination Form – 2023**

Address of Property owned or represented: Plaza Center, 22268-22320 Foothill Blvd, etc

Owner or Authorized Representative Name Resti Zaballos, Jr. (Print)

Are you currently on the Board of Directors: Yes No

Are you currently serving on a Committee of the Board? Yes No

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?

Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2023 and serving for 2 years?

Yes No

Name of nominee: Bill Matheson

Address or property owned of nominee: 22320 Foothill Blvd, #660, Hayward, CA 94541

Your name (as owner or representative): 
(Sign name)

Date signed: 11/8/23

Eligibility verified/Assessments current (done by staff) _____

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DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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**Downtown Hayward Improvement Association Board of Directors
Nomination Form – 2023**

Address of Property owned or represented: Lincoln Landing
Owner or Authorized Representative Name Crystal Sampson (Print)

Are you currently on the Board of Directors: Yes No

Are you currently serving on a Committee of the Board? Yes No

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?
Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2023 and serving for 2 years?
Yes No

Name of nominee: Crystal Sampson

Address or property owned of nominee: 22335 Foothill Blvd Hayward CA 94541

Your name (as owner or representative): [Signature]
(Sign name)

Date signed: 11/9/23

Eligibility verified/Assessments current (done by staff) _____

The Annual meeting to consider nominees to the Board will be held on Tuesday, November 14th, 2023 at 10:00 a.m. at the Mezzanine Room of Lincoln Landing (22335 Foothill Blvd, Hayward CA. 94541).

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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**Downtown Hayward Improvement Association Board of Directors
Nomination Form – 2023**

Address of Property owned or represented: 1082 B street, Hayward 94541

Owner or Authorized Representative Name Alejandro Gamara (Print)

Are you currently on the Board of Directors: Yes No

Are you currently serving on a Committee of the Board? Yes No

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?

Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2023 and serving for 2 years?

Yes No

Name of nominee: Alejandro Gamara

Address or property owned of nominee: 1083 B street

Your name (as owner or representative): 
(Sign name)

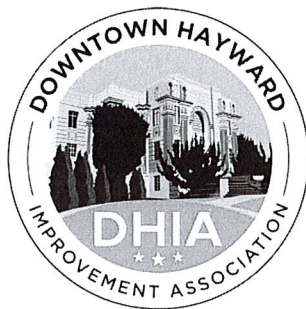
Date signed: 11.6.2023

Eligibility verified/Assessments current (done by staff) _____

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DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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Downtown Hayward Improvement Association Board of Directors Nomination Form – 2023

Address of Property owned or represented: 428-0076-023-10, 431-0044-035-04

Owner or Authorized Representative Name Seung-Yen Hong, San Francisco Bay Area Rapid Transit District

Are you currently on the Board of Directors: Yes No

Are you currently serving on a Committee of the Board? Yes No

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?

Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2023 and serving for 2 years?

Yes No

Name of nominee: Seung-Yen Hong

Address or property owned of nominee: 428-0076-023-10, 431-0044-035-04

Your name (as owner or representative): 
(Sign name)

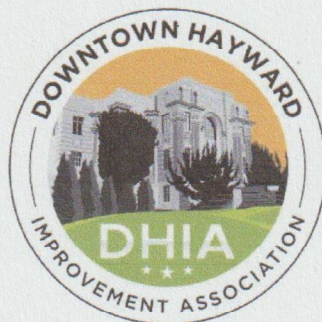
Date signed: 11/7/2023

Eligibility verified/Assessments current (done by staff) _____

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DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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**Downtown Hayward Improvement Association Board of Directors
Nomination Form – 2023**

Address of Property owned or represented: 1037 B ST. HAYWARD CA.

Owner or Authorized Representative Name ALFREDO RODRIGUEZ JR. (Print)

Are you currently on the Board of Directors: Yes No

Are you currently serving on a Committee of the Board? Yes No

Do you support the goals of the Association to improve Downtown Hayward through the Downtown Hayward Improvement Association?

Yes No

Would you like to nominate yourself to the Board for a property owner seat commencing November 2023 and serving for 2 years?

Yes No

Name of nominee: ALFREDO RODRIGUEZ JR.

