



Downtown Hayward Improvement Association – Board of Directors’ Meeting

Tuesday, January 23, 2024, 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/85975559956>

Meeting ID: 859 7555 9956 | Passcode: 22654 | 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. Community Reports
Hayward Police Department, City of Hayward Economic Development Department, Local Business Report
4. Approval of the November 14th, 2023, Meeting Minutes *Action Item* P. 3 - 7
5. Committee Reports
 - Executive Committee / Resti Zaballos Jr., President
 - a. F23 Year-End Draft Financial Report *Action Item* P. 8 - 9
 - b. Proposed FY24 Annual Budget: Recommendations from Committees *Action Item*
 - c. DHIA Bylaws Task Force *Action Item*
 - d. DHIA Bi-Annual Report
 - Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair P. 10 - 15
 - a. District Works Monthly Maintenance Report: Review
 - b. District Landscaping Program: B Street Hanging Baskets
 - c. New Big Belly Receptacle Placements In-District
 - d. Committee Interest in Exploring Program with HPD on Downtown Security Cameras
 - District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair P. 16 - 19
 - a. Olive Public Relations Status Report: Review
 - b. Downtown Banner Program: Next Steps
 - c. B Street Mural Task Force
 - d. DHIA Website Redesign Task Force
 - Land Use & Project Review Committee / Bill Matheson, Chair
 - a. B/Main Development Progress & Broader Downtown Pipeline
 - b. Main Street Complete Street Project
6. Other Items

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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
 Tuesday, November 14th, 2023 10:00 a.m.
 Lincoln Landing Mezzanine Conference Room
 22335 Foothill Blvd. Hayward, CA. 94541

Present: Al Antonini, Resti Zaballos (via Zoom), Ben Schweng, Sara Buizer, Crystal Sampson, Alex Husary, Daniel Mao, Alfredo Rodriguez, Alejandro Gamarra, Seung-Yen Hong

Absent: Bill Matheson, Thomas Leung, Dominic LiMandri

Guests: Chris Boss, Delante Johnson Hooper & Albur Burruss (District Works), Eleanor Lazar & Cree Jones (Olive PR), Greg (First Presbyterian Church)

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Marco Opened the Meeting at 10:00 AM. Introductions were made.	<i>No action taken</i>
2. Non-Agenda Public Comment	<p>Sara Buizer introduced new programs and services (Homeless Response Resource form and Hayward Evaluation and Response Team) offered by the City of Hayward to respond to the homeless concerns. Access Hayward also received positive feedback from some of the board members.</p> <p>It was also announced that Dinesh will be leaving the DHIA board due to the distance.</p> <p>Nick Yoo provided a brief report on the status of some of the businesses in downtown Hayward. Nick announced that Gurkha kitchen opened and replaced Hayward City Pho. Alma wedding dress store will be moving locations to B street. They repainted their new building. Mujiri Nigiri has also recently re-opened after two-month closure for re-modeling and re-painting. Chipotle is expected to open in the next month and Eastbay Eats ghost kitchen should open by</p>	<i>No action taken</i>

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	the end of December as well. Sara announced that Arthur Mac's re-submitted their application.	
3. Approval of the September 14th, 2023 Board Minutes	The minutes of the September 14 th , 2023 meeting were reviewed. Board members took time to review the minutes as presented.	<i>Ben Schweng motioned to approve the September 14th minutes and Sara Buizer seconded the approval of the minutes as presented. The motion was approved unanimously.</i>
4. Report from the Nominations Committee: I. Property Owner Nominations II. Community At Large Directors Nominations	The Annual Board meeting is being held at this meeting. Letters were sent out to all CBD property owners encouraging them to join the Board or a Committee to be involved in the DHIA. Various Board members were up for election for a new two year term. They included: Property owner Directors nominated: 1. Resti Zaballos 2. Sara Buizer 3. Bill Matheson 4. Crystal Sampson 5. Seung-Yen Hong 6. Alejandro Gamarra Community at Large Directors nominated: Alfredo Rodriguez	<i>Ben moved and Al seconded approval of the six property owners Board members for another two-year term. They also approved the community at large director for another two-year term. The motion was passed unanimously.</i>
5. Committee Reports:		
Executive Committee / Resti Zaballos Jr. a. Election of Officers	As is written in the bylaws, officers of the DHIA are to be elected annually at the Annual meeting. The officers serve one-year terms, with no restrictions on term limits. a. The following people were nominated to serve as officers for FY 2024: 1. Board President – Resti Zaballos	<i>a. Ben moved that all of the current officers be re-appointed for</i>

