



Downtown Hayward Improvement Association
 District Identity & Streetscape Improvement (DISI) Committee
 Thursday, January 18th, 2024, at 1:00 PM
 Zoom Virtual Link: <https://us06web.zoom.us/j/83214822277>
 Meeting ID: 832 1482 2277 | Passcode: 22654 | 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) DHIA FY23 Year-End Committee Budget Performance P. 2 - 3
- 4) DHIA FY24 Budget Line-Item Recommendations *Action Item* P. 4 - 5
- 5) Committee Updates:
 - a. Olive Public Relations Status Report P. 6 - 11
 - b. Downtown Banner Program: Scope & New Banner Rollout P. 12
 - c. DHIA Website Redesign Task Force
 - d. B Street Mural Project Task Force
 - e. New Big Belly Placement in Downtown & Programming Opportunities
- 6) Other 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 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 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
Profit & Loss Budget Performance
December 2023

	Dec 23	Budget	Jan - Dec 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	14,666.49	53,159.00	622,294.05	637,919.00	637,919.00
Total Assessment Income	14,666.49	53,159.00	622,294.05	1,018,067.44	1,018,067.44
Total Income	14,666.49	53,159.00	622,355.05	1,018,067.44	1,018,067.44
Expense					
Administration					
Accounting Fees	0.00	166.00	1,566.67	2,000.00	2,000.00
Bank Charges	0.00	5.00	68.00	60.00	60.00
Insurance - Liability, D and O	0.00	708.00	10,576.04	8,500.00	8,500.00
Legal Fees	0.00	250.00	2,388.00	3,000.00	3,000.00
Office Supplies	0.00	100.00	455.62	1,200.00	1,200.00
Postage, Mailing Service	12.98	25.00	217.23	300.00	300.00
Rent	1,200.00	1,200.00	14,400.00	14,400.00	14,400.00
Staff Consulting (New City)	10,000.00	10,000.00	102,500.00	102,500.00	102,500.00
Telephone, Telecommunications	18.49	300.00	168.16	3,600.00	3,600.00
Utilities	342.92	166.00	3,366.71	2,000.00	2,000.00
Admin Contingency	14.00	0.00	1,733.00	898.34	898.34
Total Administration	11,588.39	12,920.00	137,698.90	138,458.34	138,458.34
DISI					
Advertising	192.55	250.00	2,681.51	3,000.00	3,000.00
Annual Report	0.00	166.00	0.00	2,000.00	2,000.00
Branding & Signage	0.00	0.00	3,578.69	0.00	0.00
PR / Social Media	5,000.00	4,500.00	54,500.00	54,000.00	54,000.00
Seasonal Displays	9,444.50	0.00	14,704.50	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	21,000.00	21,000.00
Total Special Events	0.00	1,750.00	43,500.00	54,000.00	54,000.00
Staff Consulting (New City)	0.00	1,500.00	16,500.00	18,000.00	18,000.00
Website	0.00	0.00	893.14	0.00	0.00
Total DISI	14,637.05	8,166.00	136,357.84	131,000.00	131,000.00
SOBO					
Fixed Assets - Major Purchase	0.00	0.00	18,725.00	0.00	0.00
Maintenance Contractor	29,971.38	38,533.33	281,501.60	356,000.00	356,000.00
Maintenance and Supplies	0.00	166.66	3,103.43	2,000.00	2,000.00
Payroll Expenses					
Deductions	0.00	0.00	0.00	-300.00	-300.00
Payroll Workers Comp Ins	655.00	760.00	1,198.00	9,120.00	9,120.00
Total Payroll Expenses	655.00	760.00	1,198.00	8,820.00	8,820.00

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
December 2023

	Dec 23	Budget	Jan - Dec 23	YTD Budget	Annual Budget
Professional Services/ BACS	0.00	10,000.00	0.00	120,000.00	120,000.00
Security	0.00	4,166.66	0.00	50,000.00	50,000.00
Supplies for SOBO	0.00	400.00	513.01	4,800.00	4,800.00
Vehicle Related					
Pressure Washing	0.00	300.00	5,042.05	3,600.00	3,600.00
Gas	0.00	330.00	2,368.42	3,960.00	3,960.00
Vehicle Repair & Maintenance	0.00	50.00	3,405.03	600.00	600.00
Total Vehicle Related	0.00	680.00	10,815.50	8,160.00	8,160.00
Total SOBO	32,126.38	54,706.65	317,356.54	549,780.00	549,780.00
Contingency / Reserve	0.00	0.00	0.00	198,829.10	198,829.10
Total Expense	58,351.82	75,792.65	591,413.28	1,018,067.44	1,018,067.44
Net Income	-43,685.33	-22,633.65	30,941.77	0.00	0.00