Address or property owned of nominee: _____

Your name (as owner or representative): Alfredo Rodriguez Jr.
(Sign name)

Date signed: 9/NOV/23

Eligibility verified/Assessments current (done by staff) _____

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DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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Downtown Hayward Improvement Association
Profit & Loss Budget Performance
October 2023

11/09/23

Cash Basis

	Oct 23	Budget	Jan - Oct 23	YTD Budget	Annual Budget
Income					
Assessment Income					
Carry Forward	0.00	0.00	0.00	380,148.44	380,148.44
Assessment Income - Other	25,042.30	53,159.00	607,627.56	531,601.00	637,919.00
Total Assessment Income	25,042.30	53,159.00	607,627.56	911,749.44	1,018,067.44
Total Income	25,042.30	53,159.00	607,688.56	911,749.44	1,018,067.44
Expense					
Administration					
Accounting Fees	0.00	166.00	1,566.67	1,668.00	2,000.00
Bank Charges	0.00	5.00	68.00	50.00	60.00
Insurance - Liability, D and O	0.00	708.00	10,576.04	7,084.00	8,500.00
Legal Fees	0.00	250.00	1,374.00	2,500.00	3,000.00
Office Supplies	0.00	100.00	297.48	1,000.00	1,200.00
Postage, Mailing Service	17.81	25.00	191.27	250.00	300.00
Rent	1,200.00	1,200.00	12,000.00	12,000.00	14,400.00
Staff Consulting (New City)	10,000.00	10,000.00	82,500.00	82,500.00	102,500.00
Telephone, Telecommunications	2.49	300.00	147.18	3,000.00	3,600.00
Utilities	569.78	166.00	2,818.46	1,668.00	2,000.00
Admin Contingency	0.00	0.00	1,719.00	898.34	898.34
Total Administration	11,871.80	12,920.00	113,339.82	112,618.34	138,458.34
DISI					
Advertising	361.57	250.00	2,273.78	2,500.00	3,000.00
Annual Report	0.00	166.00	0.00	1,668.00	2,000.00
Branding & Signage	0.00	0.00	3,578.69	0.00	0.00
PR / Social Media	4,500.00	4,500.00	45,000.00	45,000.00	54,000.00
Seasonal Displays	0.00	0.00	5,260.00	0.00	0.00
Special Events					
Hot August Nights	0.00	0.00	15,500.00	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	10,000.00	17,500.00	21,000.00
Total Special Events	0.00	1,750.00	43,500.00	50,500.00	54,000.00
Staff Consulting (New City)	1,500.00	1,500.00	15,000.00	15,000.00	18,000.00
Website	0.00	0.00	893.14	0.00	0.00
Total DISI	6,361.57	8,166.00	115,505.61	114,668.00	131,000.00
SOBO					
Fixed Assets - Major Purchase	18,725.00	0.00	18,725.00	0.00	0.00
Maintenance Contractor	0.00	38,533.33	192,206.13	278,933.34	356,000.00
Maintenance and Supplies	0.00	166.66	1,887.92	1,666.68	2,000.00
Payroll Expenses					
Deductions	0.00	0.00	0.00	-300.00	-300.00
Payroll Workers Comp Ins	655.00	760.00	-112.00	7,600.00	9,120.00
Total Payroll Expenses	655.00	760.00	-112.00	7,300.00	8,820.00

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
October 2023

	Oct 23	Budget	Jan - Oct 23	YTD Budget	Annual Budget
Professional Services/ BACS	0.00	10,000.00	0.00	100,000.00	120,000.00
Security	0.00	4,166.66	0.00	41,666.68	50,000.00
Supplies for SOBO	0.00	400.00	513.01	4,000.00	4,800.00
Vehicle Related					
Pressure Washing	1,506.54	300.00	4,325.52	3,000.00	3,600.00
Gas	0.00	330.00	2,368.42	3,300.00	3,960.00
Vehicle Repair & Maintenance	0.00	50.00	2,938.01	500.00	600.00
Total Vehicle Related	<u>1,506.54</u>	<u>680.00</u>	<u>9,631.95</u>	<u>6,800.00</u>	<u>8,160.00</u>
Total SOBO	20,886.54	54,706.65	222,852.01	440,366.70	549,780.00
Contingency / Reserve	0.00	0.00	0.00	198,829.10	198,829.10
Total Expense	<u>39,119.91</u>	<u>75,792.65</u>	<u>451,697.44</u>	<u>866,482.14</u>	<u>1,018,067.44</u>
Net Income	<u>-14,077.61</u>	<u>-22,633.65</u>	<u>155,991.12</u>	<u>45,267.30</u>	<u>0.00</u>