<p>b. YTD Financial Report</p> <p>c. Proposed FY2024 Annual Budget Process</p>	<p>2. Vice President – Sara Buizer 3. Secretary – Thomas Leung 4. Treasurer – Ben Schweng</p> <p>b. Marco gave an updated report on the year-to-date budget. Discussion followed. Marco stated that anyone who had questions about the budget could reach out to him and he could go over it.</p> <p>c. The 2024 budget gross totals will be presented at the December 2023 Budget meeting. The 2024 budget will be reviewed by each Committee or directly by the Board at its December meeting. Numbers used in 2023 will give guidance on how to allocate funds, including the carry forward amount, at the December Board meeting. Discussion followed.</p> <p>Marco projected the carry forward amount from 2023 and presented the information to the Board during the Board meeting</p>	<p><i>another one-year term in the coming year. AI seconded the motion. The motion was approved unanimously.</i></p> <p><i>b. Sara moved and AI seconded approval of the year-to-date budget report.</i></p> <p><i>c. Board Members approved of the process outlined by staff by consensus. Staff will convene the Committees to produce draft FY24 Budget priorities and then return to the Board at the next meeting with recommendations.</i></p>
<p>Sidewalk Operations, Beautification & Order (SOBO) / Sara Buizer</p> <p>a. District Works Monthly Maintenance Report</p> <p>b. District Pressure Washing Recertification: Update</p> <p>c. DHIA Proposal to City for</p>	<p>a. Delante provided a report on District Works. The report was included in the Board packet.</p> <p>b. Chris (Zoom call) and Delante explained that they got their new permit issued by Jamie (city of Hayward) for a new location for water reclamation and will now be able to proceed with pressure washing. They also developed a new water pressure schedule that will be presented in the next Board meeting.</p> <p>c. Dominic and Nick and working on getting some storefront windows for downtown businesses to</p>	<p>a. No Action Taken</p> <p>b. No Action Taken</p> <p>c. No Action Taken</p>

<p>Supplemental Services in Downtown: Update</p> <p>d. B Street Lighting Re-Wrapping Project: Update</p>	<p>participate in holiday window decorations. Nick developed a participation sheet and will encourage business owners to participate.</p> <p>d. Nick provided a report on the tree-wrapped lights on B Street and Main Street. All four phases that were in the contract have been installed. Nick inspected the trees over the months and was able to report that they were all working properly.</p>	<p>d. No Action Taken</p>
<p>District Identity & Streetscape Improvement (DISI) / Alfredo Rodriguez</p> <p>a. Olive PR Status Report: Review</p> <p>b. Holiday Banner Installation & Downtown Décor: Update</p> <p>c. Downtown Holiday Window Decorating Guide & Program: Update</p> <p>d. New District-Wide Banner Program to Launch Q1 2024: Update</p>	<p>a. Eleanor and Cree provided an update on the latest stats on PR and social media exposure.</p> <p>b. Nick explained that there are small decorative holiday banners that are installed on the B Street poles every year around the holiday season and that staff was preparing to install those banners as well as other holiday décor in downtown.</p> <p>c. Nick presented a holiday decoration participation letter for downtown businesses. The DHIA would be looking for volunteer artists through local arts programs or school to help decorate local business frontages in downtown. Dominic had floated the idea to Nick that cash prizes could be made available as an incentive and that the district had organized similar holiday programs with the Chamber in the past.</p> <p>d. Nick mentioned there are plans to implement a district-wide banner program in early 2024. Dominic, Nick and District Works have developed a district-wide banner program</p>	<p>a. No Action Taken</p> <p>b. No Action Taken</p> <p>c. No Action Taken</p> <p>d. No Action Taken</p>

	and counted 93 poles to potentially be used for the banners	
Land Use Committee / Bill Matheson a. New Fiber Connectivity in Downtown	a. Nick provided a brief report that ATT's internet fiber connectivity will be available for some areas of downtown Hayward.	a. No Action Taken
6. Other Business	A representative (Greg) from First Presbyterian Church attended the meeting and mentioned that he didn't feel his church was part of downtown Hayward's jurisdiction, so he was concerned about the assessment the church had to pay annually. Discussion followed.	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.	.
7. Adjournment	A motion to adjourn the meeting is needed.	7. Resti motioned to adjourn, and Alex seconded adjournment of the Board meeting. Motion passed unanimously.