Downtown Hayward Improvement Association

Profit & Loss Budget Performance

4

Cash Basis

December 2023

	Jan - Dec 23	23 Annual Budget	2024 Projected
Income			
Assessment Income			
Carry Forward	0.00	380,148.44	375,384.68
Assessment Income - Other	622,355.05	637,919.00	647,726.52
Total Assessment Income	622,355.05	1,018,067.44	1,023,111.20
Expense			
Administration			
Accounting Fees	1,566.67	2,000.00	
Bank Charges	68.00	60.00	
Insurance - Liability, D and O	10,576.04	8,500.00	
Legal Fees	2,388.00	3,000.00	
Office Supplies	455.62	1,200.00	
Postage, Mailing Service	217.23	300.00	
Rent	14,400.00	14,400.00	
Staff Consulting (New City)	102,500.00	102,500.00	
Telephone, Telecommunications	168.16	3,600.00	
Utilities	3,366.71	2,000.00	
Admin Contingency	1,733.00	898.34	
Total Administration	137,439.43	138,458.34	
DISI			
Advertising	2,681.51	3,000.00	
Annual Report	0.00	2,000.00	
Branding & Signage	3,578.69	0.00	
PR / Social Media	54,500.00	54,000.00	
Seasonal Displays	14,704.50	0.00	
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	
Special Events - Other	10,000.00	21,000.00	
Total Special Events	43,500.00	54,000.00	
Staff Consulting (New City)	16,500.00	18,000.00	
Website	893.14	0.00	
Total DISI	136,357.84	131,000.00	
SOBO			
Fixed Assets - Major Purchase	18,725.00	0.00	
Maintenance Contractor	281,501.60	356,000.00	
Maintenance and Supplies	3,103.43	2,000.00	
Payroll Expenses			
Deductions	0.00	-300.00	
Payroll Workers Comp Ins	1,198.00	9,120.00	
Total Payroll Expenses	1,198.00	8,820.00	
Professional Services/ BACS	0.00	120,000.00	

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
 November 2023

	<u>Jan - Dec 23</u>	<u>23 Annual Budget</u>	<u>2024 Projected</u>
Security	0.00	50,000.00	
Supplies for SOBO	513.01	4,800.00	
Vehicle Related			
Pressure Washing	5,042.05	3,600.00	
Gas	2,368.42	3,960.00	
Vehicle Repair & Maintenance	3,405.03	600.00	
Total Vehicle Related	<u>10,815.50</u>	<u>8,160.00</u>	
Total SOBO	<u>315,856.54</u>	<u>549,780.00</u>	
Contingency / Reserve	0.00	198,829.10	
Total Expense	<u>589,653.81</u>	<u>1,018,067.44</u>	
Net Income	<u><u>32,701.24</u></u>	<u><u>0.00</u></u>	



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

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

- **1/3 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**

- o 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**
 - o 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
- **10/10 secured print coverage in San Francisco Chronicle**
 - o 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**
 - o 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**
 - o 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**
 - o 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**
 - o 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**
 - o Roundup of restaurant news in the East Bay includes the re-opening of Buffalo Bill's Brewery
- **9/5 secured online coverage on Flipboard**
 - o 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 print and online interest with Bay Area News Group**
 - o Sharing new openings with restaurant writers and will include when openings approach

Fall Events in Downtown Hayward

SECURED COVERAGE

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

Mariachi Festival

SECURED COVERAGE

- **9/29 secured broadcast coverage on 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 on 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 on 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 on KTVU (Mornings on 2 at 4 am)**
 - Segment included details about the Mariachi Festival in Hayward
- **9/29 secured broadcast coverage on 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

PITCHING

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

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

WRITING

- Mariachi Festival
- Mariachi Festival Media Alert
- Fall Events in Downtown Hayward
- Business Transformations and New Openings 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 **172** new followers across all platforms
- Garnered over **63K** impressions across all platforms
- Garnered over **1.6K** 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 Jan 15)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 DHIA	64	2826	386	26737
 Downtown Hayward Improvement Association	108	4047	1222	36006

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

Best performing content published during the selected period.



Jan 9, 2024 · Downtown Hayward Improvement Association

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

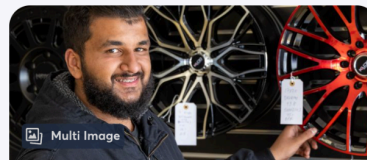
👁️ Reach	4,734
👤 Engaged users	563
👁️ Clicks	225
👁️ Other clicks	402
Engagement rate per reach	11.9%
Engagement rate per impression	10%



Dec 19, 2023 · Downtown Hayward Improvement Association

The holidays are in full swing in Downtown Hayward, and we're lovi...

👁️ Reach	599
👤 Engaged users	62
👁️ Clicks	6
👁️ Other clicks	15
Engagement rate per reach	10.4%
Engagement rate per impression	9.9%



Jan 6, 2024 · Downtown Hayward Improvement Association

Roll into safety and style with the local tire experts! 🛞🔧📍 Tire &...