Downtown Hayward Improvement Association
Balance Sheet
As of November 9, 2023

	Nov 9, 23
ASSETS	
Current Assets	
Checking/Savings	
Chase Checking 937971726	5,694.00
Checking at First Republic Ban	455,454.42
Total Checking/Savings	461,148.42
Total Current Assets	461,148.42
Fixed Assets	
Accumulated Depreciation	-42,886.00
Fixed Assets	81,551.33
Total Fixed Assets	38,665.33
TOTAL ASSETS	499,813.75
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Federal Tax	-936.93
State Tax	936.93
Total Payroll Liabilities	0.00
Total Other Current Liabilities	0.00
Total Current Liabilities	0.00
Total Liabilities	0.00
Equity	
Unrestricted Net Assets	393,549.77
Net Income	106,263.98
Total Equity	499,813.75
TOTAL LIABILITIES & EQUITY	499,813.75



Downtown Hayward Improvement Association Monthly Report

October 2023

October Recap

District Works (DW) and Downtown Hayward Improvement Association (DHIA) staff have been working closely with City of Hayward's Water Pollution Source Control member Jaime Rosenberg to ensure compliance and begin appropriate pressure washing services throughout DHIA. DW completed and filed a Mobile Washer Permit Application Form while awaiting confirmation of a feasible location for discharge of wash water. A sewer cleanout, in the sidewalk, directly in front of B Street Apartments has been identified and the City of Hayward is entertaining this as a discharge point for direction of wastewater to the sanitary sewer. Although the cleanout is in the public right of way, this section is the responsibility of the building owner and requires acknowledgement from the property. DHIA has contacted B Street Apartments for property approval, which has been obtained and provided to the City of Hayward. Once we receive confirmation from Mr. Rosenberg that our mobile washing permit has been approved and the appropriate berms have arrived, we will be able to resume pressure washing services. We anticipate the approvals and berms being completed in November and will resume pressure washing services immediately thereafter.

With anticipation of inclement weather, place managers have begun use of the Billy Goat Outdoor Litter Vacuum. Our staff have been notified of well known locations that fill with leaves and potential flooding locations and we are prepared to remove debris and monitor/report any major issues that arise during the next few months as weather conditions dictate.



Statistics	Daily Average	Monthly Total	YTD Total
Business Contact	13	401	1136
Hospitality Escort or Directions Given	2	62	257
Trash Collected- Total Bags	22	693	1794
Trash Collected- Total Weight (lbs.)	559	17325	44839
Graffiti Removed- Stickers	12	364	776
Graffiti Removed- Paint	4	139	252

The DHIA Place Managers collected a total of 693 bags of trash during the month. To estimate the weight of these bags, the industry standard is an average of 25 pounds per bag. This resulted in the removal of an estimated 17,325 pounds of trash throughout the district in October.

While we await pressure washing compliance, Place Managers successfully removed 503 instances of graffiti from the district through alternative graffiti abatement practices. We categorize "small" graffiti as a 12"x 12" space that has been vandalized by spray paint, stickers, unauthorized postings, etc.

With our Place Managers returning to 3 FTE we completed a total of 401 business contacts. Additionally, we provided 62 hospitality escorts or directions to the community.

October Highlights

In preparation for the Holiday Season, District Works has installed sample wreath and garland decoration for DHIA review. In addition, we have taken inventory of the current decorations and hardware, and will plan to decorate all or every other decorative pole (12') on B Street from Montgomery to Foothill Boulevard with a wreath and garland display similar to the photo below. We anticipate having the installation begin the week prior to Thanksgiving and completed by the day after Thanksgiving in coordination with the holiday light installation taking place on B Street.