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

Downtown Hayward Improvement Association Proposed 2024 Budget

	Actual Jan - Dec 23	2023 Annual Budget	2024 Proposed Budget
Income			
Assessment Income			
Carry Forward		380,148.44	374,236.21
Assessment Income - Other	622,294.05	637,919.00	647,727.53
Total Assessment Income	622,294.05	1,018,067.44	1,021,963.74
Total Income	622,294.05	1,018,067.44	1,021,963.74
Expense			
Administration			
Accounting Fees	1,566.67	2,000.00	2,000.00
Bank Charges	158.00	60.00	100.00
Insurance - Liability, D and O	10,576.04	8,500.00	12,000.00
Legal Fees	2,388.00	3,000.00	3,000.00
Office Supplies	455.62	1,200.00	500.00
Postage, Mailing Service	217.23	300.00	200.00
Rent	14,400.00	14,400.00	14,400.00
Staff Consulting (New City)	102,500.00	102,500.00	102,500.00
Telephone, Telecommunications	168.16	3,600.00	300.00
Utilities	3,366.71	2,000.00	3,000.00
Admin Contingency	1,733.00	898.34	1,000.00
Total Administration	137,529.43	138,458.34	139,000.00
DISI			
Advertising	2,681.51	3,000.00	7,000.00
Annual Report	0.00	2,000.00	500.00
Branding & Signage	3,578.69	0.00	15,000.00
PR / Social Media	54,500.00	54,000.00	54,000.00
Seasonal Displays	14,704.50	0.00	10,000.00
Special Events			
Hot August Nights	15,500.00	15,000.00	
Latin Jazz Festival	13,000.00	13,000.00	
May Festival	5,000.00	5,000.00	
DISI Unallocated	10,000.00	21,000.00	21,500.00
Total Special Events	43,500.00	54,000.00	21,500.00
Staff Consulting (New City)	16,500.00	18,000.00	18,000.00
Website	893.14	0.00	10,000.00
Total DISI	136,357.84	131,000.00	136,000.00
SOBO			
Fixed Assets - Major Purchase	18,725.00	0.00	
Maintenance Contractor	281,501.60	356,000.00	375,000.00
Maintenance and Supplies	3,103.43	2,000.00	1,000.00
Payroll Expenses			
Deductions	0.00	-300.00	

Downtown Hayward Improvement Association Proposed 2024 Budget

	Actual Jan - Dec 23	2023 Annual Budget	2024 Proposed Budget
Payroll Workers Comp Ins	1,198.00	9,120.00	
Total Payroll Expenses	1,198.00	8,820.00	
Cameras	0.00	120,000.00	100,000.00
Security	0.00	50,000.00	70,000.00
Supplies for SOBO	513.01	4,800.00	1,000.00
Vehicle Related			
Pressure Washing	5,042.05	3,600.00	2,000.00
Gas	2,368.42	3,960.00	3,000.00
Vehicle Repair & Maintenance	3,405.03	600.00	1,000.00
Total Vehicle Related	10,815.50	8,160.00	6,000.00
Total SOBO	315,856.54	549,780.00	553,000.00
Contingency / Reserve	0.00	198,829.10	193,963.74
Total Expense	589,743.81	1,018,067.44	1,021,963.74
Net Income	<u>32,550.24</u>	<u>0.00</u>	<u>-</u>



Downtown Hayward Improvement Association Monthly Report

December 2023

December Recap

Leveraging the dry days in December, District Works (DW) optimally deployed the Billy Goat to swiftly eliminate freshly fallen leaves from the diverse trees within the district. This targeted initiative heightened our overall efficiency and effectiveness in maintaining debris-free walking paths. By promptly addressing this seasonal challenge, we have enhanced the safety and accessibility of public spaces throughout the District. In addition, we implemented a strategic approach to ensure the uninterrupted flow of drains within the district. This proactive measure not only minimizes the risk of rainwater backup but also mitigates the potential for flooding.

The City of Hayward has positioned Big Belly units across the district. Once waste goes in, it can't come out. A fully enclosed bin means no visible waste and no windblown litter, eliminating a food source for pests and keeping space safer. Units hold up to 5X the capacity of traditional bins, addressing the challenge of overflowing trash cans. This initiative aligns with our shared goal of fostering a clean, orderly, and welcoming urban landscape.

As we conclude November, these strategic initiatives underscore District Works' commitment to proactive urban place management. By collaborating with key stakeholders and utilizing innovative tools, we continue to enhance the cleanliness and functionality of the district, ensuring a positive experience for residents and visitors.