👁️ Reach	3,289
👤 Engaged users	248
👁️ Clicks	125
👁️ Other clicks	127
Engagement rate per reach	7.5%
Engagement rate per impression	6.2%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Dec 29, 2023 · DHIA

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

👁️ Reach	1,249
💬 Comments	4
❤️ Likes	98
📌 Saves	7
👤 Engagement	128
Engagement rate per reach	10.2%
Engagement rate per impression	9.8%



Jan 9, 2024 · DHIA

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

👁️ Reach	1,112
💬 Comments	3
❤️ Likes	80
📌 Saves	6
👤 Engagement	127
Engagement rate per reach	11.4%
Engagement rate per impression	9.2%



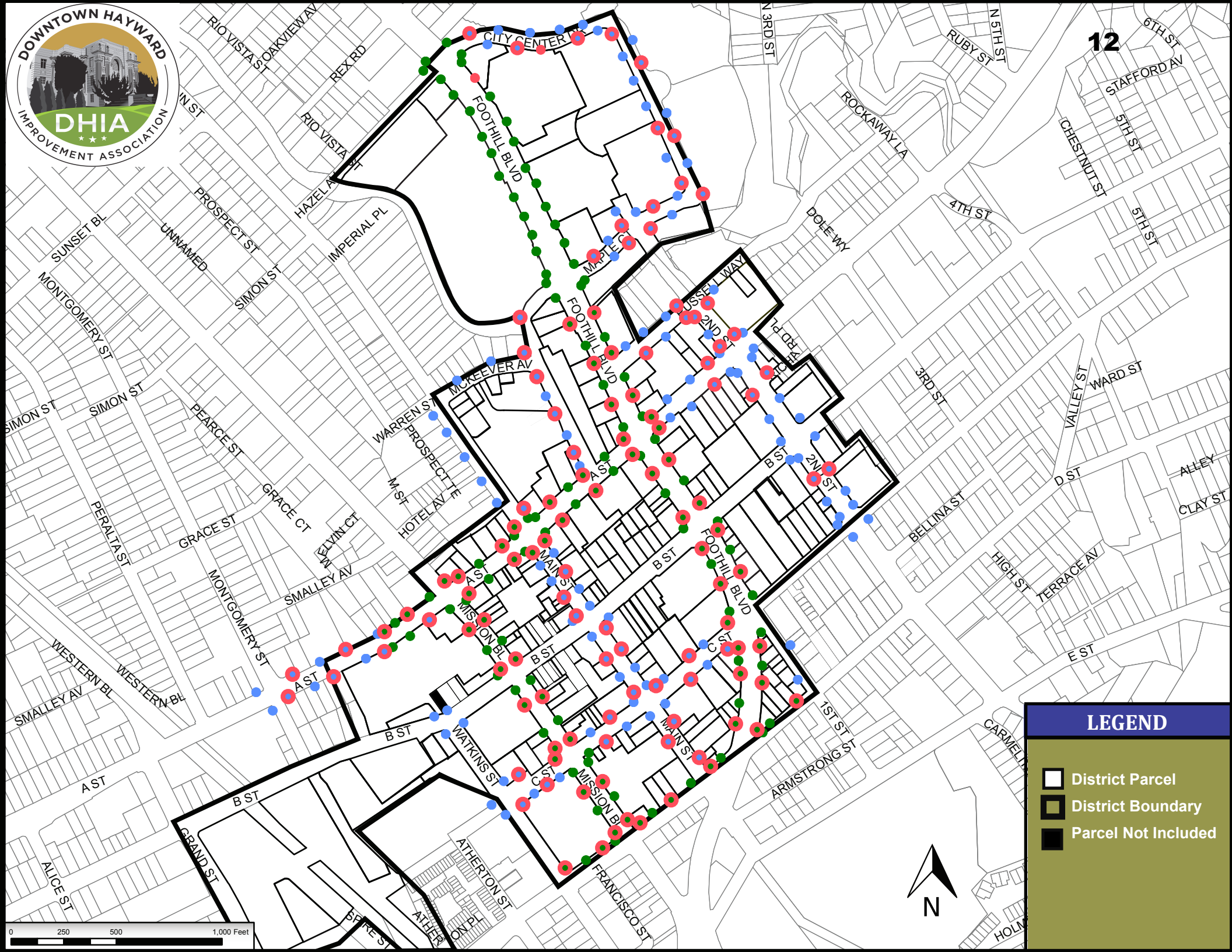
Dec 19, 2023 · DHIA

The holidays are in full swing in Downtown Hayward, and we're lovi...

👁️ Reach	502
💬 Comments	0
❤️ Likes	35
📌 Saves	0
👤 Engagement	50
Engagement rate per reach	10%
Engagement rate per impression	9.1%



12



LEGEND

- District Parcel
- District Boundary
- Parcel Not Included