BEFORE & AFTER

22603 Main Street



1045 C Street



BEFORE & AFTER

1045 C Street



About District Works

Building on our decade of experience managing multiple business improvement and community benefit districts, District Works will work closely with your leadership to achieve your organizational goals. We provide a wide variety of essential and supplemental staffing services to implement and maintain your investment in improvement and street beautification efforts.

By engaging with District Works, you are creating an extension of your team and expanding the capacity of your organization to maximize its positive impact in your community.



October 27th, 2023
 Attn: Jeff Krump
 City of Hayward – Environmental Services Division

DHIA Proposal for Supplemental Downtown Services – FY2023

The Downtown Hayward Improvement Association (DHIA) has prepared the following proposal at the request of the City of Hayward to augment current services in downtown above and beyond our current contracted scope of services. The DHIA contracts with District Works, LLC to provide routine district maintenance services to our downtown district seven days a week, but for the purposes of this supplemental proposal, the DHIA is outlining additional areas/aspects for enhanced servicing and/or litter abatement in downtown exclusively. The areas/aspects the DHIA is proposing to cover includes, but is not limited to the following: enhanced (more frequent) litter & graffiti abatement on the sidewalk entrances/exits to Muni Lots #1 & #2; supplemental servicing of Big Belly receptacles above and beyond the contracted maintenance allotment stipulated in the City’s contract; additional evening coverage at a minimum of two (2) days a week; and enhanced litter abatement around Newman Park, Heritage Park, and the Children’s Park at Giuliani Plaza.

For the next 8 months, not to exceed \$50,000, the DHIA is proposing providing two (2) additional eight-hour shifts per week, totaling 16 hours of additional manpower weekly in downtown (approx. 0.4 FTE). Here is the Budget Summary supplied by District Works to reflect this proposed staffing budget.

Budget Summary		
Program Expenditures	Section Totals	% of Budget
Compensation/Taxes/Insurance	\$17,946.23	35.90%
Employee Benefits	\$2,136.68	4.27%
Insurance & Taxes	\$9,308.69	18.62%
Equipment/Tools/Supplies	\$6,552.93	13.10%
Administration & OH Costs	\$4,560.80	9.12%
District Works Profit	\$4,050.53	8.10%
DHIA Administration	\$5,444.14	10.89%
Total Program Expenses	\$50,000.00	100.00%

Please do not hesitate to reach out to me with any questions or concerns you may have regarding this proposed expanded service model. Thank you for the opportunity to present this proposal to the City of Hayward for consideration.

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541



Downtown Hayward Improvement Association Board Meeting

Tuesday, November 14, 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

Fall Events in Hayward

SECURED COVERAGE

- **10/26 secured online coverage on Patch**
 - Roundup of Halloween events in the Bay Area this weekend includes the Hayward Trunk or Treat Heritage Plaza
- **10/24 secured online coverage on Diablo Magazine**
 - Roundup of Halloween events in the Bay Area this weekend includes the Hayward Trunk or Treat Heritage Plaza

SECURED INTEREST

- **11/1 secured interest with Bay Area News Group**
 - Working on booze roundup and will include IPA Festival

Mariachi Festival

SECURED COVERAGE

- **9/29 secured broadcast coverage in KRON 4 (News at 2 pm)**
 - Segment included details about the Mariachi festival noting that there will be a taco eating contest
- **9/29 secured broadcast coverage in KRON 4 (News at 5 am)**
 - Segment included details about the Mariachi festival noting that there will be a taco eating contest
- **9/29 secured broadcast coverage in KRON 4 (News at 5am)**
 - Segment included details about the Mariachi festival noting that there will be a taco eating contest