Statistics	Daily Average	Monthly Total	YTD Total
Business Contact	12	378	1893
Hospitality Escort or Directions Given	1	16	333
Trash Collected- Total Bags	31	966	3627
Trash Collected- Total Weight (lbs.)	779	24150	90664
Graffiti Removed- Stickers	6	178	1144
Graffiti Removed- Paint	1	44	344

To conclude 2023, DW Place managers collected a total of 3,627 bags of debris from August to December totaling 90,664 pounds of debris removed from the district sidewalks, curb lines, and overflowing trash cans. Place Managers conducted 1,893 Business Contacts and provided 333 hospitality escorts to our guests.

Highlighting our commitment to maintaining an aesthetically pleasing district, our Place Managers demonstrated exceptional vigilance by successfully eliminating 1,488 instances of graffiti using best practices in graffiti abatement. For our reporting purposes, "small" graffiti refers to a 12"x 12" space that has been vandalized with spray paint, stickers, unauthorized postings, and similar defacements.

December Highlights

District Works hosted its Fourth Quarter Employee Meeting, offering a valuable opportunity for all employees to come together, network, and strengthen connections. The event proved invaluable as we reflected on the significant growth of the company throughout the past year. We had the privilege of learning about key accomplishments in 2023 and gaining insights into upcoming endeavors for 2024.

Remarkably, within District Works brief three-year presence in the Urban Place Management industry, the organization has expanded to well over 100 employees, all sharing a common commitment to enhancing our communities.



BEFORE & AFTER

22553 Main Street



954 B Street



BEFORE & AFTER

1015 A Street



About District Works

Building on a decade of experience in managing multiple business improvement and community benefit districts, District Works collaborates closely with your leadership to achieve organizational goals. We offer a comprehensive range of essential and supplemental staffing services to implement and sustain your investment in improvement and street beautification efforts.

Engaging with District Works means creating an extension of your team and expanding your organization's capacity to maximize its positive impact on the community.



Downtown Hayward Improvement Association Board Meeting

Tuesday, January 23, 2024

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

Business Transformations and New Openings in Hayward

SECURED INTEREST

- **12/19 secured interest with Bay Area News Group**
 - Will keep in mind for upcoming stories
- **12/12 secured interest with 510 Families**
 - Interested in kid friendly restaurants in Hayward
- **11/30 secured interest with East Bay Echo**
 - Would like to set up interviews with each of the new/revamped businesses for a feature
- **11/29 secured interest with Diablo Magazine**
 - Will consider new businesses in roundup coming up
- **11/29 secured interest with Eater SF**
 - Requested opening dates for businesses for consideration in new restaurant roundup

Hayward Revitalization

SECURED COVERAGE

- **1/12 secured online coverage on Patch (Castro Valley)**
 - Article highlights the opening of Arthur Mac's in Downtown Hayward
- **1/3 secured online coverage on East Bay Times**
 - Roundup of notable restaurant openings in the Bay Area includes Arthur Mac's Big Snack with a mention of its unique construction from a retired BART train car and also some of its cocktail and menu offerings
- **1/3 secured online coverage on Mercury News**

- o Roundup of notable restaurant openings in the Bay Area includes Arthur Mac's Big Snack with a mention of its unique construction from a retired BART train car and also some of its cocktail and menu offerings
- **1/3 secured online coverage on Silicon Valley**
 - o Roundup of notable restaurant openings in the Bay Area includes Arthur Mac's Big Snack with a mention of its unique construction from a retired BART train car and also some of its cocktail and menu offerings
- **1/3 secured online coverage on MSN**
 - o Syndicated Mercury News roundup of notable restaurant openings in the Bay Area includes Arthur Mac's Big Snack with a mention of its unique construction from a retired BART train car and also some of its cocktail and menu offerings
- **1/3 secured online coverage on Ground News**
 - o Syndicated Mercury News roundup of notable restaurant openings in the Bay Area includes Arthur Mac's Big Snack with a mention of its unique construction from a retired BART train car and also some of its cocktail and menu offerings
- **1/3 secured online coverage on News Break**
 - o Syndicated Mercury News roundup of notable restaurant openings in the Bay Area includes Arthur Mac's Big Snack with a mention of its unique construction from a retired BART train car and also some of its cocktail and menu offerings
- **1/3 secured online coverage on Dealtown**
 - o Syndicated Mercury News roundup of notable restaurant openings in the Bay Area includes Arthur Mac's Big Snack with a mention of its unique construction from a retired BART train car and also some of its cocktail and menu offerings
- **12/24 secured print coverage in The Mercury News**
 - o Roundup of notable restaurant closings and openings in 2023 in the Bay Area includes the re-opening of Buffalo Bills, including a short history of the restaurant's important contributions
- **12/24 secured print coverage in East Bay Times**
 - o Roundup of notable restaurant closings and openings in 2023 in the Bay Area includes the re-opening of Buffalo Bills, including a short history of the restaurant's important contributions
- **12/18 secured online coverage on The Mercury News**
 - o Roundup of notable restaurant closings and openings in 2023 in the Bay Area includes the re-opening of Buffalo Bills, including a short history of the restaurant's important contributions
- **12/18 secured online coverage on East Bay Times**
 - o Roundup of notable restaurant closings and openings in 2023 in the Bay Area includes the re-opening of Buffalo Bills, including a short history of the restaurant's important contributions
- **12/18 secured online coverage on Silicon Valley News**