- **9/29 secured broadcast coverage in KTVU (Mornings on 2 at 4 am)**
 - Segment included details about the Mariachi Festival in Hayward
- **9/29 secured broadcast coverage in KTVU (Mornings on 2 at 5 am)**
 - Segment included details about the Mariachi Festival in Hayward
- **9/26 secured online coverage on Diablo Magazine**
 - Roundup of upcoming events in the Bay Area includes the Hayward Mariachi Festival with details of the event a link to the website
- **9/26 secured online coverage on News Break**
 - Syndicated Diablo Magazine roundup of upcoming events in the Bay Area which includes the Hayward Mariachi Festival with details of the event a link to the website
- **9/25 secured online coverage on Patch (Castro Valley)**
 - Feature includes all of the details of the Mariachi event including the taco-eating contest, live music and Folklorico Dancers, a Beer & Margarita Garden for adults, a Kids Zone, and mariachi bands

Hayward Revitalization

SECURED COVERAGE

- **10/10 secured print coverage in San Francisco Chronicle**
 - Feature highlights many aspects of the revitalization of Downtown Hayward including Lincoln Landing, Buffalo Bills, Mad Butter Bakery, Blue Crown Bay & Bistro, and East Bay Eats, and many of the other great things happening in the community
- **10/7 secured online coverage on San Francisco Chronicle**
 - Feature highlights many aspects of the revitalization of Downtown Hayward including Lincoln Landing, Buffalo Bills, Mad Butter Bakery, Blue Crown Bay & Bistro, and East Bay Eats, and many of the other great things happening in the community
- **10/6 secured online coverage on San Francisco Chronicle**
 - Roundup of East Bay food and beverage news includes the opening of Blue Crown Bistro in Hayward with a mention of some of the menu items and link to the website
- **9/12 secured online coverage on SF Eater**
 - Roundup of Bay Area food and beverage news includes the opening of Blue Crown Bistro in Hayward with a short description of the restaurant's offerings
- **9/12 secured online coverage on MSN**
 - Syndicated SF Eater roundup of Bay Area food and beverage news which includes the opening of Blue Crown Bistro in Hayward with a short description of the restaurant's offerings
- **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

- **9/12 secured interest with Bay Area News Group**
 - Sharing new openings with restaurant writers

PITCHING

- **Fall Events in Hayward Pitch**
 - Local Online
 - Local Print
 - Local TV
- **Mariachi Festival Pitch**
 - Local Online
 - Local Print
 - Local TV
- **Hayward Revitalization Pitch**
 - Local Online
 - Local Print

WRITING

- Hayward Revitalization
- Fall Events in Hayward
- Small Business Season
- Revamped and New Businesses in Hayward

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 **385** new followers across all platforms
- Garnered over **257K** impressions across all platforms
- Garnered over **5.3K** total engagements across all platforms

Upcoming:


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

Social Media Statistics (Last 60 Days as of Nov 9)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
DHIA	126	2709	1359	51361
Downtown Hayward Improvement Association	259	3850	3956	205650

Top content - Instagram (Based on engagement)

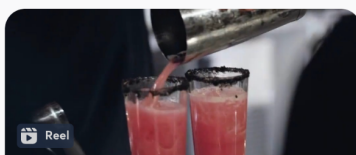
Best performing content published during the selected period.



Nov 7, 2023 · DHIA

Buon Appetito is where Italy meets Downtown Hayward! 🍷🍷 Indulge in...

🔥 Reach	1,522
💬 Comments	10
❤️ Likes	177
📌 Saves	11
📊 Engagement	211
Engagement rate per reach	13.9%
Engagement rate per impression	13.1%

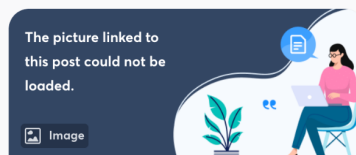


Oct 20, 2023 · DHIA

The party is just getting started in Downtown Hayward! 🎉🎵🍷 Where a...

🔥 Reach	1,501
💬 Comments	0
❤️ Likes	131
📌 Saves	4
📊 Engagement	156
Engagement rate per reach	10.4%
Engagement rate per impression	9.5%

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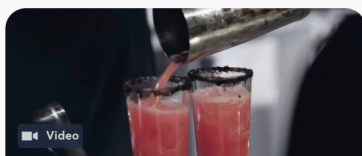
Oct 23, 2023 · DHIA

Raise a glass to tradition and great beer! Buffalo Bills isn't just any bar; i...

🔥 Reach	959
💬 Comments	4
❤️ Likes	87
📌 Saves	1
📊 Engagement	97
Engagement rate per reach	10.1%
Engagement rate per impression	8.8%

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

Best performing content published during the selected period.




Oct 20, 2023 · Downtown Hayward Improvement Association

The party is just getting started in Downtown Hayward! 🎉🎵🍷 Where a...

🔥 Reach	2,871
📊 Engaged users	237
👁️ Clicks	37
👁️ Other clicks	209
Engagement rate per reach	62.9%
Engagement rate per impression	5.6%


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Sep 11, 2023 · Downtown Hayward Improvement Association

Pedal your way to family fun in Downtown Hayward! 🚲 Bring the...

🔥 Reach	1,608
📊 Engaged users	118
👁️ Clicks	8
👁️ Other clicks	74
Engagement rate per reach	14%
Engagement rate per impression	5.8%



Oct 14, 2023 · Downtown Hayward Improvement Association

In Downtown Hayward, every day feels like a family-friendly adventure! 🌳...

🔥 Reach	3,880
📊 Engaged users	303
👁️ Clicks	78
👁️ Other clicks	173
Engagement rate per reach	13.1%
Engagement rate per impression	6.4%

San Francisco Chronicle

BAY AREA

'It's a sleeper': This East Bay downtown is poised for a comeback with new housing, restaurants



J.K. Dineen

Oct. 7, 2023 | Updated: Oct. 7, 2023 2:56 p.m.



1 of 2



People walk through downtown Hayward, which recently saw the opening of a 474-unit apartment complex. Local business owners hope the new housing will boost the downtown economy.

Santiago Mejia/The Chronicle



2 of 2



The MorningStar Senior Living development is under construction in downtown Hayward.

Santiago Mejia/The Chronicle

Downtown [Hayward](#), long a scruffy step-sibling to its more affluent and bustling East Bay neighbors, is starting to stir.

Already, more than 500 residents have moved in to Lincoln Landing, a 474-unit apartment complex that opened late last year on the site of the old Mervyn's headquarters, which finally closed in 2008 after years of downsizing. The complex is now 71% leased, and ground floor retail deals have been signed by Habit Burger, Chipotle, City Sports Club and several others, according to Crystal Simpson, the property manager.

The project is downtown Hayward’s first large housing development in decades, and city planners are hopeful that it will be successful enough to resuscitate other projects that have been stalled since the pandemic.

“It was a catalyst site,” said Sara Buizer, Hayward’s director of development services. “It was a development we were keen on coming to fruition. It’s a rather large site, kind of at the cusp of our downtown, and it serves as a nice gateway into downtown Hayward.”



— Of the 474 units in the Lincoln Landing apartment complex downtown Hayward, 71% have been leased after opening last year.
Santiago Mejia/The Chronicle

Downtown Hayward has been languishing since the early 2000s when the Mervyn's department store chain initiated a series of layoffs at its offices which, at its height, employed nearly 1,500 workers. By 2008, the building was vacant and became a popular squat for unhoused residents. In a 12-month period police were called to the property 174 times.

The plight of the property that had been the downtown's economic engine epitomized the steep decline from the late 1990s when Nick Yoo's family opened its Japanese restaurant Sapporo on Main Street.

"Back then every restaurant had lines out the door," said Yoo.

Today, Yoo sees encouraging signs that the city's downtown is in the early stages of a comeback. In addition to running his family business, Yoo is the assistant manager of the Downtown Hayward Improvement Association and, while walking around downtown, he points to new businesses that have opened in recent months.



— Buffalo Bill's Brewery has reopened in downtown Hayward. The restaurant originally opened in 1983, but shut down when the area suffered.

Santiago Mejia/The Chronicle

In August, after a 14-month closure, Alejandro Gamarra — who owns five other restaurants and taquerias in the city — reopened Buffalo Bill's Brewery, which was one of the first brew pubs in the United States when it first opened in 1983. On the same side of B Street — Hayward's main strip — the city is processing an application for Arthur Mac's, a beer garden that will serve food out of repurposed BART train cars.