- Syndicated Silicon Valley News roundup of notable restaurant closings and openings in 2023 in the Bay Area which includes the re-opening of Buffalo Bills, including a short history of the restaurant's important contributions
- **12/18 secured online coverage on News Break**
 - Syndicated Silicon Valley News roundup of notable restaurant closings and openings in 2023 in the Bay Area which includes the re-opening of Buffalo Bills, including a short history of the restaurant's important contributions

Fall Events in Downtown Hayward

SECURED COVERAGE

- **11/13 secured broadcast coverage on KRON 4 (News at 10 am)**
 - Report included all of the details about Light Up the Season
- **11/13 secured broadcast coverage on KRON 4 (News at 2 pm)**
 - Report included all of the details about Light Up the Season
- **11/13 secured broadcast coverage on KRON 4 (News at 5:30 pm)**
 - Report included all of the details about Light Up the Season

PITCHING

- **Hayward Revitalization Pitch**
 - Local Online
 - Local Print
- **Business Transformations and New Openings in Hayward**
 - Local Online
 - Local Print
 - Local TV

WRITING

- Business Transformations and New Openings in Hayward
- Family Outing in Downtown 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 **293** new followers across all platforms
- Garnered over **123K** impressions across all platforms
- Garnered over **3.K** 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 Jan 18)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 DHIA	124	2831	1037	56265
 Downtown Hayward Improvement Association	169	4062	2095	67154

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

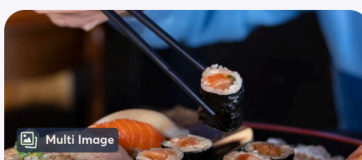
Best performing content published during the selected period.



Dec 15, 2023 · Downtown Hayward Improvement Association

Stroll through the magic of Downtown Hayward! Our businesse...

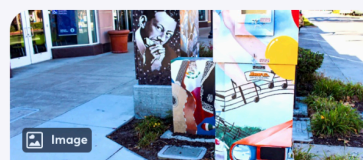
👤 Reach	2,730
👥 Engaged users	334
👁️ Clicks	60
👁️ Other clicks	185
Engagement rate per reach	12.2%
Engagement rate per impression	9%



Jan 9, 2024 · Downtown Hayward Improvement Association

Craving the finest sushi in the Bay Area? Your search ends here. Dive...

👤 Reach	4,827
👥 Engaged users	563
👁️ Clicks	227
👁️ Other clicks	402
Engagement rate per reach	11.7%
Engagement rate per impression	9.9%



Jan 12, 2024 · Downtown Hayward Improvement Association

Downtown Hayward is a canvas of creativity! 🎨 Which public artwork...

👤 Reach	1,803
👥 Engaged users	189
👁️ Clicks	21
👁️ Other clicks	92
Engagement rate per reach	10.5%
Engagement rate per impression	8.6%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Nov 29, 2023 · DHIA

Craving something delicious? Downtown Hayward is the place to...

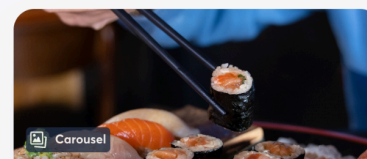
👤 Reach	1,907
💬 Comments	7
❤️ Likes	157
📌 Saves	11
👥 Engagement	195
Engagement rate per reach	10.2%
Engagement rate per impression	9.7%



Dec 29, 2023 · DHIA

Spreading the joy of Indian and Nepali cuisine in Downtown...

👤 Reach	1,256
💬 Comments	4
❤️ Likes	98
📌 Saves	8
👥 Engagement	129
Engagement rate per reach	10.3%
Engagement rate per impression	9.8%



Jan 9, 2024 · DHIA

Craving the finest sushi in the Bay Area? Your search ends here. Dive...

👤 Reach	1,145
💬 Comments	3
❤️ Likes	81
📌 Saves	6
👥 Engagement	128
Engagement rate per reach	11.2%
Engagement rate per impression	9%