Other new businesses include Mad Butter Bakery, Blue Crown Bay & Bistro, and East Bay Eats, a food hall with 20 spaces that will provide ghost kitchen units for delivery as well as a dining area where customers can eat on-site. East Bay Eats is set to open next month.

Unlike other, faster growing parts of the East Bay, like Fremont and Dublin, downtown Hayward has a central core with historic buildings ready to be revived. It has a BART station and a new \$60 million library. Across from the library is Heritage Plaza, which opened in 2021, a central open space that is about the size of San Francisco's Union Square.

Marco Li Mandri, president of New City America Inc., which runs the business improvement district in downtown Hayward, said downtown Hayward has advantages that many other cities can only admire.



— Downtown Hayward has seen more housing and local business sprout in its city center recently.
Santiago Mejia/The Chronicle

“It’s a sleeper,” he said “It’s got great bones. It’s much easier to fill a place in than to try to build it from scratch.”

Like most downtowns, Hayward has seen periodic bursts of investment, followed by stretches of neglect. In 2008, just before the Great Recession, a 12-screen Cinemark theater opened a \$12 million redevelopment project at a former Albertsons supermarket site.

“When the movie theater opened, everybody, all the merchants, were so happy,” said Ignacio Ramirez, whose family has owned Los Compadres restaurant on C Street since 1966. “Every storefront had a sign that said something was ‘coming soon, coming soon.’ And then all the signs disappeared.”

Meanwhile, just as the city was crawling its way out of the economic doldrums, the Hayward Loop was completed, a major overhaul of how automobile traffic moved through the city. The loop was part of a 6-mile renovation of Foothill and Mission boulevards through the heart of Hayward, a stretch used by 65,000 motorists a day, offering a shortcut between Interstates 580 and 880, or Silicon Valley and points east.

“It’s a traffic engineer’s dream: Move cars as quickly as possible and disregard what is going on in downtown,” said Li Mandri, whose firm has created hundreds of community benefit districts around the country.

While the loop increased the speed at which drivers cruised through Hayward, it created a noose around downtown’s neck, with the heart of the historic city center cut off by four lanes of traffic whizzing by on three sides. The increase in automobile traffic led to a decline in pedestrians frequenting downtown businesses like Sapporo, said Yoo.



Development is becoming a more common sight in downtown Hayward.

Santiago Mejia/The Chronicle

“In principle, it sounds good — they are moving a lot more people and vehicles through Hayward,” said Yoo. “But it did make it difficult for the downtown businesses, like ours.”

But while the loop has not been great for downtown stores or restaurants, the city’s plans for downtown residential development could more than make up for it.

Under Hayward’s housing element — the state certified housing plan every California city has to complete — the city must permit 4,624 units by 2031. Of those, about 1,600 are planned for downtown sites, and another 750 for parking lots surrounding the downtown Hayward BART Station.

One of those downtown projects, Maple & Main, has been approved for 325 units, and city officials are hoping it will break ground next year. One project is under construction, a 76-unit affordable senior development at 28000 Mission Blvd.

Ramirez, who grew up in Hayward, said an influx of downtown residents could provide the vitality that was expected to come with the opening of the theater 15 years ago.

“Who doesn’t like a movie?” he said. “Who doesn’t like to get out of their home and escape for two or three hours?”

Reach J.K. Dineen: jdineen@sfchronicle.com



Holiday Decorating Program for Downtown Hayward [DRAFT]

Greetings from the Downtown Hayward Improvement Association (DHIA)!

Beginning on December 1st, the DHIA invites all Downtown Hayward businesses with visible storefront windows to welcome in the holiday season by participating in a window-decorating competition! The program criteria are simple: 1) create or commission a festive and whimsical holiday décor theme to showcase on your business windows; 2) submit a nomination (with picture) of your decorated storefront to the Downtown Hayward email address by December 1st; and 3) maintain your display through the week of December 25th. That's it!

The DHIA will provide social media highlights of the displays and businesses participating (only during the duration of the program) in an effort to drive customer traffic downtown this holiday season. Towards the end of the month, the DHIA will organize an online vote via social media for best storefront display amongst three (3) categories: Best Overall, Best Theme, Most Original. The DHIA will provide a cash prize to each category winner as a thank for participating. Our holiday gift to you!

Is your business interested in being a part of this year's window decorating contest? Please fill in the information on the next page and then we will reach out to you promptly!

Here are some samples of what it could look like:

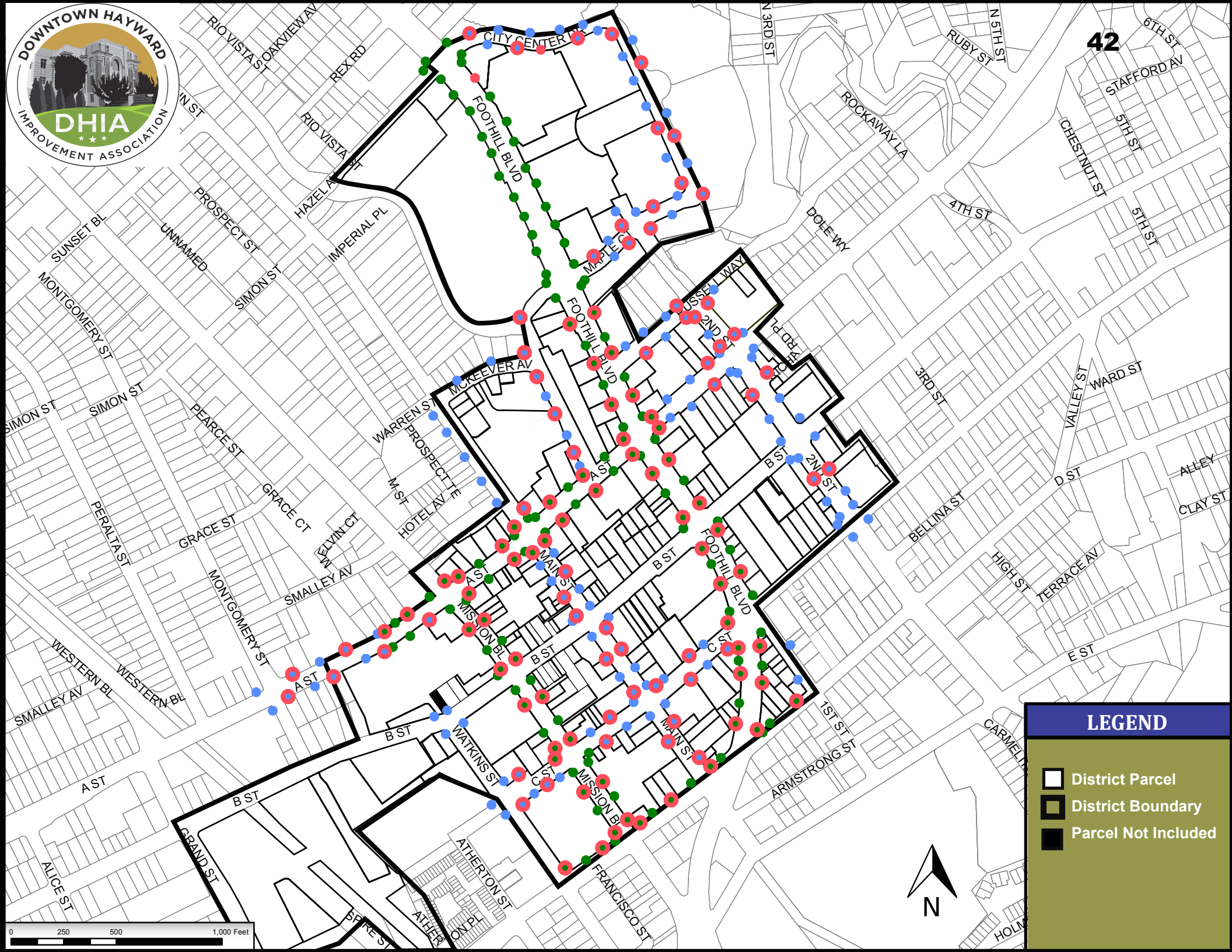


DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541



42



LEGEND

- District Parcel
- District Boundary
- Parcel Not Included

